Social Marketing for ADRC GRANTEE ONE STOPS

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3 Social Marketing Concepts to Take Home

1. It’s not about us
2. Marketing is critical for success
3. 6 Strategic Questions to promote your interventions

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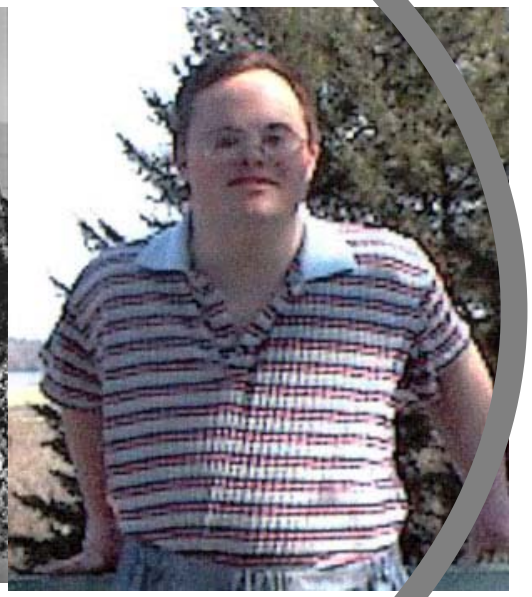
It's About Them

Research



Attitudes
Feelings
Beliefs
Experiences
Values
Needs
Behavior
Wants

Understand Audience's Reality

What About Us?

- We know too much
- We care too much
- We have too much experience
- We live in our own reality….

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Pitfall: When it's about us… Process=Results

- **We built community linkages**
- **We trained staff**
- **We reorganized our department**
- **We developed indicators**
- **We conducted a needs assessment**
- **We published reports**

WARNING:
You Are Not The Target Audience!

Current Problem- Seniors and People with Disabilities need help finding services
Strategic Goal
ADRC Goal – Ensure Seniors and People with Disabilities access needed services
Social Marketing -- Strategies for Achieving Goal
Missing Element
Tools
•Marketing Communication
–Advertising
–Media Relations
–Special Events
–Internet
–Direct Mail
•Branding
•Community Mobilization
•Advocacy
•Grassroots

ADRC Program Strategies

- Build a trusted local brand for the Centers
- Create awareness of Centers among
  - Seniors & People with Disabilities needing services
  - Caregivers supporting them
  - Professionals
- Communicate messages that are easy to understand, relevant and actionable
- Conduct assessments, determine eligibility and connect to local services

How Can Marketing Help?

Marketing is a Discipline that engages people to influence their behavior

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Good Marketing is a Highly Personal Interaction Between You and Your Audiences

It let's you say:

"I know a lot about you, I understand you pretty well, and I understand your problems, your aspirations and your needs…

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"What I want to tell you about is something that I believe in and I'm enthusiastic about, and honestly think you will be too ...

...as soon as I give you the facts and let you make up your own mind."

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ADRC Grantees Have Multiple Audiences…

…with different realities

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Audience-Based Communications

Process for creating effective, compelling messages based on marketing principles

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Audience-Based Communications

6 Strategic Questions

- Target?
- Action?
- Rewards?
- Support?
- Image?
- Openings?

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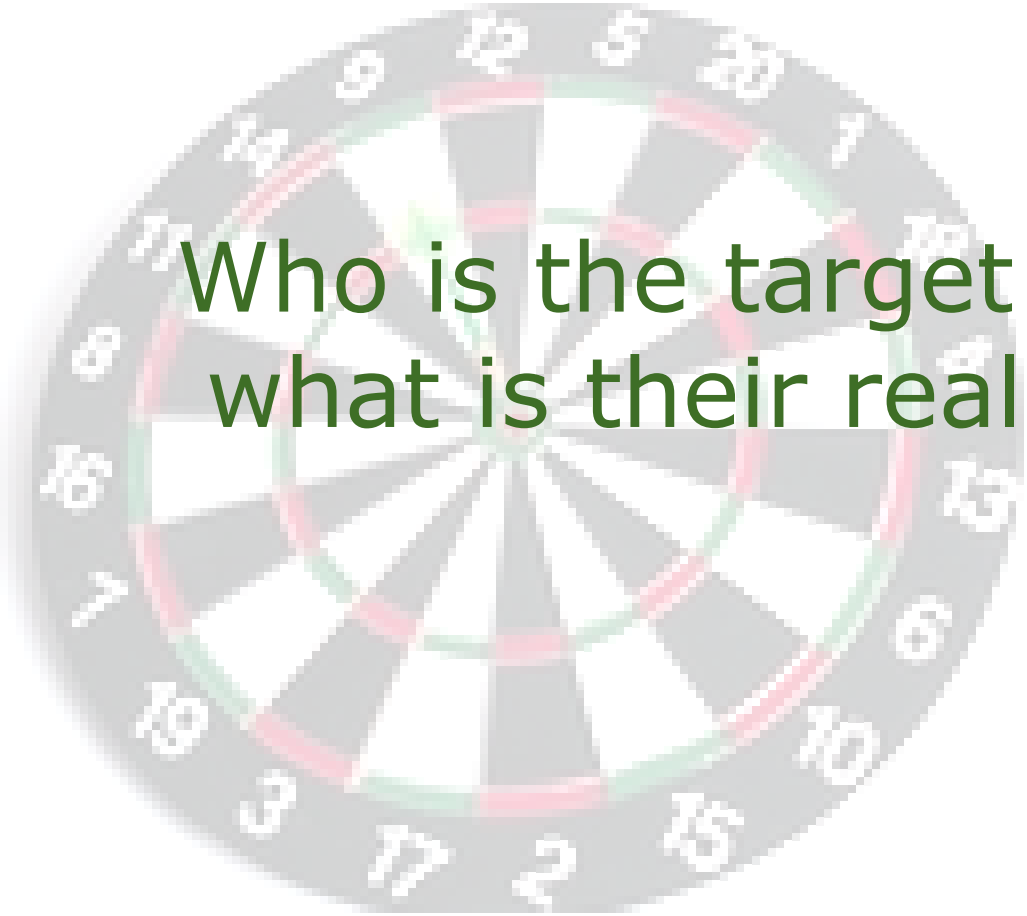
1. THE TARGET



