Using Social Marketing to Encourage Invasive Species Management Behavior Change

FOR THE
#GATORGOOD

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IT'S JUST NICKELS AND DIMES
INTRODUCTION TO SOCIAL MARKETING
To address social, financial, and environmental issues, we need to change behavior.

Information-heavy campaigns targeting the general public make little difference.

Knowing something is “right” doesn’t mean making that choice.

“What if we don’t change at all ... and something magical just happens?”
Why don’t people “just change”?

- Reasons people don’t change:
  - They aren’t aware of the change
  - They think the barriers are too great
  - They know about and don’t think the barriers are too great, but perceive more benefits to current behaviors
Introduction – Social marketing

• Behavior change “packaged” with benefits
• Change only occurs when perceived benefits are greater than perceived costs
Social marketing to Change Behaviors

The application of **commercial marketing techniques** +
To influence a **key target audience** +
To voluntarily **change a behavior** =
For the **good of society**, the audience, and the environment

- Uses the 4Ps: product, price, place, and promotion
- Market research is key: We “make an offer”, not of an objective reality, but what the customer perceives – perception IS reality
Exchange Theory

• Asking audience to trade something for some benefit

• **Target behavior is competing** with many other behaviors

• Like traditional marketing, we want to make an offer our audience can’t refuse through awareness of the problem, +benefits, - barriers

• *Social marketing*, applies principles of traditional marketing to influencing behaviors that benefit the individual, the community, and the environment: (Lee & Kotler, 2011)
Exchange: commercial marketing example

If you give me $1.00, you will get:

• A Coke
• Refreshment
• Personalized experience
• Acceptance / diversity
• Simple pleasure
• Happiness
• Special moment
Exchange: social marketing example

If you give me Money, Time, Short-term inconvenience

You will get

• Carefree comfort
• Better energy efficiency
• Reduced utility bills
• To become part of a social group of people who care
• Time savings
Barriers and Benefits (Motivators)

- People consistently influenced by perceptions of barriers and benefits
- Perceptions of barriers and benefits differ drastically from person to person
- Behaviors are completing with one another:
  - people make choices about behavior, not about knowledge: choices or "exchange" one behavior for another
  - to adopt something new often need to alter or stop some other behavior
- When we ask people to change, they must alter or reject another behavior (or behaviors)

People tend to do what has the most benefits and least barriers
*We can’t overcome barriers if we don’t understand them!
Social marketing uses audience segmentation

• Process of dividing a population into smaller, meaningful subgroups

• Acknowledges diversity between target audiences

• Target groups whose members are similar to one another and different from other groups in meaningful ways related to the behavior
  • Single approach for the most important group
  • Different approaches for different groups

Social marketing uses audience segmentation
Social marketing should be used:

• From the very initial stages of the program planning process;
• when voluntary behavior change of a large number is your goal;
• when you want to design a program relevant to the target audience;
• when you do not need to make an immediate change; and
• when you can define a specific problem and define your audience and goals.
The Social Marketing Process

Choose behaviors to encourage among your audience

Analyze the target audience: Conduct needs assessment and identify barriers to change

Develop strategies to encourage adoption and help the audience to overcome barriers to change

Pilot the strategy with a small subgroup

Broadly implement the program and evaluate its efficacy
THINK ABOUT IT...
Your colleague asks you for some feedback on a new program she is developing. You tell her that you will get back to her soon.

How long will it be?
Your neighbor bought an expensive new car.

How much did it cost?
Your client decided not to finish his degree because it was too expensive.

How much was it going to cost?
WASTE LESS WATER
THROUGHOUT YOUR LIFETIME

CONSERVE WATER THROUGH GOOD IRRIGATION PRACTICES.
LEARN MORE AT GARDENINGSOLUTIONS.IFAS.UFL.EDU/CLCE
BE A ROLE MODEL
ENSURE WATER IS AVAILABLE FOR FUTURE GENERATIONS.

CONSERVE WATER THROUGH GOOD IRRIGATION PRACTICES.
LEARN MORE AT GARDENINGSOLUTIONS.IFAS.UFL.EDU/CLCE
What is your message?

