



Café Knowledge

Green Marketing - August 2008

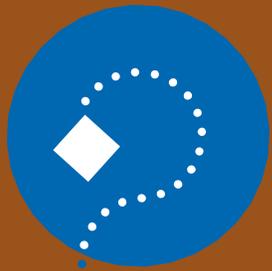
Café Knowledge, a collection of Kore Access “coffee break” discussions, shares the tips and tools our clients, colleagues and business partners find effective in their marketing.

Join the Conversation on Going Green

Green is Good Business

The Go Green trend started with the message that we should protect the environment and it received a lot of attention in the 1970’s when gas prices “skyrocketed.” Remember the tree huggers and the switch McDonald’s made from the less environmentally safe polystyrene clamshell packaging to biodegradable paper wrappers? Today, going green is not only about saving the environment, it is also about smart business.

Therefore, as a smart business person, you may want to consider publishing to the Web to reduce printing costs at the same time you save both trees and space at the landfill. If you also want to consider the use of green documents, visit the Graphix House Web site for some great ideas.



Kore
Access



GREEN MARKETING TIPS

1. Buy Green:

Purchase environmentally friendly products and services. Look for certain keywords in advertising and on labels: recycled, water-based, solvent-free, non-hazardous, non-toxic.

2. Reuse:

Identify items that are manufactured for reuse. Look for resealable envelopes for your direct-mail campaigns and reusable binders with front covers that can be changed.

3. Reduce:

Reduce your waste of resources. For example, switch unresponsive prospects from catalog mailings to e-mail and reduce toxic car emissions by conducting online meetings.

Do Your Customers and Partners See Green?

How important is being green to your target market and channel partners? Do you have a green message you need to communicate to them? To determine the best way to communicate that message, think in terms of your multimedia strategies: advertising, PR, Web site initiatives, and collateral marketing materials. Also, consider the multiple approaches you will need to use to address the varied concerns of sales channels, supply chains and other corporate partnerships.

Business Models Go Green

Conversations have expanded from talking about green products to global initiatives and business models that are both profitable and sustainable. Topics being discussed range from green sourcing and design to green production methods and channels of distribution.

Green Equals Transparency

Transparency in your marketing messages increases your credibility and makes your green claims believable. Ways to achieve transparency include your efforts to meet regulatory requirements, to give frequent and detailed updates on your overall sustainability efforts and to conduct interactive two-way conversations about your successes, as well as your challenges, in going green.

Green Markets

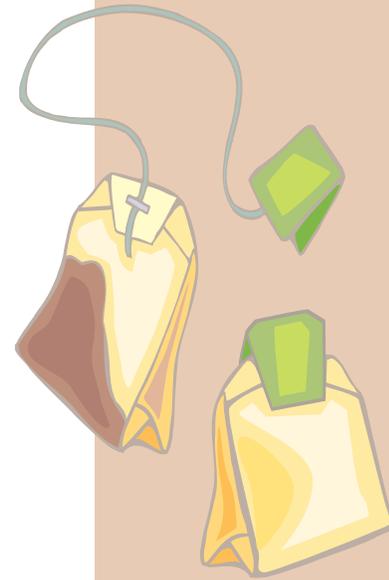
Consumers in overseas markets such as the United Kingdom, Europe and Japan are making green issues central to their purchasing decisions. These consumers stay well informed on green and sustainability topics. They take the initiative to research a company's green claims and are quick to abandon brands that do not deliver on their claims.

Make Your Relationships Greener

Create a two-way communication channel with your target audiences by giving them a forum to react to your green policies, claims and initiatives. Ask for their feedback and respond with your opinions and updates. Interactivity is the cornerstone of a brand that is truly committed to being green.

Is Your Executive Suite Green?

Show your brand's commitment to sustainability efforts by encouraging corporate-level executives to become active participants in conversations about sustainability issues. Provide opportunities for this participation by encouraging their contributions to marketing content, blog posts, direct responses to audience questions or comments and other high visibility marketing initiatives.



Save a Tree This Year

On average, in one year, individuals and businesses in the United States consume enough copy paper to equal 15.8 million tons of wood – enough to build 1 million homes. The average office worker uses 10,000 sheets of copy paper per year, or one sheet every 12 minutes. Do your part to save a tree by reading online and, if you must print and photocopy, by using both sides of the sheet whenever possible.

Going Green

You can green your work, your home and your personal life TODAY. If you read articles and attend talks and industry conferences on how to go green, you will find tips on how to green everything – from design, lighting, and wardrobe to what you drive and where you eat.





Establish Eco-Friendly Policies

What are you doing to promote green action in your workplace? Besides your recycling efforts, do you encourage activities, such as telecommuting and online meetings, to conserve resources? Do you reward with green gifts?



Support Environmental Causes

Do you encourage employees to volunteer in environmental causes and activities? Do you donate to or sponsor organizations that are committed to being green?



Practice What You Preach

Kore Access, Incorporated has a policy to exclusively publish sharable e-files and documents for eco-friendly consumption.

Each issue of *Café Knowledge* covers the current thinking on a marketing topic.

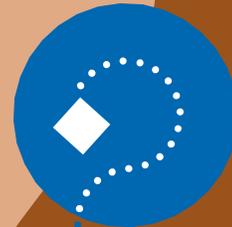
Please join the conversation by e-mailing your comments for inclusion in the next issue.



For additional marketing resources, please visit www.koreaccess.com.

Kore Access, Incorporated, provides business writing and consulting services. We specialize in the creation of marketing content that enhances your expertise and promotes your industry leadership.

To learn more about how we can specifically benefit you and your business or organization, contact us at info@koreaccess.com or call (850) 341-9075.



Kore Access

Copyright © 2008
by Kore Access,
Incorporated
All Rights Reserved.