Who is the target and what is their reality?

Let me tell you
about services for Seniors
and People with Disabilities

Social Marketing Can Help Them…

Social Marketing uses audience research to see through the eyes of the audience, whether it's your Seniors, Clients with Disabilities, Service Providers, Caregivers, or Funders

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Know your audience as a person

- **All communication is personal**
- **We speak to individuals not demographics**
- **Need to focus on best segment**

They're all in the 50+ Market.

That doesn't mean you should speak to them the same way.

One Size Doesn't Fit All

- **GI Generation**
  born between 1920-1932
- **Silent Generation**
  born between 1933-1945
- **Boomer Generation**
  born between 1946-1964

Trends Shaping the 50+ Market

- Health & Longevity
- Education
- Role of Women
- Family Roles
- Work/Retirement
- Cultural Diversity
- Money Matters

Marketing to People with Disabilities

- Largest & fastest-growing minority
- Marketing programs aimed at people with disabilities can reach 4 out of every 10 consumers
- 4 in 10 people with disabilities are online and spend twice the time logged on
- Higher concentration of people with disabilities in urban areas
- Perception that people with disabilities rarely leave home is untrue

2. TAKE ACTION

What do we want the target to do?

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What Exactly Do You Want Them To Do When They Receive Our Message?

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Our Desired Action Must be Specific

- Call 1-800 number
- Visit our website
- Show up for the coalition meeting
- Trigger a consultation

-- And don't forget "the ask"

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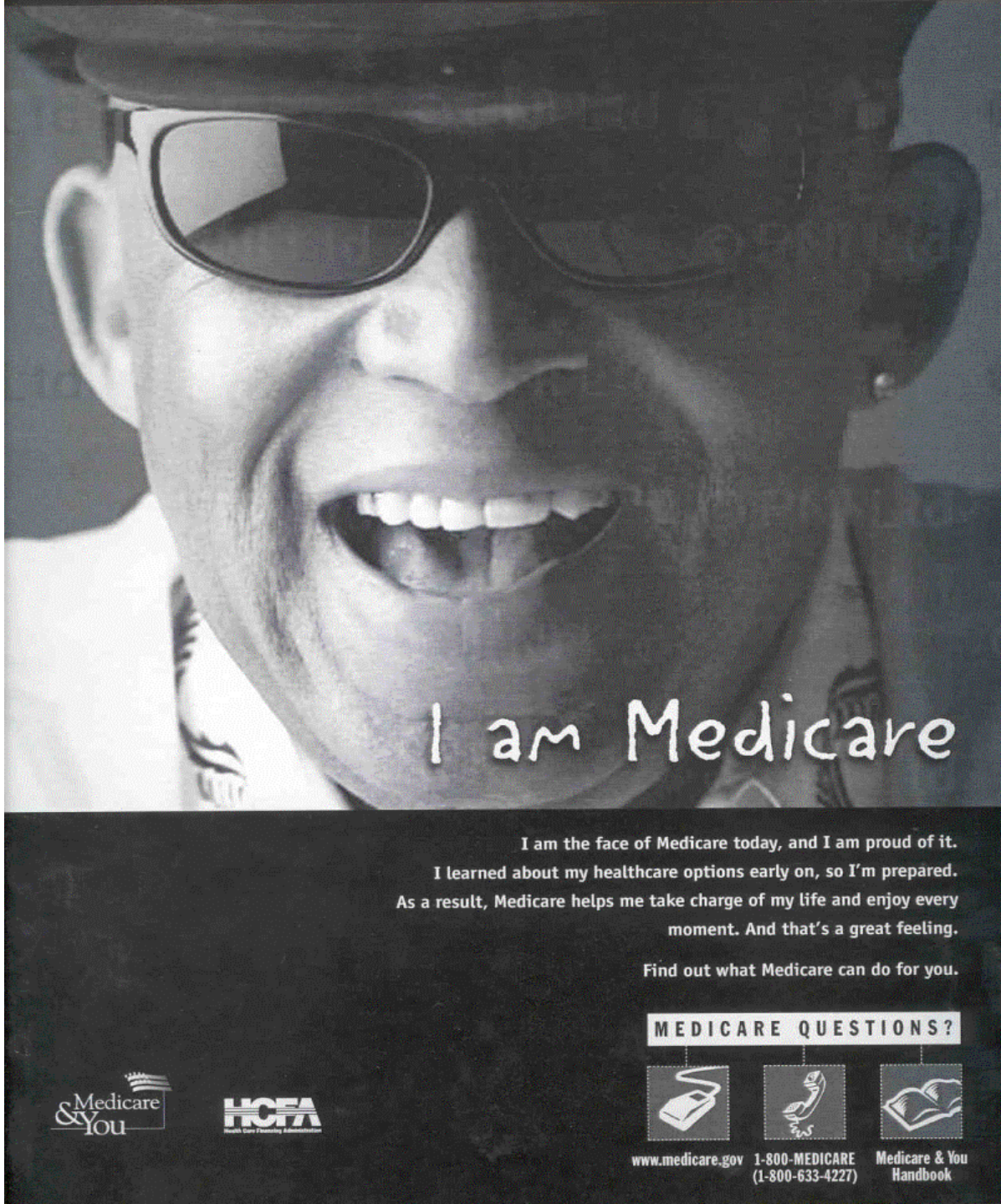
Copy:

