

Want to change behaviors for good?

Employ social marketing.

Social marketing seeks to integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. It integrates research, best practice, theory, and audience and partnership insight to inform the delivery of social change programs that are effective, efficient, and equitable.

With advanced degrees in public health, health science, marketing and communications, Hager Sharp's staff brings unique experience in helping organizations develop and execute theory-based social marketing campaigns.



CORE SOCIAL MARKETING CAPABILITIES

AUDIENCE RESEARCH

Understanding an audience's knowledge, attitudes, beliefs, behaviors – as well as their perceived benefits and barriers to adopting the desired behavior – is the essential first step. Our experts use a variety of qualitative and quantitative methodologies to identify and segment audiences; gain actionable insights into audience environments and perceived benefits and barriers to undertaking desired behaviors; identify effective channels for communications; and test messages and materials for clarity, appeal, relevance, and believability.

STRATEGIC PLANNING

Once key insights are gathered and frameworks and models are identified, we collaborate with our client to conduct a strategy session and develop a campaign roadmap. The Roadmap is Hager Sharp's proprietary planning tool that provides an at-a-glance view of goals and objectives, audiences, strategies, tactics, and evaluation measures. From there we develop a strategic plan which takes a deep dive into specific tactics and channels for reaching audiences and motivating behavior change.

BEHAVIOR CHANGE THEORIES, MODELS, AND FRAMEWORKS

The application of established theories, models, and frameworks informs the development of successful social marketing campaigns. Our approach to incorporating theory starts with a situational analysis. This includes exploring the campaign topic, priority audiences, and the behavior(s) to be addressed. We then select an appropriate framework or model; incorporate theories that can help guide key components of the planning, such as audience selection and messages; and tailor as needed.

Examples of the most common theories, models, and frameworks Hager Sharp has used:

Theory of Reasoned Action, Theory of Planned Behavior, Motivation-Ability-Opportunity Model, Health Belief Model, Social Learning Theory, Social Cognitive Theory, Transtheoretical Model of Behavior Change, Stages of Change Model, Diffusion of Innovation Theory, Social Norms Theory, Social Judgement Theory, Socio-Ecological Model, Extended Parallel Process Model, and CDC's Crisis and Emergency Risk Communication Framework

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CREATIVE IMPLEMENTATION

This is where the art meets the science of social marketing—motivating audiences to adopt the desired behavior. We develop creative strategies for reaching audiences through compelling messages and materials, relevant channels, trusted spokespeople and organizations, and attention-getting multimedia initiatives.

EVALUATION

We use process evaluation to assess the effectiveness of specific tactics and channels and identify opportunities to refine and optimize efforts. We use outcome evaluation to measure the effect our programs, initiatives, and campaigns have on priority audiences, including changes in awareness, knowledge, interest, support, and likelihood of behavior change.

WE HAVE EMPLOYED SOCIAL MARKETING PRINCIPALS TO MOTIVATE BEHAVIOR CHANGE FOR MANY CLIENTS, INCLUDING:



ABOUT HAGER SHARP

At Hager Sharp, we've dedicated nearly 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about our social marketing expertise

HAGER SHARP

