



# Mindset

## Today's Trends With Analysis

A Kore Access Publication

[www.koreaccess.com](http://www.koreaccess.com)

June 2009

Print this  
E-zine and use  
the checklist  
questions  
as points of  
discussion  
and as tools  
for your  
marketing  
planning.

### In This Issue

Dear **Marketing Mindset** Reader,

If you are looking for ways to enter new markets, or to expand your product line and services, you may want to consider participation in the green economy industry. President Obama outlined plans for a green economy during his campaign and is now in the process of implementing those plans.

President Obama will help the private sector create 5 million new green jobs through an investment of \$150 billion over 10 years. This investment will be in technologies and infrastructure that will not only reduce our energy dependency on foreign oil, but that will also create a worldwide demand for green products invented, engineered and manufactured in America.

Read this issue of **Marketing Mindset**, and then join the conversation on the *Cut to the Core* blog to share your insights.

Wishing You Marketing Success,

**Maria Pinochet**, Publisher and Author  
Contact Us



## Today's Trend – Marketing Green Products Reaps Profits

As the market for environmentally safe and environmentally friendly products continues to grow, it also continues to bring financial success to both small and large players in the business world. Green Works is one of the most recent success stories. Green Works offers the first all-plant-based line of cleaning products made by The Clorox Company, a billion-dollar consumer goods manufacturer and marketer. The products are endorsed by the Sierra Club, a not-for profit environmental protection organization of 1.3 million members. The Sierra Club, which viewed the marketing partnership as a way to influence the shopping behaviors of millions of Americans, considered Clorox, with its extensive distribution channel, uniquely positioned to provide Americans access to low-cost, effective and natural cleaners that are also safe for the environment. After a year's worth of profits have flowed from supermarket shelves, both Clorox and the Sierra Club consider themselves successful in meeting the goals of their alliance.



**Green initiatives can lead to new avenues for market entry and expansion.**



## Qualifying Question

**Could participation in the green economy be a key to the long-term success of your organization?**  Yes  No

*If Yes,*

Relevance to Your Marketing Strategy:  High  Medium  Low

Priority for Your Planning:  Short-Term  Mid-Term  Long-Term

*An increased investment in research.* Plans include doubling the current federal funding of \$3 billion per year on clean energy projects and energy innovation efforts. **In what capacity could your organization participate in the use or the commercialization of biomass, solar and wind resources?**

---

---



*The creation of job training and transition programs.* These programs include aid to American workers that will help them to qualify for, and to remain employed in, high-paying jobs in clean energy industries. **In what way could your organization benefit from this initiative to train both young employees and dislocated workers?**

---

---



*Support for innovation and for the commercialization of new green technologies.* Initiatives include the creation of a Clean Technologies Deployment Venture Capital Fund and the investment of \$10 billion per year for five years in the fund. The goal is to expedite private efforts to bring new technologies to market. **Could your product or service solution be enhanced or redefined in order to fill a need in the clean energy industry?**

---

---



*The conversion of American manufacturing plants into clean energy providers.* Plans include the contribution of \$1 billion per year to state governments so that the states can assist small and mid-size manufacturers in the modernization of their facilities. **In what manner could your organization directly or indirectly benefit from this federal/state investment in your community?**

---

---



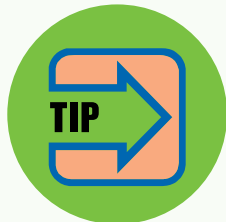
## Checklist



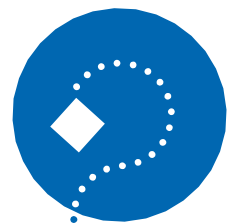
## Recommended Resource

### Are You the Preferred Choice Among Your Customers?

Does your organization's market placement convince buyers to choose you over your competitors? Are you winning the attention of potential customers and the loyalty of existing ones? To find out, review your organization's competitive and strategic environment. With this easy-to-complete "Competitive Positioning Review and Evaluation Worksheet" from Kore Access, you can identify areas of competitive differentiation and strategic importance. To get started on your review and evaluation, [click here](#).



\* Today, going green is not only about saving the environment; it is also about smart business. You can green your work, your home and your personal life TODAY. Learn more by sharing the tips and tools our clients, colleagues and business partners find effective in the "Green Marketing" issue of **Café Knowledge**, a collection of Kore Access "coffee break" discussions. To read, [click here](#). (A printable PDF will be provided for your convenience.)



**Kore  
Access**

[www.koreaccess.com](http://www.koreaccess.com) • [info@koreaccess.com](mailto:info@koreaccess.com) • (850) 341-9075