

5 Marketing Principles for Nutrition Communicators:

Address the audience's problems

To successfully market an idea or program begins with an understanding of the target audience and the problem it is designed to solve. When an idea or a program clearly meets a target audience's needs and addresses one or more of their problems, it can be marketed successfully. Know what the target audience thinks, feels, and does. Begin with assessing the audience.

Consider the 4 P's of marketing

The "marketing mix" consists of 4 P's: product, promotion, price, and place. When marketing an idea or a program (the product), the promotion is the message. The price is the cost of adopting the idea or participating in the program. The place is where the behavior change occurs or the location of the program. When creating persuasive messages, account for all 4 P's in the mix.

Build awareness

Before an audience can take action they first must be aware of the idea or program. The message must catch their attention and drive a desire to learn more. Awareness is the first step in behavior change. Build an awareness of the problem to be solved and an awareness that the idea or program can help solve the problem. Awareness precedes action. Achieve awareness.

Shift attitudes

For an idea or a program to be adopted by an audience and drive behavior change, it first must be accepted and believed. The marketing message may need to shift long-standing attitudes and beliefs. It may need to overcome misconceptions, familiar habits and behaviors, and more. Create clear and compelling messages to shift inaccurate beliefs and negative attitudes.

Promote behavior change through engagement

Nutrition communicators are in the business of promoting positive beliefs, attitudes, and behaviors related to food, nutrition, and health. Persuasive messages can promote ideas and programs that lead to positive outcomes. On the way to behavior change, promote audience engagement with the message. Participation and active involvement leads to taking action.