



Social Marketing 5Ps

- **Product** – is the desired behaviour/ behaviour change that you are asking your target audience to do and the associated benefits, tangible objects or intangible services, practices or ideas that support the behaviour change.
- **Price** –is the cost (financial, emotional, psychological, lifestyle or time-related) or barriers (inconvenience, embarrassment) the target audience faces in making the desired behaviour change.
- **Place** –is where the audience will access the program products and services to perform the desired behaviour, where they will, or where they are thinking about your issue.
- **Promotion** - is the most visible of the mix and is made up of the communication messages, advertising, PR, sponsorship, materials/resources, media channels and activities that will effectively reach your audience. It's how you engage with your target audience and tell them about the behaviour change.
- **Partnerships** – working strategically with others to deliver your program to your target audience.

Adapted from The Basics of Social Marketing How to Use Marketing to Change Behavior (1997). The Turning Point Social Marketing National Excellence Collaborative. www.turningpointprogram.org