Social Marketing Objectives & Segmentation

- Manfaat mutual dan orientasi pelanggan berfokus pada memahami orang2 dan faktor2 internal dan eksternal yang mempengaruhi perilaku mereka dan secara nyata memenuhi kebutuhan mereka – social marketer perlu lebih memikirkan mengenai bagaimana membangun hubungan jangka panjang.
- Segmentation assist social marketers in “getting a better fix” on whose behaviour we want to change.
  - Objective setting helps “pin down” exactly what we want the target population to know, think/feel and do.

Today’s seminar learning points

- Mampu menggunakan social marketing mix sebagai alat untuk membuat penawaran yang menarik, terjangkau, tersedia, dan diapresiasi.
- Examining product strategy more closely
- Weighing behavioural costs and benefits to informing a pricing approach
- Considering how place relates to making access convenient to behaviours and services.

Formulating the offer – Marketing Mix

<table>
<thead>
<tr>
<th>Method Mix</th>
<th>Source: Social marketing National Benchmark Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifies an appropriate ‘mix of methods’</td>
<td>Range of methods used to establish an appropriate mix of methods</td>
</tr>
<tr>
<td>‘Intervention mix’ = Strategic SM</td>
<td>Avoids reliance on single methods or approaches used in isolation. Methods and approaches developed, taking full account of any other interventions in order to achieve synergy and enhance the overall impact</td>
</tr>
<tr>
<td>‘Marketing mix’ = Operational SM</td>
<td>Four primary intervention domains considered: 1: informing / encouraging; 2: servicing / supporting; 3: designing / adjusting environment; 4: controlling / regulating</td>
</tr>
</tbody>
</table>

Product Strategy

- Mendesain marketing mix dan membuat keputusan mengenai: product, price, place and promotion
- Product strategy berfokus pada mengembangkan intervensi dan taktik dalam empat wilayah:
  - New or improved products or services
  - Staff training
  - Policy change
  - Communication
**Product attributes**

<table>
<thead>
<tr>
<th><strong>Trialability</strong></th>
<th>Can the behaviour be tried out beforehand before permanent or full adoption? (e.g. wearing a cycling helmet)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ease</strong></td>
<td>How easy or difficult is it to adopt the behaviour? (e.g. wearing a seat belt, versus giving up smoking)</td>
</tr>
<tr>
<td><strong>Risks</strong></td>
<td>What are the risks of adopting the behaviour?</td>
</tr>
<tr>
<td><strong>Image</strong></td>
<td>Is the behaviour attractive or unattractive?</td>
</tr>
<tr>
<td><strong>Acceptability</strong></td>
<td>Is the behaviour socially acceptable?</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>Is the behaviour to be practiced once or repeatedly? Is it to be sustained over the short or long term?</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>Does the behaviour have a financial cost or not?</td>
</tr>
</tbody>
</table>

Source: Hastings, 2007, p. 73

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**3 Product Levels – for improved health**

<table>
<thead>
<tr>
<th><strong>Core Product</strong> (Benefits)</th>
<th><strong>Actual Product</strong> (Behaviour)</th>
<th><strong>Augmented Product</strong> (Tangible objects &amp; Services)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection from preventable diseases</td>
<td>Immunise children on time</td>
<td>Wallet-size immunisation 'reminder' cards</td>
</tr>
<tr>
<td>Early detection &amp; treatment of breast cancer</td>
<td>Conduct a monthly self-breast exam 2 year mammogram</td>
<td>Laminated instruction card for placement on shower nozzle BreastScreen Queensland’s free mammogram service</td>
</tr>
<tr>
<td>Natural immunities for infants and mother-child bonding</td>
<td>Practice exclusive breastfeeding (EBF)</td>
<td>In-home support services; telephone help-line; moderated discussion list sponsored by credible source.</td>
</tr>
</tbody>
</table>

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**Contoh: Road Crew**

- **Masalah**: penyalahgunaan alkohol
- **Deteksi**: tabrakan mobil di Wisconsin - 6.5% tabrakan, 38% fatalitas kendaraan bermotor, 11% luka2 kendaraan bermotor
- **Goal/ Tujuan**: mengurangi tabrakan akibat alkohol sebesar 5% dan mencegah program antar-jemput yang berkelanjutan
- **Primary target market**: laki-laki usia 21 - 35 tahun yang biasa minum alkohol dan ke luaran yang bisa minum alkohol
- **Approach**: social marketing (new product development)

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**Product Strategy**

- Produk: ide, perilaku dan jasa yang dipertukarkan dengan target audiens, dalam harganya tertentu (i.e. monetary/non-monetary) dan benefit.
- Perilaku jasa: produk harus berkompetisi dengan sukses melawan manfaat saat ini.

