



***Using the Principles of Social  
Marketing When Designing and  
Implementing Energy Efficiency  
Programs***

Anne Dougherty

# Social Marketing for Program Implementers, a discussion

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- What is Social Marketing?
- Why does Social Marketing Matter to the Energy Industry?
- What Can Social Marketing Provide That Traditional Messaging Cannot?
- How do we Reach the Whole Customer through Social Marketing?
- Exploring the Five P's through social marketing advertisements
- Best practices in social marketing program planning through research
- Key points to consider for program implementers

# What is Social Marketing?

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“Social Marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society”

- Alan Andreasen

# Why Social Marketing Matters to the Energy Industry

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- Unlike traditional marketing approaches, social marketing is customer-centric
- Customers do not act like, sound like, or think like program implementers and marketers
- Customers have to *believe* in the intangible benefits of programs in order to break from habits

# Why Social Marketing Matters to the Energy Industry

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- A program's success requires careful consideration of its targets
- There is no such thing as a cookie cutter program
- Critical differences exist between and within utility districts
- Market transformation requires action by multiple publics with diverse motivations

# Why Social Marketing Matters to the Energy Industry

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By using social marketing, implementers ...

- Keep their ears to the ground using social marketing's customer-centric approaches
- Obtain in-depth understanding of the market through knowledge of customers
- Are better able to track, move, and adapt to customers as they move through the market

# What Can Social Marketing Provide That Traditional Messaging Cannot?

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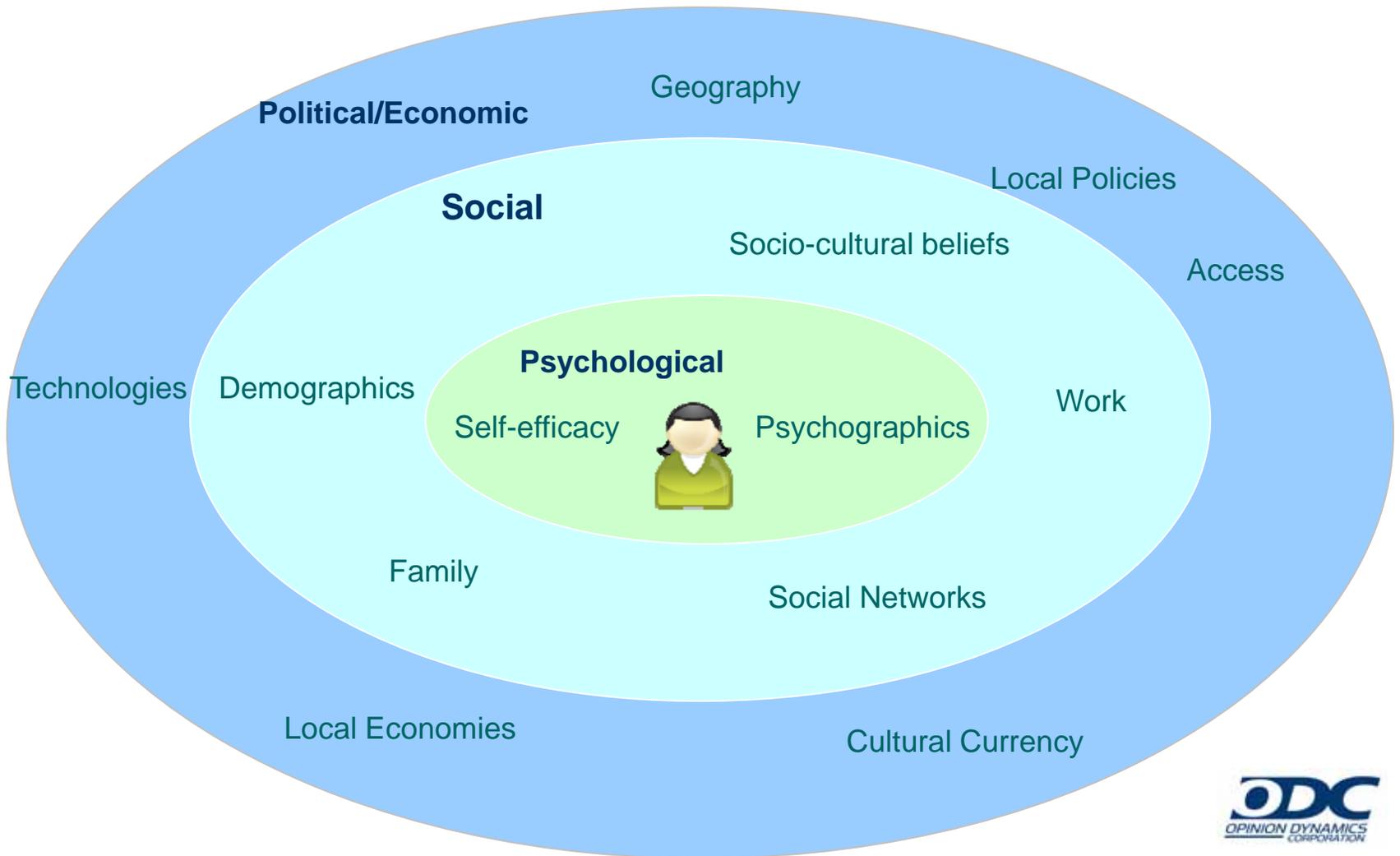
- Culturally situated messaging that speaks from the customer's worldview
- Messaging that recognizes and taps into the psycho-social drivers to behavior change
- The production of ripples through the marketplace by creating socially desirable and beneficial behavior changes
- An acknowledgment of the public good
- Long-term changes driven by a sense of social responsibility

