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**KAT Communications**

KAT started in 1989 as one of the first agencies in the area to specialize in social marketing.

KAT has since grown into an innovative marketing agency with a full, in-house production department.

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**What is social marketing?**

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### How does social marketing differ from traditional marketing?

- "Marketing is the activity and process of creating, communicating, delivering and exchanging offerings that have values for customers, clients, partners, and society at large." (2014 American Marketing Association)
- Social marketing is using those marketing tactics to specifically promote health behaviors within society.



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### The Four P's of Traditional Marketing

- "Product"
- "Price"
- "Place"
- "Promotion"



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### "Product"

- In traditional marketing, this is a product or service that you sell or offer to your customers. In social marketing, it is a service or health behavior you want your patients to use or adopt.
- Examples: Getting a vaccination or checking for cancerous lumps



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### "Price"

- In terms of marketing, this is the value of the product or service to the customer. It is the price a customer will pay for the product. In terms of social marketing, it is what someone needs to do in order to obtain your service or adopt a certain health behavior.
- Example: A patient giving up time to come into the clinic to get a vaccination



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### "Place"

- In traditional marketing, it refers to where consumers can buy or obtain your product. In social marketing, it refers to where someone goes to obtain or fulfill the health behavior you're promoting.
- Example: To obtain a vaccination, the "place" would be a hospital or clinic.



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### "Promotion"

- In traditional marketing, promoting your product is the way you distribute your message to your audience. Most times, you will use multiple distribution points to communicate and raise awareness of your message. Social marketing does the same, but focuses on promoting specific health behaviors.
- Example: A radio PSA encouraging the immunization of babies



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## What Promoting Your Message Includes



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### Traditional Advertising:

- Cable television
- Broadcast television
- Radio
- Newspaper
- Billboards



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### Non-traditional Advertising:

- Online advertising (Google ads, YouTube ads, banner ads, etc.)
- Indoor billboards (bar advertising)
- Mobile ads
- Social media
- Guerilla marketing



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It's important to use a mix of both traditional and non-traditional advertising when creating your campaign strategy. By identifying your target audience and where they are looking, you can better reach them.



<http://www.creativegummarketing.com/gumroll-marketing/the-88-best-gum-roll-marketing-ideas-we-ever-saw/>



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### The 4 P's in Terms of Social Marketing

- "Publics"
- "Partnership"
- "Policy"
- "Purse Strings"



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### "Publics"

This refers to the internal and external groups involved in your program. In order for your promotion of a specific health behavior to be successful, you need participation not only from your target audience but your internal team as well. Education about the importance of social marketing is crucial!



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### “Partnership”

Often times, health issues are complicated and complex. Your facility only has so many resources. However, through a partnership, you can team up with another organization with the same target audience or goals, extending your resources even further.



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### “Policy”

While social marketing can promote healthy behaviors, it can be difficult to sustain those behaviors unless the environment supports that change.

Example: Smoking laws in workplaces



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### “Purse Strings”

This refers to the funding of the campaigns you create. In traditional marketing, money would often come from the organization’s own pocket, but in social marketing funding often comes from the outside such as government grants or other corporations.



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### How Social Marketing Has Changed in the Last 20 Years

The purpose of marketing has and always will remain the same—to communicate a brand or message to a certain audience group. However, 20 years ago, avenues of communication meant posters and radio or TV ads. Today, social marketing has benefited from all that is social media.

The purpose is the same, but the tools have changed.



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### Social Media: What's the Hype?



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### Most company's perspective on social media?

**PANIC!**

"Get on social media now because everyone else is doing it.  
No idea why, but just do it."



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### Common Concerns About Social Media

- Who will handle this? No one in-house has the knowledge to do it.
- We don't have enough revenue to hire a full-time digital marketer.



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### Greatest advantage of social media?

**COST.**



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### Is social media even relevant to your organization?

Nonprofits are great candidates for social networks because they are relevant to a specific audience.

What about the low-income audiences? Well, a recent study showed that out of the 94 low-income participants, 93% had mobile phones and 71% used Facebook daily.



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### So what do you need?

Social media should be used in your marketing mix. It is not a final solution to a marketing strategy. It's all about the right mix.

To compete in the digital marketing world, you need to have a POC or "point of contact."

If you don't have a point person, it won't get done.



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### Solutions?

Designate an employee to handle your social media management.

Pro: Potential cost-saving

Cons: Lack of expertise, employee turnover, competes against other responsibilities

Hire an agency to handle your social media.

Pros: Expertise in social media strategies, consistent resource

Con: Cost



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### So why is all social marketing needed in healthcare?

Let's say you want 15-24 year olds to get screened for STDs. We live in an easily distracted society, but social marketing allows you to overcome those challenges by creating a message and distribution strategy for that audience in a way that sticks—like by going into their world.



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### "Edutainment"

- Pioneered by Miguel Sabido who produced telenovelas injected with specific, rather taboo health messages.
- Studies showed these telenovelas inspired drastic change in the health behavior they were promoting.



