



Turning Your Green Movement into Red Hot Marketing

Introduction

With more and more attention on helping the environment, it's no surprise that going green has surged in recent years. While talk of being green is all the recent rage, companies that are truly adopting green practices (beyond the trend) are increasing their green brand recognition, saving money by lowering expenses, and generating revenue. So, get a jump start and go green.

This white paper outlines eleven strategic ways to successfully integrate the best green marketing practices and position your company as a leader in "going green." These tactics offer practical solutions to help you turn your green practices into green marketing by:

- Identifying ways to successfully target clients through green advertising
- Using the media to gain green visibility
- Creating events around your green to increase awareness
- Implementing eco-friendly practices that position your company as a green leader

Announce your Green in a Press Release

A recent survey demonstrated that 94% of all consumers prefer to do business with companies that demonstrate that they care about the environment. What better way to reach the press than to send a press release? Announce your product, service, or green practices with boldness and enthusiasm, and clearly demonstrate how your company is "going green."

Dedicate a Green Section to your Website

Have a special section on your website dedicated to "going green." You can list your own environmentally-friendly practices and explain how your employees, partners or vendors are working to make the world a greener place. You can even offer tips for website visitors to help their companies "go green." The section will demonstrate your green motivation and offer innovative ideas towards eco-friendliness.

It's Easier Being Green than you Think. Blog about It

There's nothing more innovative right now than having your own blog. Countless people have implemented one, so why not your company? Green supermarket Whole Foods provides innovative ways for shoppers to promote sustainability via its "The Whole Green Blog." Here you can share your eco-knowledge with others and have them participate! People can comment on your blogs, making them interactive and getting them excited about "going green" along with you.

Sponsor a Green Themed Event

Having a party is a great way to show-off your company's green initiatives. Partner with a local non-profit that is dedicated to an environmental cause, and invite customers and colleagues to

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party for planet Earth. Events are great ways to network, socialize, and support an important cause. There's no better way to bring people together to promote the environment while having fun!

Make your Annual Report a Little Greener This Year

A recent study shows that almost 200 million Americans buy eco-friendly products. Price, perceived value, and convenience drive these purchases as more and more people take on a green lifestyle. In order to help the environment, make your annual report a little greener by making it from recycled paper or, better yet, by making it virtual. Also, add a new section that details your team's green practices and any partnerships with green suppliers or vendors. Track your green progress through annual statistics charting how much your company is helping the environment by reducing, reusing, and recycling.

Sponsor a Green Non-Profit

Donate a small portion of your revenue to a green non-profit and list which non-profit you're donating to on your website, with a little blurb on their green mission. With "going green" becoming more and more visible, there are countless organizations dedicated to empowering the environment and helping others become eco-warriors. This will demonstrate your company's support for a great green cause, and it will also help position you as a socially responsible leader.

Become a Green Spokesperson

Become a spokesperson on all things green and have others around you take note. Read up about green practices, then go out and share your knowledge! Speak at conferences dedicated to sustaining the environment. Broadcast your green know-how in newspapers, magazines, radio, the Internet, and television. You can also challenge employees at your company to become the "greenest employee of the month," and post his or her picture and profile in your lobby to motivate others to sign-up and volunteer.

Use Green Slogans to Get Inspired

A recent study indicates that 28% of Americans say they have made "major changes" in their lifestyles to support the environment, and 40% say they "worry a great deal" about being eco-conscious. Why not get others inspired by showing them that other people care about the environment? Choose some progressive, inspirational green slogans that best state your company's green movement and place them on your website, your blog, or your product. For example, Starbucks places inspiring quotes on all of their coffee cups. You can also get clients motivated to utilize your services by creating creative slogans of your own that demonstrate your savvy green thinking.

Advertise Your Company Going Green

Research shows that 37% of consumers frequently recall green advertising and an additional 33% recall it occasionally. Make sure that your marketing plan truly emphasizes "going green." Encourage employees company-wide to include green images, logos, colors, and added greenness. Send out email blasts about your company and any green benchmarks you have set, a link back to your website, and all things relevant to "going green." For example, Hewlett-Packard has made a promise to reduce its global energy use 20% by 2010.

Rally for Going Green through Team Volunteerism

Get your corporate team together and rally for a green cause! Have employees join together in a green volunteer project, and then send information and photos about the project to the media for a little out of the office exposure. You'll show-off your company's volunteer efforts and development towards green activism, while promoting the green cause.

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Hire a PR Firm to Help Get the Green Word Out

Contract a PR firm to publicly leverage your green efforts. Your brand will appear more trustworthy when it is viewed through the media, and that recognition can help your sales eventually sky-rocket. Make sure to hire a PR firm that can show you their results and will help position your company as a green pioneer.

Conclusion

With the right green marketing plan, you can help your company become more innovative, visible, and profitable through going green. Spotlight Communications supports all eleven strategies listed to benefit your organization and offers a wide range of green marketing approaches to utilize each strategy. To learn more about Spotlight Communications and how we can help you implement your green marketing plan, visit our website at www.spotlightcommunications.net or contact our marketing team directly at 617.423.0040.

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