



Green Marketing

EcoSmart Business Program – Fact Sheet



GREEN MARKETING

As an EcoSmart Business you have already taken some important steps to reduce the environmental impact of your business. Through green marketing you can use this to your competitive advantage, by letting the Community and your customers know about the positive contribution your business is making to the environment.

Green marketing involves promoting products and services that satisfy our customers need for quality, performance and affordable pricing, yet does not have a detrimental impact on the environment.

Businesses of all sizes are now experiencing the benefits of green marketing. The EcoSmart Business program can help your business experience those benefits as well.

Benefits of Green Marketing

An individual small business has many competitors, therefore having the green edge can make your business stand out from the crowd and is a great way to show that your business is better than the rest.

Awareness in the Community about environmental issues, climate change and the link to human behaviour has increased dramatically in recent years. Individuals now want to do the right thing by the environment. The challenge for the green marketer is to make it easy for people to do so. When all else is equal – quality, price, performance and availability – environmental benefit will most likely tip the balance in favour of a product.

As an SME looking to provide goods and services to government organisations or big business it is essential to highlight, or present, your businesses 'Green Credentials' in the clearest and most credible way. The EcoSmart Business program provides you a clear and highly credible way to do this.

EcoSmart Business – Community Awareness Campaign

An important component of the EcoSmart Business program is the Community awareness campaign. The aim of the Community awareness campaign is to communicate information about the EcoSmart Business program and engage the public in the idea of supporting EcoSmart-Certified Businesses and how to use their buying habits as a way of helping the environment.

The Community awareness campaign includes:

- Media releases (local newspapers);
- Community awareness advertising (local newspapers);
- Community awareness articles (local newspapers, council newsletters);

- An EcoSmart Business website including a directory allowing potential customers to search for EcoSmart Businesses; and
- Promotion at local events.

The key messages that will be delivered as part of the awareness campaign are:

- What is an EcoSmart Business?
- Why shop at an EcoSmart Business?
- Who are our local EcoSmart Businesses?
- How to be EcoSmart at home?

Promoting your EcoSmart Business

The Community awareness campaign will raise awareness in the Community about the EcoSmart Business program – make the most of it by using your EcoSmart Business brand status.

Here are some tips to get the most out of your EcoSmart Business brand:

- Put your EcoSmart Business accreditation logo on your letterhead and all promotional material;
- Remember to use materials of low environmental impact for your marketing and promotional items;
- Display information about the EcoSmart Business program and the steps you have taken to become EcoSmart in your office or showroom. Display your EcoSmart Business certificate and sticker in a prominent place;
- Make sure your staff understand your participation and the changes that have been made so they can promote it to your customers;
- Contact your local newspaper and radio station to see if they will do a story about your participation in the EcoSmart Business program;
- Invest in some advertising showcasing your EcoSmart Business accreditation; and
- Hold a celebration event for your valued customers to introduce them to the EcoSmart Business program and demonstrate the changes you have made.