• Why do you want to communicate with the community? *(What’s your purpose?)*

• Whom do you want to communicate it to? *(Who’s your audience?)*

• What do you want to communicate? *(What’s your message?)*

• How do you want to communicate it? *(What communication channels will you use?)*

• Whom should you contact and what should you do in order to use those channels? *(How will you actually distribute your message?)*
A good message:

• Is tailored to the target audience
• – A direct or implied reference to your end goal
• – A response to the perceived cost
• – A clear action to achieve the goal (making the intangible, tangible)
Develop your message!!

*Encouraging audience to scout for invasives on public land.*

- Break into groups (2-3 people per group)
- Each group takes one of the target audiences and identifies potential ways to recruit that audience
- Start by making clear what the specific exchange for the audience is, as well as the motivators and barriers for the audience
- Develop a short “pitch” for that audience
- Use the form on the next slide to get started
Develop your message

• Audience: ________________________________
• Exchange: ________________________________
• Motivators: ________________________________
• Barriers: ________________________________
• Recruiting/involvement “pitch”: ________________________________
  ________________________________
  ________________________________
  ________________________________
Kindergarten teachers

You are targeting a professional organization of kindergarten teachers that work in a large school system. Most of them teach along traditional lines, but there is a wide age range from those who are “just-out-of-college” to “teaching veterans” in their 60’s. There are about 30 teachers who meet socially every Saturday morning, and you’ve been invited to give an informal, 40 minute talk while the teachers have breakfast.
Single fathers

You are targeting a county-wide group for single fathers. They meet once a month in the evening at the local community center. The size of the group is small (7-15 members), and the ages range from 24-50. The fathers are concerned about raising their children in today’s society with all of its problems. They have not invited you to speak to their group, but you are considering responding to an “open call for guest speakers”.
A group of foreign exchange students

You are targeting a group comprised of foreign exchange students in South Florida. The group gets together once a month to discuss national and international politics and relations. They are interested in immersing themselves in U.S. culture. The group is mixed in terms of gender. The ages range from 14 to 17. One of the students has volunteered for you recently, and mentioned he could invite you to their monthly meeting.
You are targeting participants of the annual Harley-Davidson owners “Hog Convention” in Daytona Beach, Florida. The Hog Convention takes place right next to an important swath of public land. This group is composed of nearly 10,000 Harley-Davidson owners. Because of your involvement with the public land, and good neighborly relations with the convention, you have been invited to conduct a session in one of the conference rooms at a Daytona Beach hotel. There will likely only be about 50 members present due to the room size.
You are targeting the Catholic Rosary Society, composed mostly of women of the parish. There are about 25 group members who are housewives with families. They do not know the nature of your profession, but you have been invited to speak on any subject that concerns you. You have been invited at the suggestion of a friend’s sister, who is a member of the group.
You targeting members of the local Girl Scout chapter. The girls are exploring options for a summer-long service project, which will be decided by group vote. There are 13 girls plus 5 mothers present for your presentation. The girl scouts are between 12 and 15 years old and meet on Tuesday afternoons, at 4:00 PM. You have been invited by one of the mothers who lives next to a large piece of public land with severe invasive species issues.
You are targeting an audience comprised of mostly senior citizens at a retirement village. You have been invited to conduct some educational programs during their monthly meetings throughout 2017. The last person who spoke at their meeting presented a slide show of ceramic collectibles, and this group decided they wanted to hear something a bit more serious or urgent in nature. One of the coordinators contacted you and asked you to speak after finding your website. These people are motivated individuals, always ready to volunteer their time and services for a good cause.
You are speaking to a “Central Florida Newcomers” group, which consists of people who have recently moved to the Orlando area. The group meets biweekly on Saturday morning at approximately 10:00 A.M. The members meet for social purposes. Most of the members have families with small children. You are connected to the group as part of a advisory panel set up to help the group connect with the community.
You are targeting a “Luxury Chamber of Commerce Group”. Membership is by invitation only, extended to the wealthiest members of the top 1% of independently wealthy entrepreneurs in Florida. There are about 50 individuals who meet at one of the member’s private golf courses every Friday afternoon. Status and luxury are of the utmost importance to these individuals. You have not been invited to join or speak to this group.
You are targeting the Coalition of Florida Urban Mayors and their highest-level staff members. This group is primarily male and hold positions of authority with a great deal of prestige. This group is interested in supporting one another on a vast array of issues affecting urban cities. Someone from your network was scheduled to present a 2-hour workshop this weekend on “Urban agriculture zoning challenges and opportunities”, but they had an emergency. You’ve been asked to fill in, and are welcome to change the topic.
Understand your audience!

