Background
When looking to promote HIV/AIDS services and recruit potential participants, it is imperative that marketing materials are created with the target audience in mind. For the purpose of this document, materials are defined as any type of method used for marketing, either printed or digital. These are available for the promotion of programs but are often limited in terms of cultural sensitivity, language appropriateness, and target population relevance. Some programs are also required to create their own materials but don’t have the resources.

What is marketing?
The American Marketing Association defines *marketing* as the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. In the HIV/AIDS prevention field, *marketing* is used as a way of communicating with our stakeholders and, more importantly, it is used as a tool to bring people into the agencies to potentially receive services.

Materials
The term “material” in this context is used to describe items used for marketing purposes such as brochures, pamphlets, or flyers. Using the term “material” instead of being specific, it gives the freedom to be more creative during the development process.

Development Process
It is important to consider that the scale of your project could potentially make the development process brief or long. The material development process is based on a social marketing procedure and is a mixture of technical and creative processes that can be organized in 3 parts with 7 steps.

Each step allows for the consideration of many variables. However, each step is designed to build on each other and is recommended to be completed systematically.

Monitoring and evaluation is an important aspect of the development process. It is integrated with the steps and includes a type of formative assessment in the beginning of the project and product evaluation after the materials are produced and distributed. It is important to check with your agency and your funder regarding what evaluation activities are required.

Please refer to the next page to view the steps broken down into the three parts.

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NOTE: Monitoring and evaluation is an important aspect of the development process and is integrated within the steps including a type of formative assessment in the beginning of the project and product evaluation after the material is produced and distributed. We will touch on this subject on a separate document.

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