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### "Edutainment"

For example, Sabido believed that a plot line involving a character undergoing a pregnancy scare learning the importance of safe sex would directly influence viewers to have the same perspective. And studies showed he was right.



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**"Edutainment" through GoodHealthTV®**



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**At KAT, we created the 4 E's of "edutainment."  
ANY marketing materials need to be:**

- Entertaining
- Engaging
- Educational
- Empowering



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**Best ways to reach a specific audience?**

Identify where the group is most likely to see your message!



ONLINE MESSAGE AGENCY  
PEOPLE WELLNESS COMMUNITY  
EDU TAINMENT TARGET AUDIENCE  
MOBILE SOCIAL MEDIA

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**Example:**

Let's say you have a target audience of 16-25 year olds, and you want to get across the message that STD testing is free in your area.

What you want to do is place your message where your audience will be in order to effectively ENGAGE them. Get into *their* world.



ONLINE MESSAGE AGENCY  
PEOPLE WELLNESS COMMUNITY  
EDU TAINMENT TARGET AUDIENCE  
MOBILE SOCIAL MEDIA

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### Take a Look at How We've Done That

The following are examples of how KAT has targeted specific audiences through a campaign.



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**Topic:** Drug and alcohol prevention among 16-24 year olds

**Message:** "I Strengthen My Nation" using *Twilight* actor Chaske Spencer to share his battle with both and how he overcame his addiction

**Strategy:** Online advertising, YouTube videos, t-shirts, and a social media campaign



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### "I Strengthen My Nation" Campaign



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**Topic:** Pregnancy health in teens

**Message:** "Taylor's Incredible Journey" using a video series following a pregnant teen on her 9-month journey

**Strategy:** Targeted distribution through specific health networks



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**"I'm Having a Baby!**  
Taylor's Amazing Pregnancy Journey"



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**Topic:** Fire prevention and safety in North Dakota for 12-18 year olds

**Message:** "Respect the Flame" campaign teaching youth the basics of fire and how to safely be around it

**Strategy:** Mix of both traditional and non-traditional advertising



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### "Respect the Flame" Campaign



ONLINE PEOPLE MESSAGE AGENCY  
EDUTAINMENT WELLNESS TARGET AUDIENCE  
MOBILE SOCIAL MEDIA

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### What All This Means for Your Organization

ONLINE PEOPLE MESSAGE AGENCY  
EDUTAINMENT WELLNESS TARGET AUDIENCE  
MOBILE SOCIAL MEDIA

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### Let's take a step back into traditional marketing.

Think of Coke, Nike, McDonalds. It's so easy to picture them because their brands are so well-known. You think of Coke and you see red, you think of Nike and you see a swish, you think of McDonalds and you see those yellow arches. Even though your facility isn't selling a certain product, you do want to have a distinguishing brand for people to recognize.

ONLINE PEOPLE MESSAGE AGENCY  
EDUTAINMENT WELLNESS TARGET AUDIENCE  
MOBILE SOCIAL MEDIA

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### So where do you start?

You have a message and you want to get it out there.

Start by getting everyone on board. Pitch the importance of social marketing to the higher-ups. How do you do that? Talk about return on investment.



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### Return on Investment

- According to the CDC, for every \$1 spent on preventative services, \$18.40 is saved in healthcare bills.
- IBM has saved over \$175 million through their health programs, with healthcare premiums as much as 15% lower than average.



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### Funding for Programs

- Government grants
- Corporate sponsors
- Non-profit organizations



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## How to Start a Social Marketing Campaign for Your Organization

### Discovery phase

- Identify your target audience
- Identify your goals and message
- Identify your current marketing strategies
- Identify budgets and success metrics



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## Keep the literacy of your target audience in mind.

Don't confuse reading literacy with health literacy. They're different.

- Reading literacy: ability to process certain intellectual levels of text
- Health literacy: ability to understand positive health behaviors



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## Focus Groups

### When to Use Them and Why They're Beneficial

- Example: NDFA AI versus non-AI focus groups
- "Moderating Focus Groups" by Thomas Greenbaum



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**Next, you need to decide if an agency can be your savior.**

Research if the agency has experience in social marketing campaigns. Most don't.

Don't forget, social marketing campaigns are vastly different than traditional campaigns.



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From there, identify what portions of your campaign you can afford to hire out to an agency. The funding you receive is limited and should always be utilized in the most effective way.

Important: FIND AN AGENCY YOU TRUST.

An agency should show, not just tell, that they have your best interest in mind.



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**Marketing Distribution Points**

Once you've found an agency, the next step is to lay out the marketing strategy for campaign. This will now take distribution points into consideration, and an agency helps identify those.



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### Distribution points include:

- Both traditional and non-traditional media
- Guerrilla tactics
- Word-of-mouth



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### Ready, Set, Launch!

You and your agency are like an married couple, and your campaign is your baby. You're in it together. Once your campaign has launched, you need to continually work with your agency to monitor it if not daily then weekly.

That's why it's so important to find the BEST agency for you.



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### To Sum It All Up...

You have really important health messages to get across in society, which is why social marketing will be your new best friend.

And as you know to be true with healthcare, sometimes it's best to get a little help from the experts.



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