

## SOCIAL MARKETING

ADRCs should be **highly visible** and **trusted** places in their communities where people can turn for information and assistance. In order to achieve visibility and trust, ADRCs are using social marketing strategies to raise awareness about the ADRC among older adults, people with disabilities, family caregivers, and professionals. Social marketing is the planning and implementation of programs designed to achieve social goals using concepts from commercial marketing and communication principles. It uses tools such as advertising, public relations, media and media advocacy, among others. Some of the most common marketing and outreach tools used by ADRCs are:

- Brochures
- Presentations at public forums
- Trainings for professionals and partners
- Health fairs
- Radio and Television Ads
- Public Service Announcements
- Press Releases
- Media coverage and interviews
- Newsletters
- Websites

### KEY LESSONS LEARNED

- When asked “how did you hear about the ADRC” most ADRC clients were referred by professionals along the LTC “critical pathways” such as physicians, hospitals, nursing facilities, and other social service organizations.
- The second most common source of referral is friends and family. Excellent customer service is critical to raising visibility and trust because without it, people will not refer their friends and family.
- Research and know your target audience. For example, what media does the audience pay attention to? What organizations are they affiliated with?
- See the ADRC through the consumer’s eyes to help you decide how to ultimately “sell” the Resource Center to the public.
- If you already have a name or a brand that is highly visible and your community trusts, do not change it. Otherwise, choose a name that will resonate with all of your target populations – use focus groups or consumer research to make sure your name and messages are clear and effective.
- Create clear messages that are relevant, acceptable and understandable to the community, and actionable for the individual.

### FOR MORE INFORMATION

*TAE Issue Brief: Marketing to External Audiences.* This issue brief is to familiarize grantees with the principles of social marketing; and to provide a brief overview of the key steps involved in developing and implementing a social marketing campaign.

<http://www.adrc-tae.org/tiki-index.php?page=OutreachandMarketing>

*ADRC-TAE Issue Brief: Private Industry Lessons – Branding.* Branding is one strategy ADRC’s can use to help build the Resource Center awareness and acceptance among clients, consumers,

partners, and other stakeholders as trusted resources for long-term supports and services. This issue brief provides an overview of branding, its benefits, core elements of branding and suggested branding strategies.

<http://www.adrc-tae.org/tiki-index.php?page=OutreachandMarketing>

**Centers for Disease Control and Prevention Social Marketing.** Brief description of social marketing and link to pages on the CDC's brand of social marketing, prevention marketing.

<http://www.cdc.gov/healthmarketing/>

**Social Marketing Institute.** This website on social marketing provides conferences, success stories, articles, links.

<http://www.social-marketing.org/sm.html>

**Social Marketing Place.** Nedra Klein Weinreich's website on social marketing with definitions, articles, and links.

<http://social-marketing.com/>

**Turning Point Foundation.** A guide to social marketing, free CD-Rom tutorial, articles, links to resources.

<http://www.turningpointprogram.org/Pages/socialmkt.html>