I am the face of Medicare and I am proud of it. I learned about my healthcare options early on, so I'm prepared.

As a result, Medicare helps me take charge of my life and enjoy every moment. And that's a great feeling.

Find out what Medicare can do for you.

Medicare Questions?



Savings for Medicare Beneficiaries

You could save up to $546 a year in Medicare expenses.

Follow these three steps to find out how.

1. Learn about cost savings programs in this brochure
2. Answer three important questions on page 2
3. Call **1-800-MEDICARE** (1-800-633-4227)

Medicare & You
The knowledge to make good decisions

What Are They Doing Now? Competitive Actions

- What is their current behavior?
- Why do they take those actions?
- What do they gain from the status quo?

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What Are They Doing Now? Competitive Actions

- Where do they look for information now?
- Who do they turn to?
- What happens to them without appropriate services?

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3. THE REWARD

What's in it for them?

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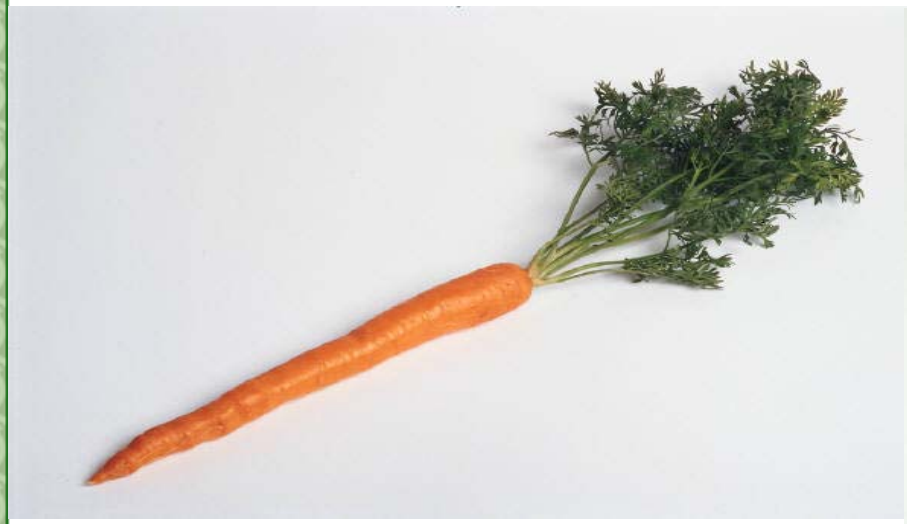
Marketing Exchange

What benefits can we offer in exchange for the action?
Are they worth the cost?



As marketers we must differentiate between how we see our issue as experts (*Attributes*) and how our audience views our issue (*Perceived Benefits and Costs*)

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Attributes

Copy:

- Longer wheel base
- High-rigidity body underpins
- 17-inch ventilated disc breaks

Suspension optimized

The suspension is optimized for the longer wheelbase (+115mm) and wider track (+5mm at front, +10mm at rear) that enhance its straight-line stability and cornering performance. In addition, Evolution VII is shod with fatter 235 / 45ZR17 tires, using a new high-grip compound, on extended-rim 17-inch alloy road wheels.

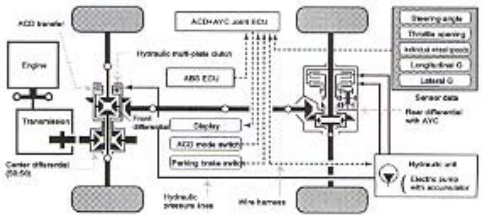
High-rigidity body underpins awesome cornering limit

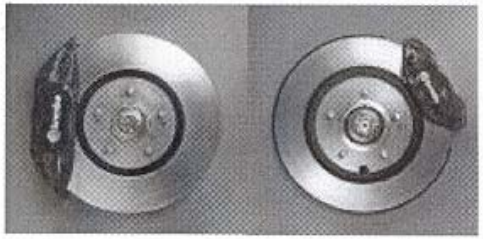
Evolution VII's body boasts a 50% increase in flexural rigidity - the result of stronger suspension anchorages and body frame joins, additional reinforcements in over 20 places and spot welds, and the use of strut tower bars. Together with the optimized suspension, these improvements underpin awesome levels of handling stability under all conditions.

