

# Social marketing?

# Do you mean social media?

**Virginia Witmer**  
**Virginia Coastal Zone Management Program**  
**Virginia Department of Environmental Quality**  
**Stormwater & Litter Workshop**  
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# TRASH to LITTER:



## A GROWING PROBLEM



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# Simple things people are asked to do to prevent trash/recycling from becoming litter:

- Secure your trash with a lid.
- Place heavier recyclables on top of lighter materials in open recycling bins.
- Wait to place your trash and recycling out until the morning of collection day.
- Report overflowing trash cans and dumpsters.
- Secure trash and recycling before heavy rain events.
- Store trash and recycling away from flood prone areas.
- Never throw garbage in storm drains.
- If you see litter, pick it up and dispose of it properly.
- Choose a reusable bottle instead of plastic bottled water.
- Choose reusable bags instead of plastic shopping bags.







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# Knowledge is not enough.

***Information campaigns assume the missing ingredient to getting people to ACT is information.***



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# RUSTLE THE LEAF™

BY PONCE & WRIGHT



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Social Marketing focuses on affecting what people **DO**.

JUST DO IT.



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# The Social Marketing Process

## How does Social Marketing Work?

- ✓ Shifts the focus from the message – what WE think people *just need to hear* – to who we need to reach
- ✓ Offers benefits to the “consumer”
- ✓ Identifies barriers/obstacles – “Why marketing surveys/trend analysis are important in business world.”





# The Social Marketing Process

## How does Social Marketing Work?

1. Know your campaign's focus and goals
2. Pinpoint your target audience
3. Identify the specific behavior you want the audience to take

**RESEARCH!** Listen to your audience.

4. Assess the barriers to the action
5. Find the benefits and motivators that will overcome those barriers



# The Social Marketing Process

## How does Social Marketing Work?

### ✓ Design your campaign strategy

Refine your messages, incentives, and tools, and determine where and how you will deliver them to the target audience

- Prompts (Point of Sale), Commitment (Pledging), Norming
- Convenience for the Audience
- Incentives, Rebates
- Delivery Channels - Captivating Multi-media

### ✓ Implement the strategy

➤ Evaluate and measure your progress – from the beginning, through the middle and to the end!



# An Iconic Example



<http://www.dontmesswithtexas.org/the-campaign/>



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**Unless you are the only human being  
left on the planet...  
...it always takes a partnership.**



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# Enhance Your Success -

## KNOW AND LISTEN TO YOUR AUDIENCE

- Target the markets that are most ready to act (early adopters).
- Understand audience barriers to behavior change.
- Find what motivates them.

## KEEP IT SIMPLE

- Promote single, simple, do-able behaviors.
- Make it easy.
- Use effective communication techniques.

## KEEP LISTENING AND ADAPT YOUR STRATEGY

Encourage desired behavior, but don't demand it.



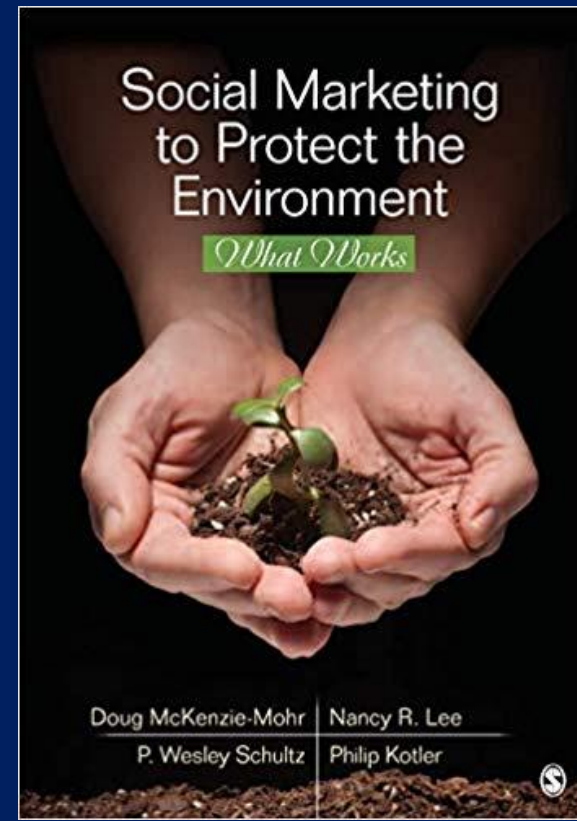
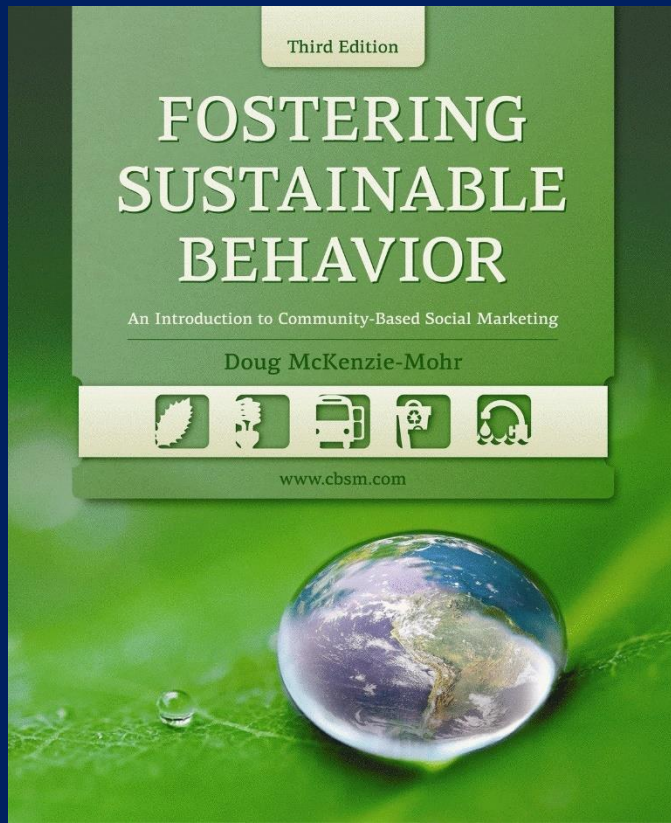
# Questions?

