

Social Marketing

a strategy that uses marketing concepts – product design, appropriate pricing, sales, distribution, and communications – to influence behaviors that benefit individuals and communities for the greater good.

Social marketing programs sell subsidized products through commercial sector outlets like pharmacies, distribute products for free, deliver health services through public and private sector channels, and promote healthy behaviors.

Getting the right products and services to vulnerable populations is the first step to helping people live healthy lives; equally important is making sure they are in a supportive environment that encourages consistent and correct use.

Total Market Approach:

Improves health of markets and growing markets by achieving sustained, equitable increases in use.

Synergy with UHC: Helps ensure all people obtain and use the health products and services they need.

Growing the total market

How:

- Efficient use of subsidy
- Sustained use
- Ensuring access and equity

Influencing lasting behavior change

Uses private sector marketing practices to design interventions and reach its bottom line of health impact, improving cost-effectiveness.

How:

- Audience segmentation
- Understanding barriers and “influencers”
- Evidence based strategy design
- Marketing mix for interventions

Social marketing approaches programs from the perspective of its target populations



Social marketing approaches programs from the perspective of its target populations



HOW DOES SOCIAL MARKETING LEAD TO BETTER HEALTH?

