



# THE INTERSECTION OF SOCIAL MARKETING, SOCIAL MEDIA, AI, AND FORESTRY:

*Opportunities for New Impacts and Better Outcomes*

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**SAVE THE PLANET**



Social marketing is rooted in traditional marketing techniques and applies these principles to social issues in an effort to influence positive behavioral change.

This paper explores the application of social marketing techniques to forestry, including conservation efforts with family forest landowners.

Communicating with forest landowners is one of the main tasks forestry and conservation professionals engage in.

Families own around 40% of US forest lands.

Social marketing has been successfully applied to sustainability focused efforts, highlighting the possibility for social marketing to be effective in forestry.



The Tools for Engaging Landowners Effectively (TELE) program has more than a dozen examples of successful forestry-based social marketing campaigns from across the United States.

## 4 Steps to Using Social Media in Social Marketing

1. Describe the Audience
2. Determine the Purpose

3. Outline an Engagement Strategy
4. Choose the Technology and Platform

Source: Thackeray, Neiger, and Keller (2012)

## 5 P's of Social Marketing

1. Product: Desired Behavior
2. Price: Cost or Barriers to the Behavior
3. Promotion: Messaging to Address Barriers
4. Place: Channels Used to Reach the Audience
5. Policy: Incentives and Support for the Behavior

## Audience Identification - A Key Step in a Social Marketing Strategy

By identifying and understanding the audience, conservationists can tailor their messages to the needs, motivations, and behaviors of their target audience.

Without social marketing and audience identification strategies, forest conservation programs oftentimes only reach the already engaged landowners.

A study conducted by the USDA Forest Service, focused on grouping family forest owners based on their levels of engagement and their reasons for owning forested land. The study grouped the landowners into four groups: woodland retreat, working the land, supplemental income, and ready to sell owners.

Over 80% of US adults have used YouTube and nearly 70% utilize Facebook, the two most common platforms used in the United States.

Social media increases user and consumer engagement by creating an open dialogue between organizations and social media users.

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