Virginia Witmer  
(804) 698-4320

Virginia.Witmer@deq.virginia.gov

[www.toolsofchange.com/en/home/](http://www.toolsofchange.com/en/home/)

<https://www.cbsm.com/>



# Level of Investment to Change Behavior

(conceptual)







# Balloon Releases

to express joy, bereavement, commemoration  
conducted at weddings, graduations, funerals, campaigns,  
sporting events, parties





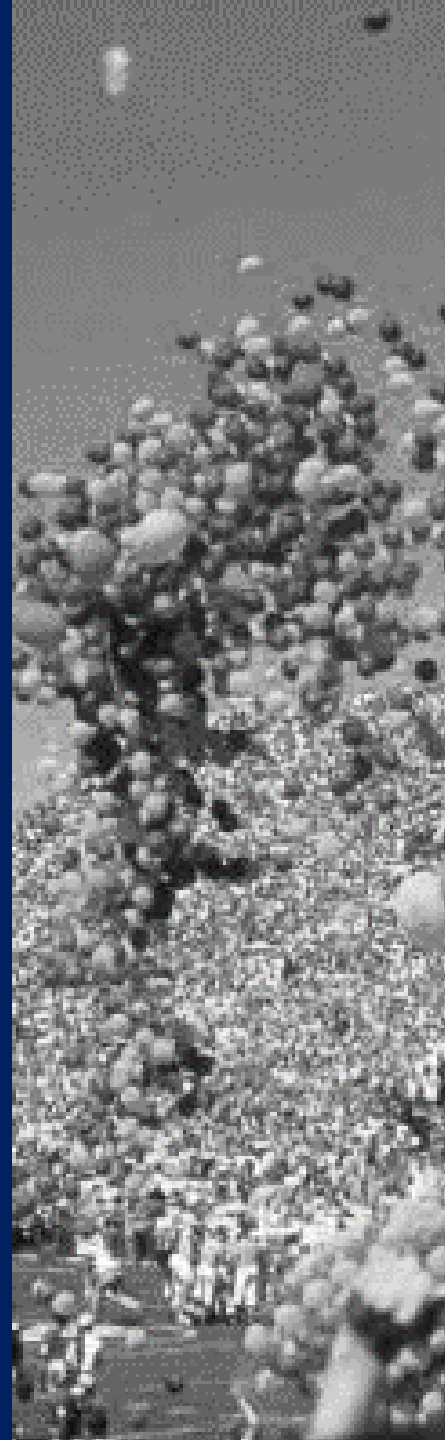
# We Listened & We Learned

- Analysis of news accounts of balloon releases, and social media
- Statewide survey of Virginians
- Survey input from Maryland
- Telephone interviews
- In-person interviews with retailers
- Focus groups



# What We Learned

- Lack of knowledge about balloons as litter
- People justify and rationalize releases
- Assume “Biodegradable” means “harmless”
- Planned by associations/families/schools
- **85% of releases planned by woman**
- Releases mainly in parks/outside schools, churches and wedding venues
- Distance from ocean makes releases acceptable
- Highest # of releases in spring, then fall
- Majority at “sad” events, to raise awareness, or at “happy” events
- **Sight of balloons rising provokes powerful emotional responses...however if not as part of ceremony, it lacks meaning**
- **Electrical outages caused by foil balloons a concern to many**



# First CBSM Campaign Pilot – Wedding Releases

## Use imagery that -

- Is positive
- Clearly shows joy
- Has color and depth
- Shows guests engaged
- Clearly demonstrates litter-free send-offs

## Messaging that -

- Is positive
- Conveys action couples can take
- Conveys what to do – and also why
- Uses the terms “litter-free” and “eco-friendly”



*Joyful Send-off!*

A picture-perfect ending to a picture-perfect wedding day.