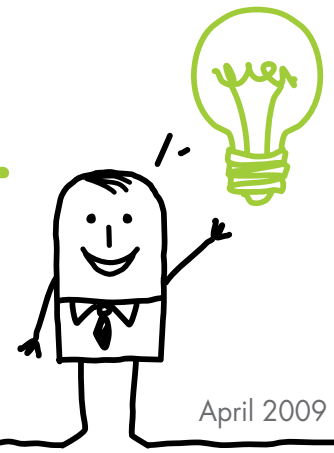


Marketing Shorts

Quick ideas with lasting results from The Idea Factory



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THE RULES OF GREEN MARKETING

The first rule of green marketing is the first of rule of marketing: Focus on customer benefits—i.e., the primary reason consumers buy certain products in the first place. Keep in mind that environmental benefits are important to consumers, but they are not the primary reason for all but “deep green” consumers’ preferring one product over another; so treat them as good, value-added secondary benefits.

Next, keep in mind that for green marketing to work, it is important that customers...

Be aware of and concerned about the environmental issues that your product addresses. (Polls suggest that consumers are segmented around issues of personal health and wellness, resource conservation, and wildlife protection.)

Believe your claims. This is true not only for businesses in general, it’s especially true for green businesses, where claims are often intangible and a history of misleading claims has left a negative legacy for legitimate companies.

Feel your product will work as well as non-green alternatives. This reflects lingering misperceptions from the days when natural laundry detergents left clothes dingy, and fluorescent light bulbs sputtered.

In sum, when played by “the rules,” green marketing can lead to product improvements that can enhance marketability, improve overall performance, and become a potent new source of innovation.

The Short List

5 Ways to Go Green in the Office:

1. Be bright about light: Make it a habit to turn off lights when you’re leaving any room for 15 minutes or more.
2. Print smarter: Make it a habit to print on both sides or the back side of old documents for faxes, scrap paper or drafts. Don’t forget to recycle your toner or ink cartridges too.
3. Go paperless when possible: Make it a habit to think before you print.
4. Close the loop: Make it a policy to purchase office supplies and furniture made from recycled materials.
5. Reconsider your commute: Make it a habit to carpool, bike or take transit to work, and/or telecommute when possible.