• The same message can be conveyed in many different ways.
• Plan how to reach the target audience
• Consider communicating what the audience will gain when targeting behavior change
• Align communication with values and/or experiences of your target audience
• Plan communication to reach beyond the science/facts
• Test message with people who belong to the target audience
TARGET AUDIENCE IDENTIFICATION
Find your audience!

• There is no such audience as the “general public.”
• Whose behavior do you want to change?
• It may be several different groups
  • you may want to influence them in different ways to bring them closer to the desired behavior
  • often segmented by other factors

“[Audience] segmentation is saying something to somebody instead of saying nothing to everybody.”
—Jay Conrad Levinson, Guerrilla Marketing (1994)
Find your audience!

• Break into small groups
• Take five minutes to decide on a specific problem
  • Example: X [invasive species] being used as an ornamental
  • Example: X [invasive species] being transported by boats to natural areas throughout the state
  • Example: x [invasive species] has become a popular pet and is turning up in natural areas
• Brain storm! Using the guide on the next slide, write down every possible answer: WHO:
  • is causing the problem?
  • can help the most in solving the problem?
  • Is affected the most by the problem?
  • has the greatest likelihood of acting on the problem?
Who is causing the problem?
Who is affected the most by the problem?

Who can help the most in solving the problem?
Who has the greatest likelihood of acting on the problem?
Find your audience!

• Whose behavior matters if the issue or goal is to be addressed?

• Indicate subgroups that may have a higher risk for experiencing the problem.

• You will likely have multiple audiences
  • Primary Target Audience: the main group you are trying to influence (may be more than one)
  • Secondary Target Audience: groups who are less relevant to communication efforts, but who need to receive communication. They also benefit from the messages, and may be able to influence target audience now or in future
Know your audience! (next steps)

• For each prioritized group and subgroup, indicate their readiness for change including:
  • Knowledge of the problem or goal
  • Belief in the importance of the goal
  • Desire for change
  • Belief in ability to change
  • Action
  • Ability to maintain change

• Indicate the environments, situations, or settings in which the targeted behavior occurs (or should occur)
Know your audience! (next steps)

• Once primary target audience is identified, it is important to assess current behavior and attributes of the audience, level of knowledge and awareness of the issue, preferred methods of receiving information and motivations for (or barriers to) receiving the information

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  • Knowledge of the problem or goal
  • Belief in the importance of the goal
  • Desire for change
  • Belief in ability to change
  • Action
  • Ability to maintain change
Know your audience! (next steps)

Demographics —
• Age
• Gender
• Race/ethnicity
• Income
• Education
• Family Status

Geography —
• Residence location
• Work location
• Place of origin
• Choice of recreation area

Usage/Behavior —
• Frequent/Infrequent
• Subscriber/single ticket
• Plan-ahead/impulse

Stated Intentions —
• Plan to come more, less, same
• Will/will not renew

Attitude/ Belief/Opinion —
• Likes/Dislikes
• Preferences
• Values

Enriching Characteristics —
• Interests
• Related behavior
• Personal values
• Psychological characteristics
• Life stage
Know your audience! (next steps)

• Learn more about prioritized groups' current behavior, the situations in which it occurs, and readiness to change including by:
  • Direct observation of behaviors of interest
  • Participant observation in the environments in which the targeted behavior occurs (or should occur)
  • Behavioral surveys
  • Listening sessions and public forums
  • Informal interviews with members of prioritized groups
  • Focus groups of members of subgroups

• By gaining a better understanding of WHO is doing WHAT, and WHO can ACT, you will be better equipped to conduct effective behavior change programs
Recap

• Understand your audience!

• The same message can be conveyed in countless ways!

• There are subgroups that can most effectively act on the problem – the challenge is to find and engage them
Discussion

• Who should we target for invasive species management?

• How will you use social marketing in your programming?

• What other resources do you need to incorporate social marketing into your programming?
thank you!

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