



Mahoning County SWMD
Marketing 101:
Principals for Effectively Reaching a Target Audience



Social Marketing

What is it good for??

- Reach Large Audience
- Change behavior and outcomes over a long period



Marketing vs. Advertising



- Advertising
- Research
- Media
- Planning
- PR
- Customer Support
- Community Involvement



Seven Steps to Social Change

"Doors to the new norm" Knowledge

- Desire
- Skills
- Facilitation
- Optimism
- Stimulation
- Reinforcement




Target Practice



- KNOW YOUR TARGET TO BE YOUR TARGET
- Complete demographics: gender, age, race, income levels, education levels, what media is most effective in the areas
- Can sub group your target to do pin point marketing
- Surveys, listening sessions and public forums, focus groups

DETERMINE YOUR TARGETS READINESS FOR SOCIAL CHANGE
Do they have and can you provide:

- Knowledge of Goal
- Belief in the importance of the goal
- Desire for Change
- Belief in the ability to change
- Action (do they currently act)
- Ability to maintain change



4 P's in Marketing

(and a couple more for the Social Marketer)

- **Product** (selling a behavior) Show them how it will help them become the person they want to be
- **Price** (emotional, social, time)
- **Place** (how and where can they do it) make it easy, offer alternatives
- **Promotion**
- **Publics** (more people affect your target and therefore the success of your program) Get faith based on your side, local media, political figures in good standing, local heroes (football coaches, athletes, etc.)
- **Partnership** (other non-profits, gov't agencies)
Those sharing similar goals and those already successful (SWCD, SWMD)
Trend in Marketing for halo effect in corporation
Sherwin Williams with Green Team
- **Policy:** (Gov't acting as catalyst, increases your chance of sustained behavior)
- **Purse Strings** (not always \$\$ for marketing or advertising, be creative (e taking cues from candidates) local grant opportunities, foundations)
- **Persuasion** (Know your targets arguments before they speak them, be ready to completely counter) **CONVINCE WHILE SMILING** or "There's no room for anger in recycling"
- **Perimeters** (Know where your goal intersects, overlaps, joins, parallels or sits opposite another agency/goal/project. Be prepared to offer your target that extra help for the corollary)
- **PREPARE: all staff, all agencies, all municipalities**