Cutting-edge brake system matches increases in power and cornering limit

- Brembo 17-inch ventilated disc 4-piston caliper front and 16-inch ventilated disc rear brakes supply confidence-inspiring stopping power with positive action and great feel.
- Mitsubishi's Sports ABS anti-locking system regulates left and right wheel braking force individually for improved stability under braking in corners. The Electronic Brake Distribution system has also been optimized for Evolution VII.
- Air ducts in the engine undercover and backing plates reduce front brake fade in competition and other grueling driving conditions. (Dealer options)

■ACD+AYC control schematic





■Front brake ■Rear brake

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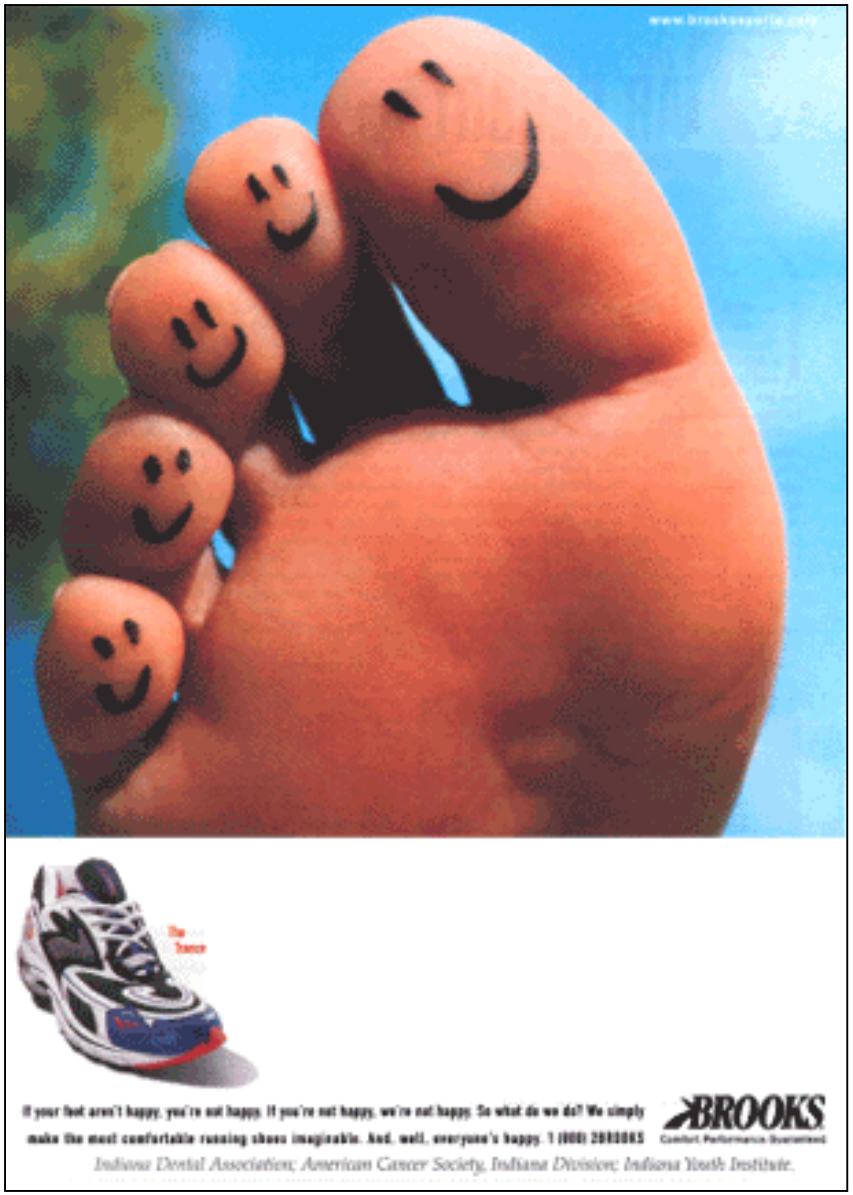
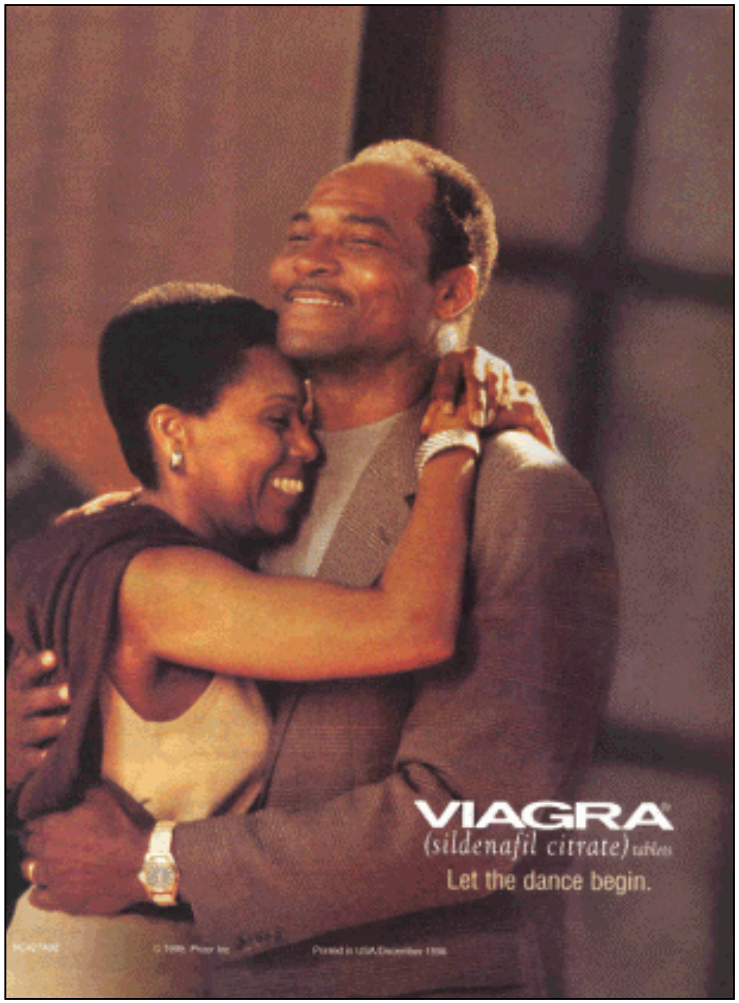
Benefits

