



Developing a Marketing Plan

Review of the CBPM Process

- Action is the objective
- The target audience is the focus
- The exchange is critical
- Segment markets
- Use all 4 Ps
- Analyze and beware of competition
- Monitor and be flexible

Effective Social Marketing

“**Product** must be tailored to customer needs, **priced** realistically, **distributed** through convenient channels and actively **promoted** to customers.”



Review of the CBPM Process

Programs to **influence action** will be more **effective** if they are based on an understanding of the **target audience's own perceptions** of the **proposed exchange**.



Background Statement

Prepare Background Statement

- ***Background*** – Write a brief description of the problem or need for the program
- ***Purpose*** – State your general purpose
- ***Behavioral focus*** – State a behavioral goal or focus (actual product)

SWOT Analysis

	HELPFUL (for your objective)	HARMFUL (for your objective)
INTERNAL (within organisation)	Strengths • • • • • • S	Weaknesses • • • • • • W
EXTERNAL (outside organisation)	Opportunities • • • • • • O	Threats • • • • • • T

Behavioral Focus

- Social Marketing is inappropriate for problems that do not have behavioral determinants.
- Some problems are associated with only one behavior.
- When multiple behaviors impact problem, need to compare alternatives
 - *For example, childhood obesity can be affected by nutrition, physical activity, screen time, lack of PE in schools*

Segmenting Target Audience

- Everyone may not want or need the same product
- Most appropriate intervention varies for each group
- Based on differential responsiveness to change



Identify Your Core Product



- Make actual product attractive to your target audience
- Distinguish product from competition
- Select something that you can truly deliver
- How can you make your product
 - *Unique*
 - *Important*
 - *Believable*
 - *Sustainable*

What is the price (or barriers)



- What do they exchange to adopt your behavior?
- What other factors impact behavior?
- What are their perceptions of the cost for adopting this behavior?

Placement



- Places (locations, times) consumers decide to act
- People and organizations that could support the behavior
- Channels for distributing tangible or augmented products

Promotion



- Potential spokespersons
- Information channels
- Activities
- Other

Evaluation

- How can you know whether or not you've moved the needle?
- Make sure that evaluation is part of the design of the project.





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