



Social Marketing Campaign Development



Project Development

Plan of Attack:

1. What is the problem or cause?
2. What is the current public perception?
3. What is the desired action or outcome?
4. What will it take to get there?
5. Who is the target audience?
6. What is the best way to reach them?
7. What were the results?



Define Problem or Cause

Lay the groundwork

- ◆ Be strategic. Be specific.
- ◆ Research current situation—where do you stand now?
- ◆ Any research or reports
- ◆ Use committee members & volunteers



Current Public Perception

- ◆ What do people already know?
- ◆ Is it accurate?
- ◆ Where do they get their information?
- ◆ Is what they know reflected in their actions?



Desired Outcome

- ◆ Statement of Goal
- ◆ What do you want people to do/know/act as a result of your message?
- ◆ Is it feasible?
- ◆ How long will it take to change?
- ◆ Be realistic. Be specific. Able to measure



How to Get there

**A SIMPLE FOCUSED message
that speaks to the
TARGET AUDIENCE**



Research

◆ **Secondary**

- * Other similar campaigns. *What worked? What didn't?*

- * Demographic & psychographic (lifestyle) research

- * Media research—how to reach them

◆ **Primary**

Focus Groups

- * Ask the **RIGHT** questions to the **RIGHT** people

- * Incentives are a great way to gain participation



Target Audience

KNOW YOUR AUDIENCE

Primary

- * demographic
- * psychographic/lifestyle

Secondary

- * Who are the Influencers?



6. Targeting the Message

Breakthrough creative needs to:

- ◆ **Entertain**—get attention
- ◆ **Educate**—deliver information
- ◆ **Entice**—encourage an action or behavior change



Targeting the Delivery

- ◆ Media Strategy--most importantly... know your target market and your goals.
- ◆ Use the best MEDIA to deliver your message
- ◆ Benefits of each media vehicle
 - ◆ TV
 - ◆ Print
 - ◆ Radio
 - ◆ Outdoor
 - ◆ Web



Creative Communication

- ◆ The “BIG IDEA”
- ◆ A graphic look & feel that can be translated to a variety of uses
- ◆ Slogan/tagline/catchphrase that is meaningful and memorable
- ◆ Synergistic



Idea Development

◆ **Keep it Simple**

- * Focus on ONE message, ONE call to action
- * Use the right medium to deliver message

◆ **Remember who your target is**

- * Use a style & tone that is relevant

◆ **What do you want to change?**

- * What is the call to action?
- * Awareness, get more info, behavior change



Idea Testing

Pre-testing ideas is a good idea

- * informal or formal
- * small sample of real audience
- * ask the right people the right questions
- * listen to feedback
- * use your volunteers, interns, students



When funds are limited...

Alternatives to Paid Media

- ◆ Web
 - * Facebook.com, Twitter, YouTube, MySpace.com, blogs, emails
- ◆ PR—have an “expert” available as a spokesperson on the issue—someone who can relate to audience
- ◆ Signs, flyers, stickers, tattoos
- ◆ Presence at key events
- ◆ Guerilla marketing--Use your **VOLUNTEER** power



Measure Results

- ◆ Summarize while its fresh in your mind
- ◆ Track results
- ◆ Save tearsheets, samples
- ◆ What worked?
- ◆ What didn't work?
- ◆ Save information for future projects



5 Things to Avoid

- ◆ DON'T assume.
- ◆ DON'T skip the groundwork.
- ◆ DON'T rely on *your* opinions, views, likes/dislikes.
- ◆ DON'T worry about “Playing it safe”. Effective advertising usually involves risk.
- ◆ DON'T fall in love with your ideas.



5 Things to Remember

- ◆ DO research, research, research--listen to your audience.
- ◆ DO be flexible
- ◆ DO be responsive
- ◆ DO be consistent with message
- ◆ DO review results