***Social Marketing Outline***

1. What is the problem you are trying to solve? (e.g. reducing paper waste in the office)
2. What is the specific *behavior* you are trying to change? (e.g. get people to use own mug instead of paper cup)
3. Who are your primary and secondary ‘audiences’ (e.g. the primary audience is the staff in the office, whilst the secondary audience (those who influence the primary audience) is the director of the department).
4. In what [stages of change](http://sustainability.tufts.edu/?p=229#stages) are your audience(s)?
5. Are you audience members settlers, prospectors or pioneers according to the [Value Modes](http://www.cultdyn.co.uk/valuesmodes.html) test?
6. What are some barriers to change for your audience (e.g. physical, psychological, administrative, etc)?
7. What are the benefits to your audience of changing their behavior?
8. What communication strategies will you use to communicate with your audience? (think about the [Alpha vs. Omega strategies](http://sustainability.tufts.edu/?p=198#alpha) and the stages of change strategies outlined in class).
9. What [tools](http://www.cbsm.com/pages/guide/step-3:-developing-strategies/) will you use? (e.g. commitments, prompts, norms, incentives, enhanced conveniences, adding infrastructure such as a drying rack, etc.)
10. Do you need to pilot test your campaign?