

**Social Marketing: Changing the Urban
Landscape One Conversation
at a Time**



Some General Rules of Persuasion

- The messenger matters
- Behaviors come from beliefs and attitudes
- We learn most of what we know and do from others
- Emotions trump reason
- Context cannot be ignored
- People are habitual creatures
- Change occurs slowly

Audience Analysis Is Key

- Perception of the speaker
- Perception of the topic
- Social groupings
- Motivations
- Context