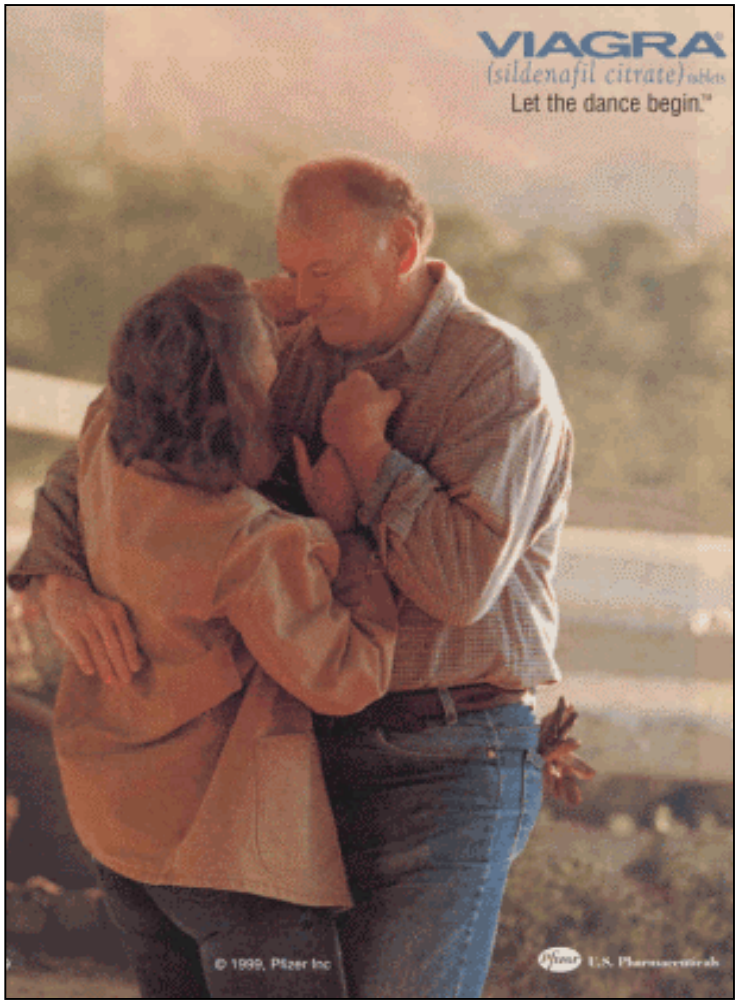
Copy:

Eye-catching style on the outside.
Surprising luxury on the inside.
Just call it sheet metal magnetism.

GET THE FEELING


www.brooksports.com
The Trance
If your feet aren't happy, you're not happy. If you're not happy, we're not happy. So what do we do? We simply make the most comfortable running shoes imaginable. And, well, everyone's happy. 1 (800) 2BROOKS
BROOKS
Comfort. Performance. Guaranteed.
Indiana Dental Association; American Cancer Society, Indiana Division; Indiana Youth Institute.





