

WORKSHEET 6: PRELIMINARY SOCIAL MARKETING STRATEGY WORKSHEET

Target Audience

1. What are the primary target audience segments you have chosen?

2. What are the secondary target audience segments you have chosen (if applicable)?

Goals and Objectives

3. What is the overall goal of your program?

4. What are the key objectives of your program? Add as many as necessary on a separate sheet of paper.

a. _____

Who?

will _____

What?

by _____ by _____

When?

How much?

b. _____

Who?

will _____

What?

by _____ by _____

When?

How much?

(Continued)

(Continued)

c. _____

Who?

will _____

What?

by _____ by _____

When?

How much?

Social Marketing Mix

5. Product

a. What is the product or behavior you are asking the target audience to adopt?

b. What are the key benefits the target audience would receive from adopting the product?

c. What is the competition for your product in the target audience's eyes?

d. How is your product different from and better than the competition?

6. Price

a. What are the costs or other barriers that the target audience associates with the product?

b. How can you minimize the costs or remove the barriers?

7. Place

- a. What are the places in which the target audience makes decisions about engaging in the desired behavior?

- b. Where do target audience members spend much of their time (e.g., physically, socially, professionally)?

- c. What distribution systems will be most efficient for reaching target audience members?

- d. Are there structural/environmental changes that could help enable the behavior?

8. Promotion

- a. Which communication channels do target audience members pay the most attention to and trust the most?

- b. What promotional techniques are the best for conveying your message?

- c. Who are the most credible spokespeople to address your target audience?

(Continued)

(Continued)

9. Publics

a. Who are the people or groups (in addition to your primary and secondary target audiences) outside your organization that you need to address for your program to be successful?

b. Who are the people or groups inside your organization whose support you need for your program to be successful?

10. Partnership: Which are the most promising organizations to join forces with for the social marketing program?

11. Policy: What types of policies (organizational or governmental) should you address in your social marketing program?

12. Purse strings: From which organizations will you seek further funding if necessary?

13. Now go back through each element of the social marketing mix and put an asterisk by the most promising ideas to use for developing your program.