Conducting a Social Marketing Campaign
Tools & Checklists Contributed by Jenette Nagy Edited by Bill Berkowitz, Jerry Schultz, and Phil Rabinowitz

Checklist

Here, you'll find a checklist that summarizes the major points contained in the text.

___ You understand that social marketing means to use commercial marketing techniques to try to improve social problems.

___ You understand that social marketing helps you reach your target audience.

___ You understand that it works.

*You understand when your should run a social marketing campaign:*

___ When you are trying to change the behavior of a large number of people.

___ When you are trying to change behavior over a long period of time.

___ When you have the resources necessary to manage a comprehensive effort.

*You understand how to manage a social marketing campaign:*

___ You have defined the problem.

___ You have defined your goals.

___ You have defined your audience.

___ You understand your audience.

___ You have brainstormed strategies for change.

___ You have decided how much time and how many resources you will spend on each of your subgroups.

___ You have decided whether to create different strategies for different segments, or just use different messages and mediums.

___ You have chosen specific strategies with measurable objectives.

___ You have designed messages appropriate to different groups.

___ You have selected channels of communication.

___ You have pretested your ideas and messages.

___ You have established a tracking system.

___ You are continuously modifying your work based on results.

___ You have celebrated your accomplishments!