

Social Marketing

Social Marketing in Healthcare

Jerusalem
Multidisciplinary
College
Since 1975

MVSO

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Social Marketing

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What is Social Marketing?

The use of marketing principles to influence behavior for social good.

Connects issues in society to commercial marketing strategies.

Focus:

Changing attitudes, raising awareness, and promoting beneficial behaviors.

Key Difference:

Unlike commercial marketing, the goal is social impact rather than financial profit.

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Non-Profit Organizations & Social Marketing:

✓ Non-profit healthcare organizations rely on social marketing to promote their mission, vision, and values.

✓ Unlike for-profit entities, non-profits use marketing for public awareness and behavior change, not profit maximization.

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Understanding Citizen Behavior Change

- Behavior change in healthcare marketing can be classified into three groups:
 - Show Me – Individuals who respond to education and awareness efforts.
 - Help Me – Individuals who need social marketing strategies to motivate behavior change.
 - Make Me – Individuals who require policy or legal enforcement to adopt changes.
- Application in Healthcare:
 - Some people change their habits when they receive educational information (e.g., smoking cessation awareness campaigns).
 - Others require marketing and behavioral nudges (e.g., incentives for vaccination programs).
 - In some cases, laws and policies must enforce change (e.g., seatbelt laws, tobacco restrictions).



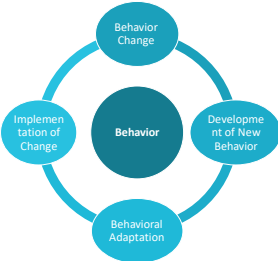
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The benefits of working with WRAP to change citizen behaviour - YouTube

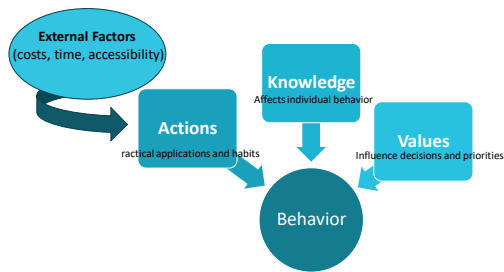
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Stages in Coaching Behavioral Change Processes



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Influences on Behavior



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Core Principles of Social Marketing?



- ✓ **Audience-Centered Approach:**
Understanding target groups and their motivations.
- ✓ **Behavior Change Focus:**
Encouraging sustainable changes in behavior.
- ✓ **Value Proposition:**
Offering benefits that outweigh costs for individuals.
- ✓ **Research and Data-Driven:**
Using evidence-based strategies.
- ✓ **Ethical Considerations:**
Ensuring transparency and avoiding manipulation.

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Category	Commercial Marketing	Social Marketing
Type of Product	Selling goods and services	Selling behavior change
Motivation	Organizational goals (usually financial gains)	Behavior change (social good)
Competition	Other organizations offering similar goods and services	Audience's current or preferred behavior and associated benefits
Driver	Creation and exchange of products that people want or need	Convince someone that a particular behavior is bad/unhealthy/undesirable and to do something they may not originally want to do

Kotler et al. (2002)

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The 4 P's of Social Marketing



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Social Marketing in Healthcare

- **Definition:** Applying social marketing strategies to improve public health outcomes.
- **Objective:** Encouraging healthy behaviors and reducing health risks.
- **Target Audiences:** Patients, healthcare professionals, policymakers, and the general public.



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Social Marketing for Health

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-  Anti-Smoking Campaigns: Encouraging smoking cessation.
-  Vaccination Awareness: Promoting immunization programs.
-  Healthy Lifestyle Initiatives: Encouraging exercise and healthy eating.
-  HIV/AIDS Prevention: Educating about safe practices.
-  Mental Health Awareness: Reducing stigma and promoting support services.

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Live After You Leave

<https://youtu.be/213sbXek6tE>



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Mental Health Awareness Campaign



[#YouCanBeWell | Mental Health Awareness Campaign - YouTube](#)

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Let's be active for health for all

[Let's be active for health for all - YouTube](#)

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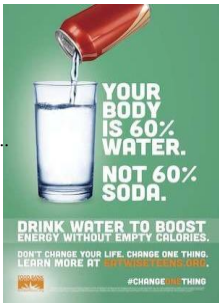
Social Marketing Strategies in Healthcare

- **Storytelling:** Sharing patient and provider experiences to create emotional connections.
- **Community Engagement:** Partnering with local organizations and healthcare providers.
- **Influencer & Peer Advocacy:** Using trusted voices like doctors, nurses, and community leaders.
- **Digital & Social Media:** Leveraging online platforms for health awareness campaigns.
- **Incentives & Nudges:** Encouraging participation through rewards or policy changes.



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- ✓ Don't change your life...
- ✓ Change one thing...
- ✓ Learn more...



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Healthcare promotion



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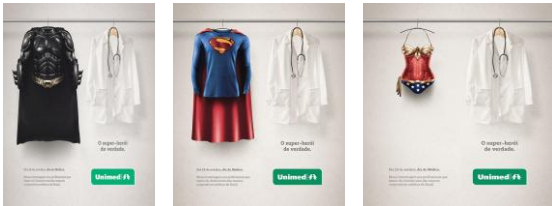
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Recognizing Healthcare Heroes During COVID-19

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Recognizing Healthcare Heroes During COVID-19



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Challenges
in Social
Marketing
for
Healthcare

-  **Misinformation & Public Trust:** Combatting false information and building credibility.
-  **Limited Resources:** Budget constraints in public health campaigns.
-  **Behavioral Resistance:** Overcoming deeply ingrained health-related habits.
-  **Ethical Concerns:** Balancing persuasion with ethical responsibility.
-  **Measuring Impact:** Assessing long-term success and behavior change.

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Integrating Social Marketing into Non-Profit Healthcare: From Vision to Strategic Implementation

Social marketing serves as a unifying tool that integrates key course themes—non-profit organizations, environmental analysis, and strategic planning—to drive meaningful change in healthcare systems.

Non-profits use social marketing to promote their mission, vision, and values, focusing on public awareness and behavior change rather than profit. It helps reach underserved populations, advocate for health equity, and mobilize public support.

Effective campaigns must relate to environmental analysis and adapt to regulatory changes, market competition, and socio-economic trends. Financial sustainability is crucial, requiring government funding, grants, and donations to support impactful initiatives.

Social marketing aligns with SWOT and PESTEL frameworks, enabling healthcare organizations to tackle workforce shortages, digital transformation, and policy adaptation. Successful campaigns require careful planning, audience segmentation, and adaptability.

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MOST Analysis



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Group Activity: Social Marketing Case Study Analysis

[MYSO-JMC International Social Marketing](#)



Find a Real-World Campaign:

Each group should research and select a real social marketing campaign related to a public health issue (e.g., smoking cessation, vaccination awareness, healthy eating).



Analyze the Strategy:

Examine the campaign's target audience, approach, and impact using the 4 P's of Social Marketing:

Purpose: What behavior or health action is being promoted?

Place: What costs (financial, time, effort) are associated with adopting the behavior?

People: Where and how was the campaign distributed?

Process: What messaging, media, and engagement strategies were used?



Present Findings:

Each group will briefly share their analysis, highlighting strengths, challenges, and areas for improvement in the campaign.

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