

Application Box 11.10 One Page Social Marketing Summary

In order to help _____ [priority population segment] _____

To do _____ [behavior] _____

We will offer _____ [product] _____

Which will help overcome _____ [barriers] _____

And provide _____ [benefits] _____

For this _____ [price] _____

At _____ [location] _____

We will let the priority population know about this product by using _____ [promotional strategies] _____

We will pretest our strategy by _____ [pretesting methods] _____

We will measure our success by _____ [continuous monitoring] _____

5. What has to happen in order for an exchange to take place between a planner and the priority population?
6. Describe the six elements that make a social marketing approach unique from other planning approaches?
7. What are the four Ps of marketing? Explain each one.
8. Describe how to best work with a creative team to execute a promotional strategy.
9. What are the purposes of pretesting?