

Getting Your Target Audience on Board: Do Your Homework

Innovations Conference

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Why Should I Listen?

- Internal politics
- External politics
- Maximize success

Social Marketing

Fasten your seat belt. **Eat** more whole grains.

Pull over to talk on your cell phone. **Don't**
litter. **Get** a mammogram.



Social Marketing



Where Do I Start?

Start with the 5 basic questions:

- Who?
- Who?
- What?
- Where?
- Why?

Who

- Organizational goals
- Management language
- Be ready for questions

Who

Are you targeting the right audience?

What

Product or Service

- Competition
- Strengths
- Weaknesses

Where

- Use your data
- Audience + product
- Pilot study

Why

- What is already out there?
- Feedback
- Flexibility

Innovation and Failure



In other words...

- Research
- Research
- Research

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