# Why Social Marketing is Important to the Energy Industry: *Moving Beyond Economic Incentives*

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- Economic incentives treat the audience as rational actors
- Behaviors are motivated by multiple forces
- Consumers often make identity-based decisions
- Smart energy decisions are often smart social decisions

# Strategic Program and Messaging Development: Reaching The Whole Customer



# Developing a Campaign that Motivates the Whole Customer

➤ What are the perceived & actual institutional barriers that enable and/or constrain behavior?

➤ How do structural limitations constrict behavior choice?

➤ Who are the key social stakeholders in the life of the target audience?

➤ What is the Cultural Currency of the target audience?

➤ What are the prevailing belief systems of the target audience?

➤ What are symbolic and actual needs of the target audience?

Political and Economic Considerations

Social Considerations

Psychological Considerations

# The Five P's

Tools for Developing a Social Marketing Campaign		
	Traditional Marketing	Social Marketing
<b>Publics</b>	<ul style="list-style-type: none"><li>➤ Consumer Segments driven by purchase decision hierarchies</li></ul>	<ul style="list-style-type: none"><li>➤ Specialized target audiences based on outreach objectives</li><li>➤ Targets of Opportunity</li><li>➤ Targets of Risk</li></ul>
<b>Product</b>	<ul style="list-style-type: none"><li>➤ Consumer Goods</li></ul>	<ul style="list-style-type: none"><li>➤ Adoption or relinquishment of behaviors</li></ul>