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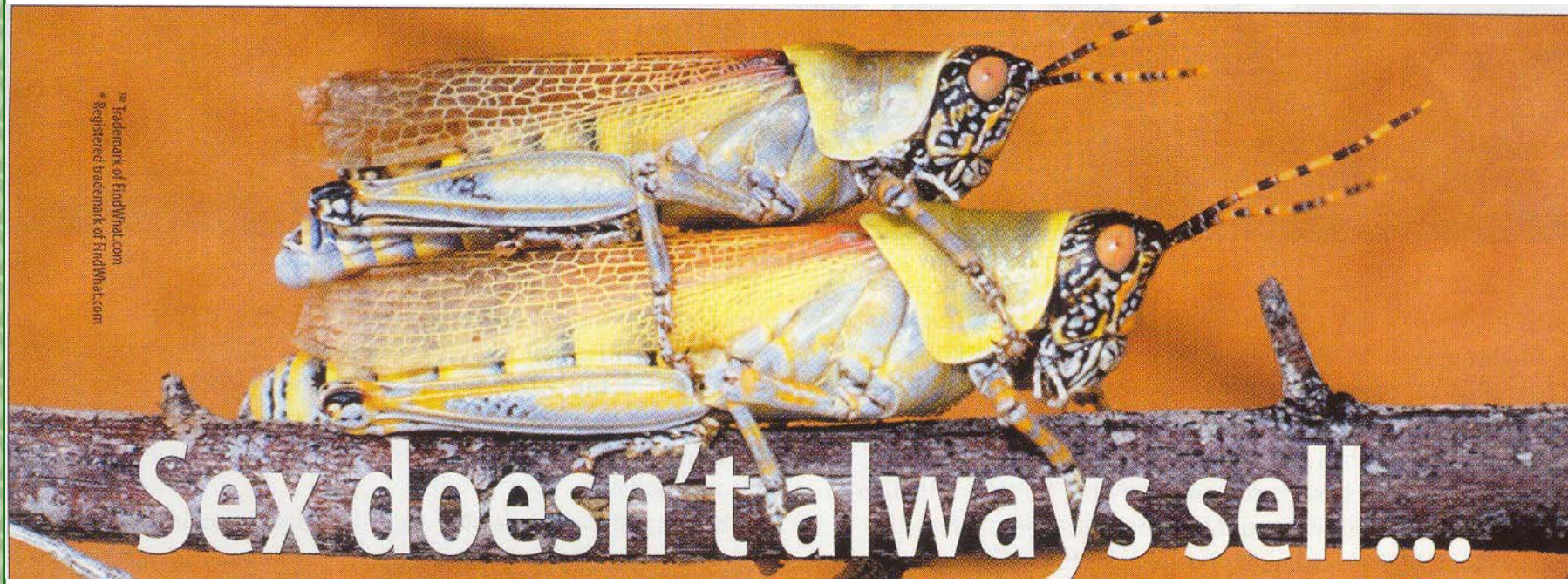

Know your audience!

Benefits (and costs) are:

- Subjective/personal
- In the present, not the future
- Unknown until you talk to your audience

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"Swallow Your Cause"

- Rewards may have nothing to do with "our cause."
- They come from the personal wants of our audience.
- We must communicate the rewards we have to offer

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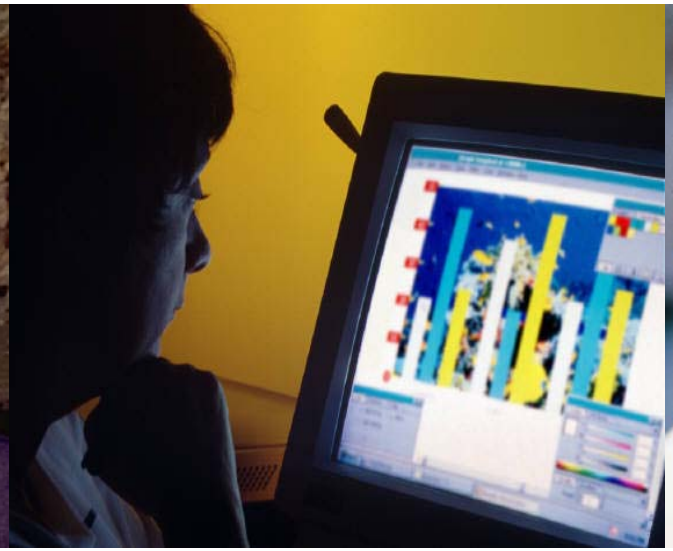
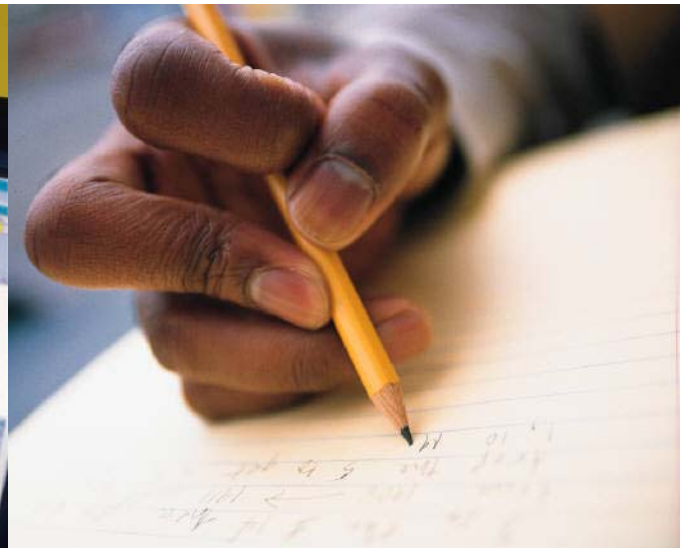
4. SUPPORT

Why should they believe us?

