

**Developing a Draft Social Marketing Plan
Nisqually River Council
March 15, 2013pr**

TIME	TOPIC	MAIN CASE HIGHLIGHT	DRAFT PLAN ELEMENT
9:45-9:55	Welcome, Intros & Agenda		
9:55-10:20	Overview of Social Marketing	Pedestrian Flags	
10:20-10:45	Step 1: Purpose & Focus	Save the Crabs	Determine a Purpose & Focus for today's exercise
10:45-11:00	Step 2: Situation Analysis	Scooping the Poop in Austin, Texas	1 - 2 Strengths 1 - 2 Weaknesses 1 - 2 Opportunities 1 - 2 Threats
11:00-11:30	Step 3: Select Target Audience	Seafood Watch	Share TA Worksheet Identify 1 Target Audience for today's exercise
11:30-12:00	Step 4: Determine Desired Behavior	STORM	Share Behavior Worksheet Select 1 Behavior for today
12:00-12:30	LUNCH		
12:30-1:00	Step 5: Understand Barriers & Motivators	Roadcrew	Brainstorm 2-3 Barriers and 2-3 Motivators for the desired behavior selected for exercise
1:00-1:15	Step 6: Craft a Positioning Statement	Eastshore Native Plants	Brainstorm a few words for positioning statement for the desired behavior
1:15-1:40	Step 7.1: Product Strategy	Natural Yard Care	Brainstorm Product Strategies for the desired behavior
1:40-2:00	Step 7.1: Price Strategy	Recycle Bank	Brainstorm Price Strategies for the desired behavior
2:00-2:25	Step 7.1: Place Strategy	Fork it Over	Brainstorm Place Strategies for the desired behavior
2:25-3:05	Step 7.1: Promotion Strategy	Variety	Brainstorm Messages, Messengers, Media Channels
3:05 - 3:25	Steps 8, 9, 10 (Summary)		
3:25-3:30	Summary of Day & Next Steps		

WORKSHEET FOR SELECTING TARGET AUDIENCES

1	2	3	4	5	5
POTENTIAL TARGET AUDIENCES	SIZE	PROBLEM INCIDENCE (How often not doing desired behavior)	READY TO ACT	ABILITY TO REACH	AVERAGE SCORE (2,3,4,5)

206.232.876

A Modified Logic Model

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INPUTS	OUTPUTS	OUTCOMES	IMPACT	RETURN ON INVESTMENT
<p><i>Resources allocated to the campaign or program effort:</i></p> <ul style="list-style-type: none"> • Dollars • Incremental staff time • Existing materials • Existing distribution channels • Existing partners 	<p><i>Program activities conducted to influence a desired behavior. These measures do not indicate whether the audience "noticed" or responded to these activities. They only represent what was "put out there" including:</i></p> <ul style="list-style-type: none"> • Number of materials disseminated • Number of calls made • Numbers and types of distribution channels for any products or services • Number of events held • Web sites created/utilized • Social media tactics • Reach and frequency of communications • Free media coverage • Paid media impressions • Implementation of program elements (e.g., whether on time, on budget) 	<p><i>Audience response to outputs including:</i></p> <ul style="list-style-type: none"> • Changes in behavior • Changes in numbers of related products or services "sold" (e.g., children's life vests) • Changes in behavior intent • Changes in knowledge • Changes in beliefs • Responses to campaign elements (e.g., hits to a Web site) • Campaign awareness • Customer satisfaction levels • Policy changes • Partnerships and contributions created 	<p><i>Indicators that show levels of impact on the social issue that was the focus for the effort:</i></p> <ul style="list-style-type: none"> • Improvements in health • Lives saved • Injuries prevented • Water quality improved • Water supply increased • Air quality improved • Landfill reduced • Wildlife and habitats protected • Animal cruelty reduced • Crimes prevented • Increases in financial well being 	<p><i>Economic value of changes in behavior and the calculated rate of return on the spending associated with the effort:</i></p> <ul style="list-style-type: none"> • For every dollar spent, dollars saved or generated • After subtracting expenses, what is the rate of return on the investment