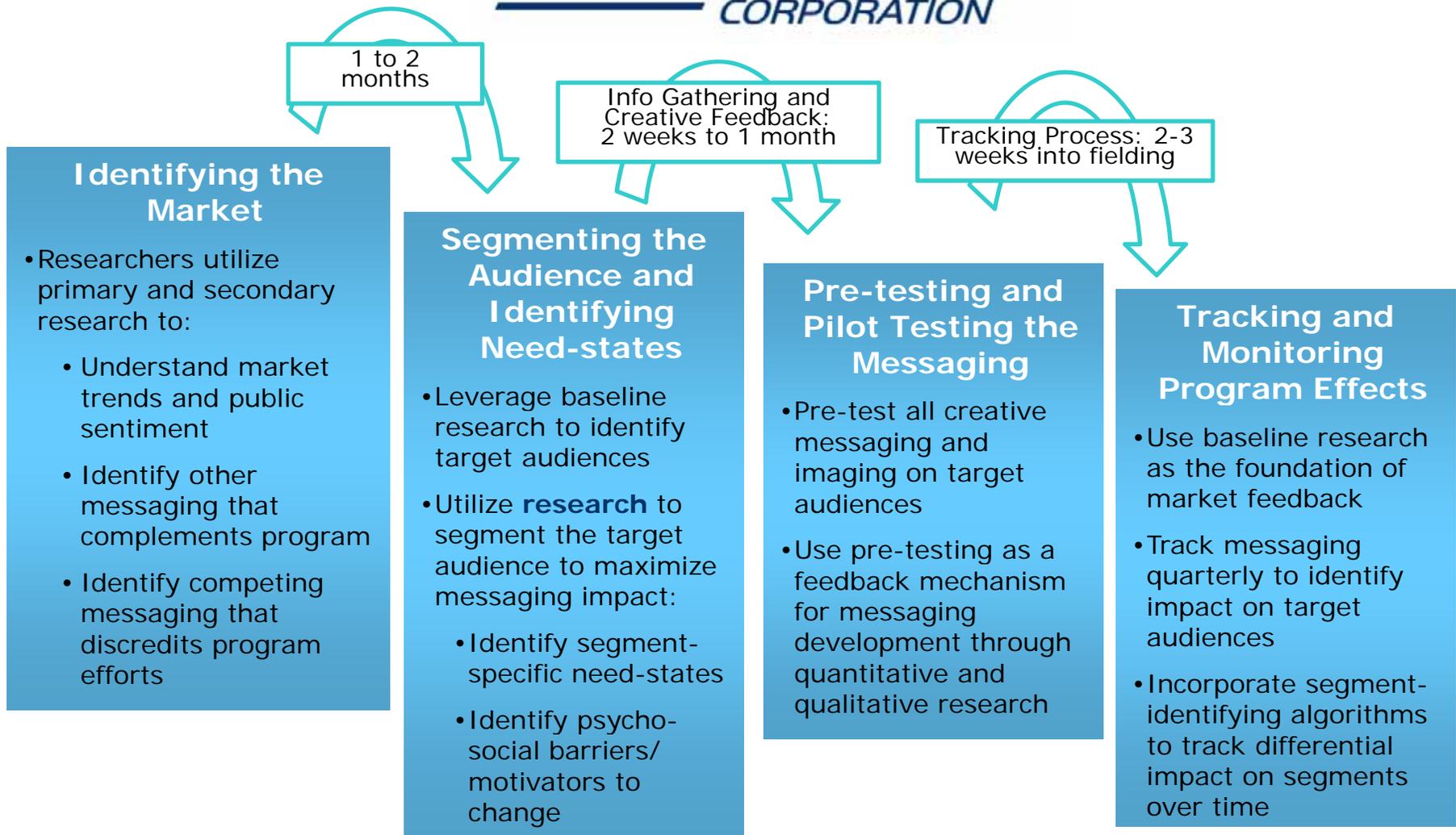
# The Five P's

Tools for Developing a Social Marketing Campaign		
	Traditional Marketing	Social Marketing
<b>Price (Cost and Benefit)</b>	<ul style="list-style-type: none"> <li>➤ Point of Purchase Cost</li> </ul>	<ul style="list-style-type: none"> <li>➤ Barriers or obstacles to the adoption or relinquishment of the behavior</li> <li>➤ Costs of <i>not</i> adopting the behavior</li> <li>➤ Psychological, Social, Material, Convenience</li> </ul>
<b>Placement</b>	<ul style="list-style-type: none"> <li>➤ Product Placement:</li> <li>➤ Channels of Communication</li> <li>➤ Retailer/ Point of Purchase</li> </ul>	<ul style="list-style-type: none"> <li>➤ Identifying the physical sites where behaviors and environment intersect</li> <li>➤ Capitalize on this knowledge to intercept target audience</li> </ul>

# The Five P's

## Tools for Developing a Social Marketing Campaign

	Traditional Marketing	Social Marketing
<b><i>Promotion</i></b>	<ul style="list-style-type: none"><li>➤ Incentives or Media for product promotion</li></ul>	<ul style="list-style-type: none"><li>➤ Creating a Buzz - Movement</li><li>➤ Word of mouth and Interpersonal, local/community based, institutional intercepts, mass media channels, clinics, help lines, workshops, etc.</li></ul>



# Guiding Points for Program Implementers

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- There is no such thing as a cookie cutter Energy Efficiency program – what works in one region does not necessarily work in another
- Marketing approaches must begin from the perspective of the customer
- Messaging must reflect the whole customer

# Guiding Points for Program Implementers

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- Knowing the psycho-social motivators and barriers to behavior change will help move your market
- Messaging must remain relevant and adapt as the market shifts
- Market research is necessary to ensure messaging and outreach is framed from the customer's perspective