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Support

- How do we show they will really be rewarded?
- What can we say to make the action seem easy?
- What makes the action normative?
- What makes us believable?

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Support

- Show, don’t tell
- Use plain language – no jargon
- Use stories, examples, analogies
- Connect with current events in their lives
- Other Voices

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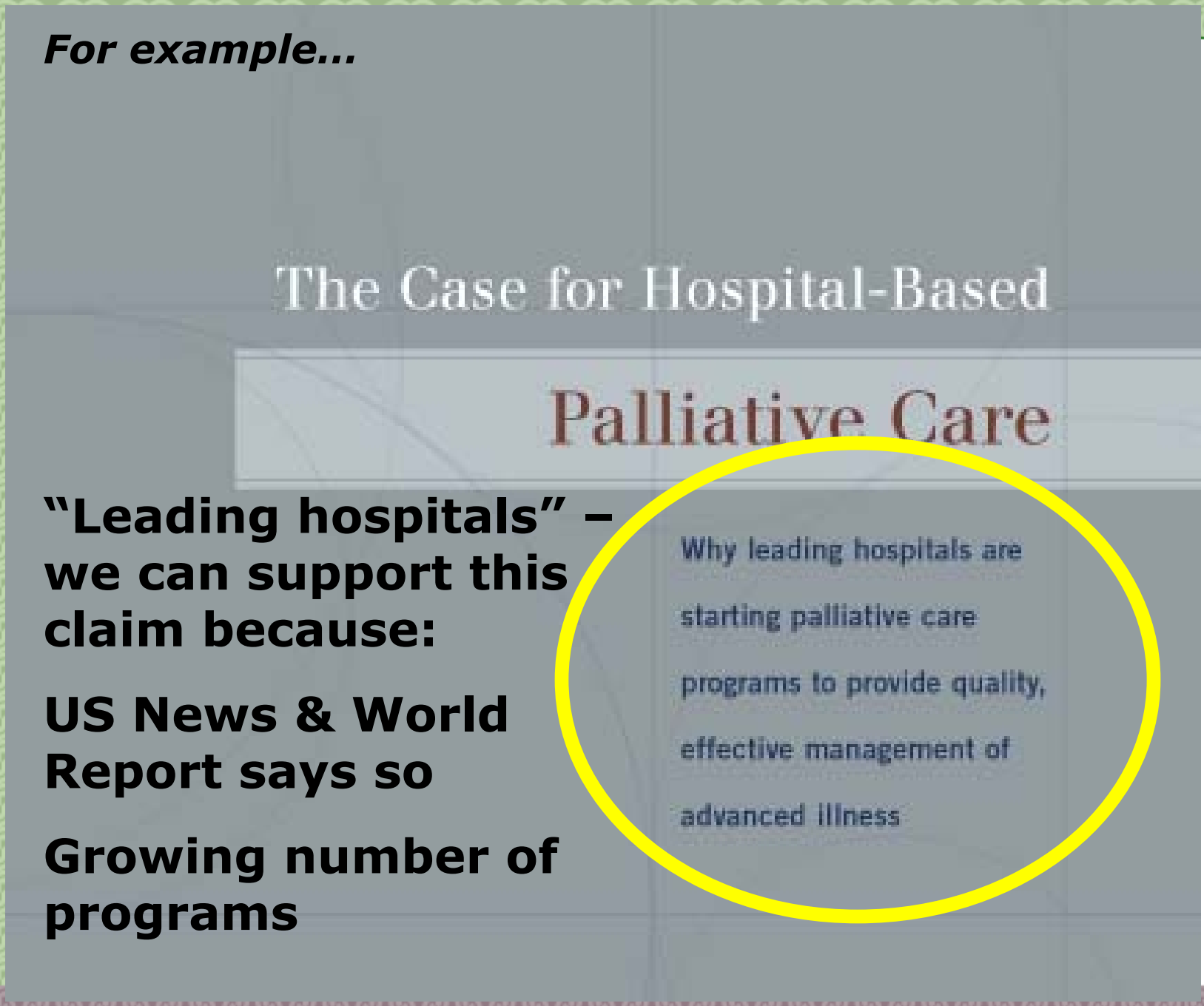
For example…



"Leading hospitals" – we can support this claim because:

US News & World Report says so

Growing number of programs

Copy:

It's your health.
It's your life.

It's your move.

5. IMAGE

What's our brand?

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An Effective Image:

- Is appealing and relevant
- Is original and distinctive
- Tells the audience,
  "I'm speaking to you"

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What's the Image of ADRCs?

Image Challenges	Desired Image
–Government?	– Experts in helping?
–Bureaucracy?	– Knows about services?
–Old people?	– Cares about me?
–Welfare?	– Has the answers?
–Threatening?	– Easy to deal with?
–Ineffective?	– Experienced professionals?
–Unhelpful?	– Trustworthy?
	– Accurate?

