Understanding Social Marketing:
Encouraging Adoption and Use of Valued Products + Practices
Tools & Checklists Contributed by Jenette Nagy Edited by Bill Berkowitz and Jerry Schultz

Checklist

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

___ You understand that social marketing is the application of commercial marketing techniques to social problems.

___ You understand that the difference between commercial and social marketing is commercial marketing tries to change people's behavior for the benefit of the marketer, while social marketing tries to change people's behavior for the benefit of the individual, or of society as a whole.

___ You have identified the behaviors you want to change.

___ You have identified your audience.

___ You have identified the barriers to change.

___ You have reduced the barriers to change.

___ You have pretested your ideas.

___ You have publicized both the benefits of change, and also your efforts to make change easier.

___ You have assessed your results.

___ You understand that advertising is only one part of social marketing.

___ You understand that social marketing is scalable and learnable.

___ You understand that social marketing is important because:

  ➢ It helps you reach the target audiences you want to reach.
  ➢ It helps you customize your message to those targeted audiences; and by doing so,
  ➢ It helps you create greater and longer-lasting behavior change in those audiences.
  ➢ It works.

___ You know that the "4Ps" of marketing are product, price, place, and promotion.

___ You know the "stages of change" in a successful effort:

  ➢ Create awareness and interest
  ➢ Change attitudes and conditions
  ➢ Motivate people to want to change their behavior
  ➢ Empower people to act
  ➢ Prevent backsliding