SOCIAL MARKETING 101

USING SOCIAL MARKETING TO MEET SNAP-ED GOALS

CLAY BUTCHER, COMMUNICATIONS MANAGER
ALASKA HEALTH AND SOCIAL SERVICES
WHAT WE’LL TALK ABOUT

What is social marketing and what it isn’t
Social marketing options
Campaign and marketing examples
How to do social marketing cost-effectively
WHAT WE DO

PUBLIC RELATIONS
Over 800 media inquiries per year.

GRAPHIC DESIGN
Design for print, web, video, social media

WEB
12,000 page website, over 4,000 webpage updates a year.

SOCIAL MEDIA
Facebook, Twitter, YouTube, Vimeo. Sometimes others.

VIDEO
5 to 10 longer-form videos/year
3 to 5 TV ads/year
10 to 20 radio ads/year

PRINT
250-300 print publications/year
From pamphlets to giant reports
SOCIAL MARKETING DEFINITION

"the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society."

In English: Use research and marketing to target the right people over time for social good. And keep working at it to make it better.
SOCIAL MEDIA DEFINITION

"Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration."

In English: People sharing stuff on facebook and twitter, and other sites where people check in with each other on the internet.
EXAMPLES OF SOCIAL MARKETING
EXAMPLES OF SOCIAL MARKETING

"I really appreciate the help I have received from you guys. You guys are wonderful. I am praying that I can stay quit. I really want to stay away from tobacco. Thank you all so much."

Alaska's Tobacco Quit Line Explained
Social marketing seeks to impact personal behavior by persuading people to:

- Avoid risky practices (e.g., smoking)
- Start healthy habits
- Discontinue antisocial actions (e.g., littering)
- Seek counseling
- Take preventive measures (e.g., safety belts)
- Join, give or organize for a specific cause
## SOCIAL MARKETING VS ADVERTISING

<table>
<thead>
<tr>
<th>Causes</th>
<th>Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Targets complex, psychological processes</td>
<td>• Target simpler, feel-good behaviors (e.g. purchasing)</td>
</tr>
<tr>
<td>• Tries to change deeply held beliefs</td>
<td>• Fit into existing social norms</td>
</tr>
<tr>
<td>• Requires sophisticated research</td>
<td>• Research can be more informal</td>
</tr>
<tr>
<td>• Needs emotional “hook”</td>
<td>• Simple slogans</td>
</tr>
</tbody>
</table>
SOCIAL MARKETING CHALLENGES

Deep psychological processes are behind most social behaviors

Resistance to change
  • Audience denial
  • Fear defense mechanisms
  • Disinterest in changing behavior
  • Lack of perceived threat/benefit
  • Peers may encourage risk behavior
  • Fear of losing peer approval
  • Lack of self-efficacy
SOCIAL MARKETING BARRIERS

• Potential of social marketing unappreciated
• People are hard to change
• Media and airtime is expensive
• Social marketing is often done poorly; it is NOT the same as advertising
RESEARCH IS KEY

• Formative research
  • Target Audience
  • Understanding needs & wants
• Pre-testing
  • Test client’s reactions to materials before disseminating
• Monitoring research
  • Track audience responses
  • Use feedback to tinker, revise message strategies
SOCIAL MARKETING STEPS

Scope:
- Carrying out research
- Establish clear goals to drive effort
- Segmenting your audience – who do you want to reach?
SNAP-ED GOALS

Increase behaviors consistent with:

- Improved skills in food budgeting and meal planning
- Increased consumption of fruits and vegetables
- Decreased consumption of sugar sweetened beverages and replacement with water or low-fat milk. (partner with Play Every Day)
- Improved knowledge of food safety.
- Increased physical activity. (partner with Play Every Day)
WHAT OUR CAMPAIGNS LOOKS LIKE

TELEVISION

RADIO

PRINT

SOCIAL MEDIA

EARNED MEDIA

WEBSITE
SOCIAL MEDIA OPTIONS

Facebook/Twitter

YouTube/Vimeo – State employees can see Vimeo, are blocked from YouTube

Pinterest/Spotify/Pandora – Best used in ad campaigns

Blogs, and 3rd party websites
HOW SOCIAL MEDIA CAN HELP

Raise General Awareness of program benefits
Spread news to clients
Help people in need discover and get assistance
Customer Service
COST-EFFECTIVE MARKETING OPTIONS

Micro-targeting advertising on facebook/twitter/youtube
Alaska Broadcasters Association NCSA program for TV/radio
Public Service Announcements
Earned media
KEEP IT SIMPLE - RECOMMENDATIONS

Use facebook, and social media advertising – and target

Film short testimonial-style videos showing real people doing the right thing, or explaining health eating options

Put these videos on website/social media with written simple messages that accompany the video
WIC FACEBOOK ADS
$100 SPEND, PARENTS 16-50, REACH 8,241
WIC VIDEO
LOW-COST VIDEO FOR FACEBOOK AND WEB

Filmed at Spenard Farmer’s Market
Used volunteers
Shareable on Facebook/Twitter
WHY TESTIMONIALS?

Stories are powerful

A story is 14 times more likely to be remembered than a statistic

We’re hard-wired to relate to people, faces, emotions

We react to people and stories in ways we don’t understand
Testimonial – Promoting a Program

Colin's Story
– PIC Alaska
TESTIMONIAL — AFFECTING PUBLIC OPINION

Medicaid Expansion

- Richard’s Story
- Lynnette’s Story
- Brandon’s Story: Struggling without health coverage

- Medicaid Expansion and Reform
- Alaskans speak out on Medicaid Expansion and Reform
- Medicaid Expansion is our opportunity to invest in the health of Alaskans and the well-being of our entire state. Medicaid expansion will be felt in all populations, regions and sectors across our state, measured in improved health, job opportunities and more.
Lynette is the main caregiver of a man severely injured by a drunk driver. He has no one else. Now she is sick and does not qualify for Medicaid. Thousands of Alaskans need health care to stay healthy and able to work. Reforming and expanding Medicaid is the right thing to do.

Brandon worked as a chef on the Kenai Peninsula. Then he got sick. He couldn’t work, he lost his home, and he ended up with crippling debt. Medicaid expansion would have given him access to care when he needed it. And it would have given him a chance to keep doing the work he loves. Medicaid expansion is the right thing to do.
HOW TO GET TESTIMONIALS

Former clients/customers

Ask peers in your field if they know of success stories.

Ask on facebook/email list

Ask friends/family if they know of anyone
WHEN TESTIMONIALS ARE EFFECTIVE

When they are specific.

When they overcome objection or adversity.

When they answer questions

When the people are the stars, not the program/service

When they’re real
Miracle Schwarz is a thriving two year old but her life started out very differently. Born at 23 weeks gestation and weighing barely one pound, she truly lived up to her name. Her family credits the Program for Infants and Children (PIC) with giving them the support, services and coaching they needed to help their daughter become the active toddler she is today.

Three year-old Colin Blackson loves to laugh and play. His 1000-watt smile is downright contagious. His Mom Jessica says his future is as bright as that smile. This super-positive outlook wasn't always the case. When Colin was a baby his Mom had a gut feeling that something wasn't right with his development. A referral to the Programs for Infants and Children changed this family's direction and Colin's future.
THANK YOU.

ANY QUESTIONS?

CLAY.BUTCHER@ALASKA.GOV
TWITTER: @ALASKA_DHSS
VIMEO.COM/ALASKADHSS, VIMEO.COM/CLAYBUTCHER
FACEBOOK.COM/ALASKA.DHSS