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Branding

- Consistent look and feel
- Attach meaning to brands
- Eventually brands reflect experience
- Strive to live your brand

Branding

- **Logo Concepts**
  - Navigation
  - Caring, personal, human help
  - Corporate network
- **Taglines**
  - Personal help
  - Local help
  - Navigation

SHIP
National Network of
State Health Insurance
Assistance Programs

1

SHIP
NATIONAL NETWORK
State Health Insurance
Assistance Programs

2

ship
NATIONAL
NETWORK
state health insurance
assistance programs

7

SHIP
NATIONAL NETWORK
State Health Insurance
Assistance Programs

3

SHIP
National Network of
State Health Insurance
Assistance Programs

6

SHIP
NATIONAL NETWORK
State Health Insurance
Assistance Programs

5

SHIP
NATIONAL NETWORK
State Health Insurance
Assistance Programs

4

Taglines

- **Personal Help**
  - Personal Help for People with Medicare
  - Individualized Help for People with Medicare
  - Working With You to Answer Medicare Questions
  - Helping People with Medicare Find Answers

- **Local Help**
  - Local Help for People with Medicare
  - Your Local Source for Medicare Answers
  - Local Resource for Medicare and Health Insurance Information

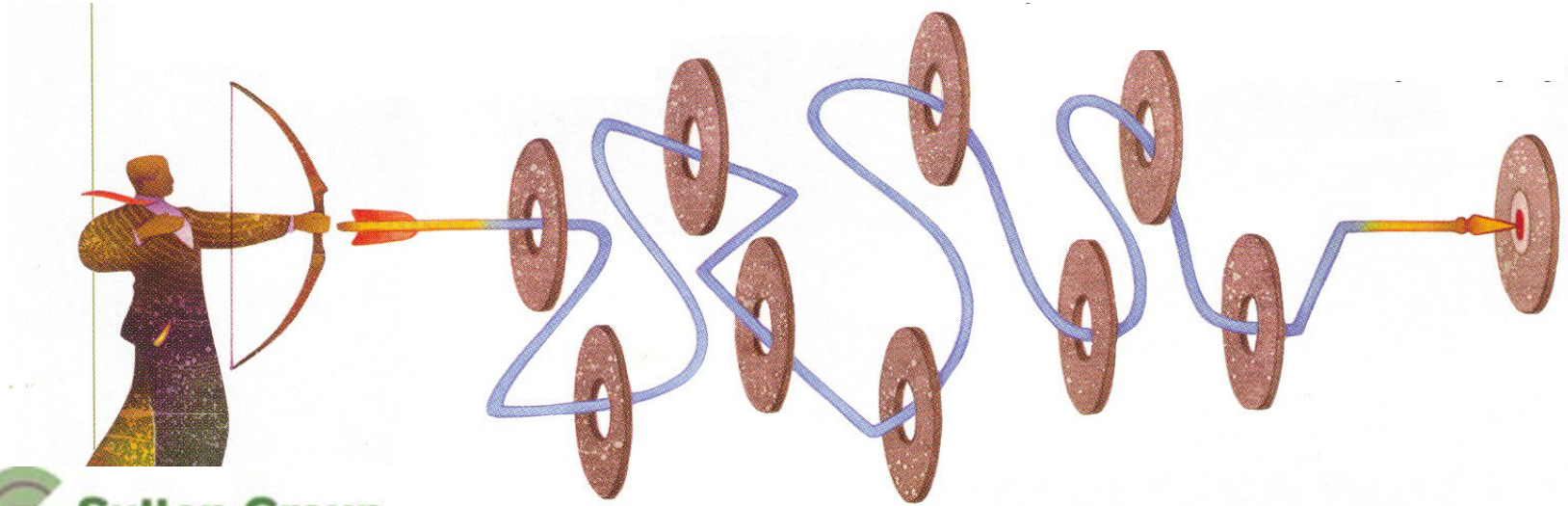
- **Navigation**
  - Navigating Your Medicare and Health Insurance Related Issues
  - Helping You Navigate Your Medicare and Health Insurance Related Issues

6. OPENINGS

How do we break through?

Openings Are Not About How We Get Our Message Out.

Openings Are About How Our Audience Takes Our Message In.



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Good Openings For Reaching Your Audience

Times, places, situations, states of mind when they are:

- Ready to hear your message
- Looking for your benefits
- In a position to act

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Creating Message Strategies

The six questions give you a message strategy:

If I do **(action)** instead of **(status quo)**, I will get (**reward)** because **(support).**

An associated **image**

Openings when your audience will be receptive to your message

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How Do You Know the Answers to the 6 Strategic Questions?

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Audience Research

- Draw on your existing knowledge of your audience-outside the expert framework
- Ask questions of your audiences – informal, quick reconnaissance (What are you worried about? What do you need?)
- Read their materials, last Board report, meeting agendas (e.g., funders, policy makers, community organizations)
- Conduct audience research (e.g., focus groups, surveys)

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Translate Strategy into Creative Messages & Products

- Respect the creative process
- Ensure creative executions stay on strategy
- Creativity is second to understanding

Collateral Commandments

- Connect with their heart, before their head
- Capture Their Attention – then lead the way
- Communicate with pictures – throw away the 1,000 words
- Create readable text
- Convince them with your headline that they want to read more
- Carry a consistent image
- Cut through the clutter

Next Steps Toward Success

- Start the process right
  - Efficiencies
  - Resources
- Get the audience, messages, scale, & incentives right
- Stay on course
- Be creative!

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