The Internet as a Medium for Health-Oriented Social Marketing Campaigns

Jaejin Lee
Doctoral Student
University of Florida
(jaejinny@ufl.edu)

21st Annual Social Marketing in Public Health Conference
June 17-18, 2011

Purpose of this study

1. To explore what kinds of health-oriented social marketing campaigns are currently conducted on the Internet

2. To explain how social marketers and activists convey their messages to targeted Internet audiences
Social Marketing

   “The design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research.”

   “The adoption of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of the society of which they a part”

   “A process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society (public health, safety, the environment, and communities) as well as the target audience.

   Its goal is to design and implement campaign programs “to promote socially beneficial behavior change” (Evan, 2008).

Social Marketing (cont.)

<table>
<thead>
<tr>
<th>Similarities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer-orientation is critical</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audiences are segmented</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All 4Ps are considered</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market research is key to success</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Results are measured for improvement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Differences</th>
<th>Commercial Marketing</th>
<th>Social Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Financial gain</td>
<td>Societal gain</td>
</tr>
<tr>
<td>Product</td>
<td>Goods &amp; services</td>
<td>Behaviors</td>
</tr>
<tr>
<td>Competitors</td>
<td>Other similar organizations</td>
<td>Other behaviors</td>
</tr>
</tbody>
</table>
Social Marketing and Public Health Intervention

- Previous health promotion and education activities
  - usually focused on the individual or small groups of people.

- Social Marketing
  - broadening its target group to whole communities or entire populations (Lefebvre & Flora, 1988)
    - Brand and health promotional campaign and selling the positive and persuasive image to the public is a major challenge.
    - In recent years, successfully branded healthy behavior e.g.) anti-smoking, condom use, health diets, etc.

Internet Users and Online Health Communication

- Recent web usage statistics
  - Nearly 73 percent of Americans
  - 73% percent of adults ages 25–34
  - 71% ages 45–54
  - 70 % of adults ages 55–64
  - 71% ages 45–54
  - (Internet World Stats, 2009; Taubenheim et al, 2008)

- Internet use for medical information
  - Adult
    - 82% of adult online users are using the Internet to get the health or medical information
    - 80 % of American Internet users have searched for health information pertaining to at least one of 17 different health topics
    - 58 % said the information they found online affected their decision-making process on how to treat the disease or illness
    - Gender: Women are more likely to seek health information than men (Bowen et al., 2003; Fox, 2006)
Internet Users and Online Health Communication

- Internet use for medical information
  - Adolescents
    - 31 percent of teen Internet users are using the internet to obtain health, dieting, or physical fitness information (Pew Internet & American Life Project, 2004).
  - Three major challenges to communicate with teens
    - Limitations of conventional channels
    - Peer pressure
    - Relevance
      - (Peattie, 2007)

Using the Internet in Social Marketing

- Three trends for the communication strategy
  - Target the Audience
    - Growing population of Internet users
    - Use word-of-mouth tactics
  - Multitasking
    - Build strong relationship with audiences by simultaneously using multiple platforms of online social marketing activities
  - 3 Cs
    - Community, content, and commerce
Characteristics of the Internet for SM

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Features</th>
<th>Property</th>
<th>Brief Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional</td>
<td>- Social Network Support</td>
<td>- Empowerment</td>
<td>Help to build a virtual relationship with other online users and social marketers and give emotional reward to the Internet users</td>
</tr>
<tr>
<td>Support</td>
<td>- Emotional Support</td>
<td>- Fellowship</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Esteem Support</td>
<td>- Confidentiality</td>
<td></td>
</tr>
<tr>
<td>Rational</td>
<td>- Informational Support</td>
<td>- Customizability</td>
<td>Provide unique accessibility and manageability of content on the Internet compared to traditional mass media</td>
</tr>
<tr>
<td>Support</td>
<td></td>
<td>- Immediacy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Interconnectivity</td>
<td></td>
</tr>
</tbody>
</table>

Characteristics of the Internet for SM (cont.)

- **Emotional Support**
  1. *Empowerment*
     Internet users have their own authority to manage the content they see and the amount of time they spend while using the Internet.
  2. *Fellowship*
     People could enjoy good fellowship or brotherhood with other Internet users online.
  3. *Confidentiality*
     People can find information without any concerns about revealing their identities.
Characteristics of the Internet for SM (cont.)

- Rational Support

1. Customizability
   Marketers can provide user-personalized services, and people can customize their own content based on their personal needs and motivations.

2. Immediacy
   The Internet offers an “almost instantaneous response.”

3. Interconnectivity
   The Internet allows individuals, organizations, and businesses to be interconnected if they share the same interest.

Tactics of the Online Social Marketing

<table>
<thead>
<tr>
<th>Tactics</th>
<th>Features</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Modeling</td>
<td>- Provide the social models with imagery</td>
<td>-5-4-3-2-1 Go!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-The Truth.com</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-The TV Boss.org</td>
</tr>
<tr>
<td>Virtual Interaction</td>
<td>- Provide virtual interaction among social media members using social media marketing strategies</td>
<td>-The Heart Truth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-5-4-3-2-1 Go!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-4Parent.gov</td>
</tr>
<tr>
<td>Edutainment</td>
<td>- Provide educational entertainment communication strategies</td>
<td>-Healthfinder.gov</td>
</tr>
<tr>
<td></td>
<td>- e.g., online game, health calculator, quiz, recipes, etc.</td>
<td>-Milk Matters.com</td>
</tr>
<tr>
<td>Branding</td>
<td>- Branding public health issues and co-branding with commercial brand through the websites</td>
<td>-The Heart Truth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-5-4-3-2-1 Go!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-The Truth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Love your veggies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Super Kids</td>
</tr>
</tbody>
</table>
Tactics of the Online Social Marketing: Examples

Conclusion & Future Research

- Conclusions
  - Illustrate online social marketing
  - Attempt to explicate online users
    - Health communication
    - Type of online characteristics for social marketing
    - Online social marketing campaigns tactics

- Future Research
  - Children and Adolescents
  - Find additional variables