

Implementing a social marketing campaign.

If you are trying to create change in your community on alcohol issues, you know firsthand how difficult it can be. Effective social marketing requires more than hanging posters or handing out pamphlets. But where do you begin? And how do you make the most of your budget? For the past 18 years, FACE has been producing award-winning, research-based resources that focus specifically on alcohol issues. We can help you create an effective campaign while staying within your budget. Follow these three steps.



1. Develop a campaign.

The first step in developing a campaign is research. It is a critical aspect of any social marketing campaign. FACE prides itself on thoroughly researching any topic before beginning the creative process. Our staff pulls current data, statistics and news announcements daily so we are constantly informed on new trends and/or policy changes.

We believe it is important to **use research data in combination with current trends and local perceptions** to provide a sound media strategy. This enables us to produce creative messages that will resonate with your target audience.



2. Choose the best approach.

It is very important to consider a multi-prong marketing approach to achieve the best results. Using a variety of communications tactics will provide the best chance for the message being heard and seen, resulting in an increased awareness of the issue. To provide continuity, a main theme with a logo and tagline can be used to tie all of the media components together. If your budget allows, FACE can provide a marketing strategy and communications rollout plan with timeframe as part of the overall project.

Effective media campaigns start with a **marketing strategy**. The strategy will ensure everyone has agreed to the same goals and objectives. It will keep everyone moving in the same direction and set expectations for the campaign. The marketing strategy does not have to be long, it just has to answer the right questions and everyone must agree and hold to it. The **marketing plan** is essentially a timeline of when the components of the campaign should be distributed. Because a media campaign is comprised of several communications tactics or materials, there must be an organized and effective schedule for placement.





3. Select the right resources.

Social marketing campaigns include a combination of resources ranging from bookmarks, posters and brochures to Public Service Announcements, films, billboards and training.

To help with budgeting, there are three different resource options you might choose from:

1. Use existing resources from the diverse selection FACE offers.
2. Use existing resources customized with your logo.
3. Work with FACE to create your own campaign with new logo, tagline and media specifically targeted to your city or state.

The chart below shows the alcohol-related issues you may be working on and the wide variety of resources available from FACE that correspond with that issue.

Issues	Resources																	
	Posters	Bookmarks	Brochures	Banners	Air Fresheners	Magnets	Wallet Cards/Key Cards	Books/Publications	Films/Video	Print Ad Kits	Outdoor Advertising	PSAs & Cinema Ads	Apparel	Training & Speaking	Table Tents	Online Information Videos/Tutorials	Supporting Materials	Informational Website
Alcohol & the Brain	•	•		•														
Adult Role-modeling	•	•	•	•	•			•	•	•	•		•					
Alcohol Advertising	•	•		•									•		•			
Guidelines for Responsible Alcohol Use	•	•	•	•	•	•	•		•	•	•		•	•	•			•
Alcohol & Violence	•	•		•					•									
Binge Drinking	•	•		•	•	•			•	•	•		•		•			
Drinking & Driving	•	•		•	•				•	•	•							
Positive Lifestyles	•	•		•	•	•			•	•	•		•				•	•
Alcoholism, Treatment & Recovery	•	•					•											
Youth Access	•	•	•	•		•		•	•	•	•		•					
Responsible Alcohol Sales	•								•				•				•	
Youth Advocacy			•	•			•					•	•			•	•	
Community Organizing			•				•					•			•			

Call FACE at 1-888-822-3223 to get started now!