



Section 8



Module 5

Social Marketing

Module 5:

Using Social Marketing to Achieve SMART About Water Goals

TRAINING GOAL:

The goal of this session is to teach participants about social marketing and to help them apply social marketing principles to their work as a part of the SMART program.

TRAINING OUTCOME:

Social marketing is an underlying set of principles that govern all SMART objectives. Understanding social marketing should lead to improvements in meeting all SMART Training Delivery Outcomes.

BACKGROUND INFORMATION:

Social marketing is an academic discipline, with entire journals, books, conferences, and events devoted to its practice. Thus, the information presented in this session is not intended to make participants social marketing experts. Instead, the objective is to challenge participants in the SMART program to be more strategic in their work, and to go about their outreach in new ways to achieve better results.

LEARNING OBJECTIVES:

As a result of the training, participants will be able to:

1. Define social marketing.
2. Describe how social marketing is different from conventional outreach approaches.
3. Understand the importance of segmenting audiences and focusing on outcomes.
4. Understand why it is important to take audience needs/wants/preferences into consideration when interacting with communities.
5. Describe key characteristics of the eight SMART audiences.
6. Understand how to conduct basic market research (in the form of audience listening) to learn more about target audiences.
7. Understand how social marketing can be employed at the ground level in the SMART initiative.

SOCIAL MARKETING LEARNING ACTIVITIES:

Various learning activities are included in this section, including exercises (to be completed in small groups) and discussions (with the larger group). The general process for such activities is included below:

Length: 10-15 minutes

Materials Needed: Paper, pens for groups; flipchart and markers for trainer

Process: Break participants into smaller groups as indicated, and ask them to discuss the topic or issue indicated on the slide. Monitor the discussion, and give participants time to discuss issues

as needed. During report back sessions, summarize the key messages on a flip chart. Ask for questions, respond and make clarifications.

KEY MESSAGES FOR DIFFERENT TARGET AUDIENCES:

Tailor the amount of detailed information to the interest level of your audience.

SUGGESTED HANDOUTS:

The Basics of Social Marketing contains a concise summary of social marketing. Refer participants to this information if supporting information is needed.

POSSIBLE AGENDA:

Using Social Marketing to Achieve SMART About Water Goals

Approximate Time to Deliver Session: _____ hours

Welcome and Introductions	5 minutes
Complete Registration Form	10 minutes
Complete Pre-Assessment	10 minutes
Exercise 1 (slides 2-3)	10 minutes
Social marketing overview (4-21)	40 minutes
{Break}	15 minutes
SMART audiences (22-35)	20 minutes
Stages of social marketing (36-50)	45 minutes
Complete Post-Assessments	10 minutes
Wrap-up (51)	5 minutes
Summary and Feedback	5 minutes

POWERPOINT AND CONTENT:

A PowerPoint Presentation has been developed that can be used as is or adapted to meet your needs. A “long” version of the slides contains the full presentation from the train-the-trainer session. The “short” version corresponds to the agenda above, and can be used in your training of other trainers. Electronic copies of the PowerPoints are located on the “SMART PowerPoint” CD-ROM.

“Please see the “SMART PowerPoint CD-ROM” for electronic copies of the PowerPoint Presentations. Note that some of the modules include two sets of PowerPoints. In addition, “Module 4: Source Water Protection through Strategic Wastewater Management,” includes eight sets of PowerPoints, along with additional files that provide background information for the trainer.”