



EXTEND THE REACH OF INITIATIVES OUR HEALTH

Make Programs More Effective with Social Marketing

Remember Social Marketing Principles

- Talk to Our Audience
- Identify Desired Behavior Change
- Remember the 5 P's: Product, Price, Place, Promotion, Policy
- Analyze Our "Competition"
- Weigh Benefits vs. Costs
- Measure Our Outcomes
- Test Our Plan and Message with the Audience

SOCIAL MARKETING >

Using marketing principles to influence human behavior to improve health or benefit society

REACH OUT TO SOCIAL MARKETING RESOURCES

Call our Turning Point Strategic Planning Coordinator at 804-864-7018 or 804-864-7019
Visit the Turning Point website at www.turningpointprogram.org

Developed in cooperation with the Robert Wood Johnson Foundation Turning Point Initiative and the Turning Point Social Marketing National Excellence Collaborative.

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