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**3 Product Levels – for community involvement**

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<tbody>
<tr>
<td>Saving someone’s life</td>
<td>Become an organ donor</td>
<td>National Organ Donor Card</td>
</tr>
<tr>
<td>Helping members of your community</td>
<td>Volunteer 5 hours a week</td>
<td>Training for crisis line</td>
</tr>
<tr>
<td>Saving an animal from being euthanized</td>
<td>Adopt a dog or cat</td>
<td>Website: Adopt A Pet</td>
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**Changing drink-driving behaviour**

- "Kebutuhan dalam klasus proyek Road Crew adalah agar orang bisa sampai di rumah dengan aman setelah minum berlebihan.
- "appealing" transportation options must exist
- Dua masyarakat lokal mengunakan limousines dan satu kelimopok masyarakat mengunakan jasa taksi. Limousines (kendaraan mewah lain) berhasil.
- Novelty for some people
- Limos were seen as cool
- Allowed socialisation and drinking en route
- Cost per passenger $15-20 per evening.
- Results: Antar jemput diperkirakan mencegah 15 jenis kecelakaan alkohol Rides di jalanan, daan ini pengurangan sebanyak 17%
Positioning strategy

- Positioning is guided by:
  1. Bagaimana konsumen melihat produk
  2. Bagaimana produk (penawaran) di bandingkan dengan kompetisi
- Social marketers can choose to position on:
  - Specific behaviours
  - Highlight benefits
  - Overcome barriers
  - Upstage the competition
  - Reposition an ‘old brand’

Price & Value are closely related

- Price: What are adoption costs?
  - Biaya untuk mengadopsi perilaku baru bisa berupa moneter / non moneter
  - Monetary costs in social marketing are more often related to tangible objects and services associated with adopting the behaviour.
    - Monetary: tangible object – Nicotine patches, Condoms, Bike helmets, Energy-saving light bulbs
    - Monetary: services – smoking cessation classes, gym memberships, taxi rides home from a bar.
  - Nonmonetary costs are more intangible. Examples include:
    - time, effort and energy to perform the behaviour
      - Example: pulling over to use a mobile phone; cooking a balanced meal.
    - psychological risks and losses that might be perceived or experienced
      - Example: Finding out whether a lump is cancerous; telling a friend you think they smoke too much.
    - Physical discomfort that may be related with the behaviour
      - Example: exercising, taking shorter showers.

Positioning is guided by:

- Positioning adalah tindakan mendesain penawaran aktual dan penawaran yang dipersespsi dari organisasi sehingga berada dalam tempat tertentu di benak target market – dimanakah kita menghendaki posisi penawaran kita.
- Posising Road Crew as a Cool Way to Get Around and Have Fun
  - Target audience wanted to have fun and drinking was a part of having fun
  - Target didn’t feel driving drunk was fun, but it was necessary in order to have fun earlier in the evening.

Social marketers can choose to position on:

- Specific behaviours
- Highlight benefits
- Overcome barriers
- Upstage the competition
- Reposition an ‘old brand’
Exercise 4.6 (Hastings, p. 75)

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<td>Personal benefits: e.g. wearing seat-belts.</td>
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<tr>
<td>High Cost</td>
<td>Manfaat personal e.g. berhenti merokok</td>
</tr>
<tr>
<td>Kombinasi mana yang paling berat bagi pemasar sosial? Kombinasi mana yang paling mudah?</td>
<td>Manfaat Sosial e.g. program recycling</td>
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Thinking systematically about price

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Kombinasi mana yang paling berat bagi pemasar sosial? Kombinasi mana yang paling mudah?

Mengapa?

The VERB campaign

- The PRICE that tweens identified for physical activity included:
  - Financial costs (e.g. for classes or equipment)
  - Psychological costs (e.g. not feeling “good enough” to participate in a particular sport)
  - Environmental costs (e.g. no safe places to play in the neighborhood)
  - Time-related costs (e.g. parents are not available to supervise or drive tweens to activities)
- The campaign emphasized the benefits to show that they far outweigh the price.

VERB addressed BARRIERS

- To show tweens that physical activity is for everybody, they included kids of various shapes and sizes, ability levels and ethnicities in the campaign visuals.
- Too keep tweens from dismiss all physical activity because they don’t like certain sports, the campaign emphasized finding their own “verb” – what they enjoy doing most.

The VERB campaign

- Name: the VERB Summer Scorecard
- Target: tweens (9-13 year old)
- Location: start from Lexington, Kentucky, USA
- Mission: Meningkatkan dan mempertahankan aktivitas fisik remaja (usia 9-13).
- Campaign Audiences: The VERB campaign promotes remaja untuk aktif secara fisik setiap hari.
- Goals:
  - Increase knowledge and improve attitudes and beliefs about tweens’ regular participation in physical activity.
  - Increase parental and influencer support and encouragement of tweens’ participation in physical activity.
  - Heighten awareness of options and opportunities for tween participation in physical activity.
  - Facilitate opportunities for tweens to participate in regular physical activity.
  - Increase and maintain the number of tweens who regularly participate in physical activity.

The PRINCIPAL that tweens identified for physical activity included:

- Financial costs (e.g. for classes or equipment)
- Psychological costs (e.g. not feeling “good enough” to participate in a particular sport)
- Environmental costs (e.g. no safe places to play in the neighborhood)
- Time-related costs (e.g. parents are not available to supervise or drive tweens to activities)

The campaign emphasized the benefits to show that they far outweigh the price.
VERB addressed BARRIERS

- To demonstrate that physical activity does not just mean team sports and expensive equipment, the campaign included backyard-centered activities as well.
- To help ensure that tweens are supported when they seek out physical activity opportunities, the campaign focused on their parents as secondary target audiences.

Place – Making Access Convenient

- Place is where and when the target market will perform the desired behaviour, acquire any related tangible objects, and receive any associated services.

Place (cont...) In commercial marketing place is the distribution channel, this translates to social

- Physical locations: Where people shop
- Phone: Where people hang out:
- Mail: Drive-throughs:
- Internet: Home delivery/house calls:
- Mobile unit: Kiosks:
- Vending machines:

Place: Making Access Convenient

- Place objectives should focus on developing strategies that will make the desired behaviour convenient and as pleasant as possible for the target audience to perform the behaviour, acquire any tangible objects, and receive any services.

Please work on your worksheet