Social Marketing and MS4s

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Social marketing is a methodology for deciding what factors might encourage a specific behavior and then employing common marketing tools, such as promotions and program changes, to influence those factors and encourage positive social change.

Peter Mitchell
Salter/Mitchell
Marketing for Change
Another definition

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society

Philip Kotler and Gerald Zaltman
My definition

Social marketing is simply using traditional commercial marketing techniques to sell a social action rather than a product.
Public Awareness vs. Social Marketing
Social marketing

Awareness is not enough

Social marketing is about changing behavior
GET INVOLVED NOW. POLLUTION HURTS ALL OF US.

People start pollution. People can stop it.

You can help by becoming a community volunteer. Write Keep America Beautiful, Inc.

90 Park Avenue, New York, New York 10016

Public Affairs of the Advertising Council.
Social marketing

- A targeted group
- An observable action
- An exchange
You are WEIRD

Peter Mitchell
Salter/Mitchell
Marketing for Change
Beef producer. Conservationist.

Your local SWCD is geared to the success of both.

Stop by your local Soil and Water Conservation District, and you’ll learn how some conservation practices improve production and, with federal and state cost-sharing, can be affordable, too. Experienced staff at your district office can recommend practices that fit your situation. Answer any questions that come up. And help you qualify for funding. Because successful farmers know conservation makes good business sense.

Mountain Castles SWCD: (540)977-2698 ext. 3

Sponsored by the Virginia Department of Conservation and Recreation.
You have to produce.

You want to conserve.

Learn how you can do both at your local SWCD.

Mountain SWCD: (540) 839-4616
NO APPETIZERS WERE INJURED IN THE MAKING OF THIS LAWN

Spring rains wash excess fertilizer through our sewers to the Chesapeake Bay, where Blue Crabs have been rapidly disappearing. Bad news for the crabs. Worse for us. So ask for the Chesapeake Club Standard from one of our participating lawn care providers and keep the fertilizer out of the Bay. Help save the crabs. Then eat 'em.

www.ChesapeakeClub.org

Participating providers in the Greater Richmond area:

Rio Grande Landscape Management, Mechanicsville (804) 569-1935 · R.J. Davis Lawn Care, Glen Allen, (804) 798-0492 · Liri's Landscaping Service, Mechanicsville (804) 746-3737 · Mike's Services, Bumpass, (540) 872-7232 · Maroon's Mowing, Bon Air (804) 555-2121 · Hokie Hi-Grass Services, Short Pump (804) 555-1212
Jack's Lawn Care, Hanover (804) 555-2222 · Blue-Green Lawns, Ashland (804) 555-5454 · Lawns-R-Us, Chesterfield (804) 555-3232 · Evergreen Lawn and Landscape, Sandston (804) 555-4141
THE LUNCH YOU SAVE MAY BE YOUR OWN

Preserve the rawbar.
Hold off on the fertilizer until later this fall.

www.ChesapeakeClub.org
KEEP GROWING.

Beautiful lawns make for a beautiful bay.
CHILDHOOD NEEDS SHADE.
Social marketing

Awareness is not enough

Social marketing is about changing behavior
A good brand

• Doesn’t try to change consumer style
• Speaks to what people already want
• Figures out how to deliver

Good brands come to you
A final thought

We should all try to make our programs fun, easy and popular. If you remember nothing else, remember that.

Peter Mitchell
Salter/Mitchell
Marketing for Change
My final thought

Listen to your clients. Try to put yourself in their shoes. Never forget to ask “what’s in it for them?”