

Green Your Business Marketing

Whether you're an actively green business or a business owner who is concerned about the environment but not sure how to be green, there are ways to market your business the Green Way. Marketing the Green Way is easier than you think and very likely you are already taking steps toward it without realizing it.

Online Marketing

Online marketing is not only green, minimizing your carbon footprint by reducing waste, unnecessary printing, and gas emissions from travel, but an absolute necessity to stay competitive in the current market. The various methods of online marketing are as follows: website, landing page, blog, online ads, web banners, pay per click ads, email marketing, online video marketing, social media like Linked, Facebook and Twitter, cross-links from other websites, posting press releases online, and announcing events online. If you'd like to take it a step further buy a green computer which uses less energy.

Green Printing

Myth #1: If I print I will kill a tree.

This is no longer the case. With the strong push for FSC (Forest Stewardship Council) Certification in recent years paper mills have been made more responsible for tracking where their paper pulp comes from. It's kind of like a farmer who needs to replace his crop year after year to keep his product on the market. So it is for the paper mills. In North America, over the last 20 years, U.S. forestlands have increased by 12 million acres. In simple terms, cut down one tree plant many.

But it's not just wood pulp in paper, recycled content and PCW (Post Consumer Waste) is now used more than ever. In 2007, more than 45.2 million tons of paper and paperboard were recovered from recycling. That's 57% of all paper and paperboard waste. And those numbers are increasing as we speak.

Myth #2: Recycled paper is thin, poor quality, and unprofessional.

Years ago, recycled paper wasn't very useful. Times have changed. With the green movement in the printing industry the need for a quality recycled paper has been a priority with paper mills and they have met the challenge.

Many of the mills have fantastic high quality papers with high recycled and PWC content and you can't tell the difference from the sheets that don't contain as much content. Many of today's sheets contain as little as 10% recycled content to 100% recycled content. See for yourself, contact your Printer or Graphic Designer and ask for samples.

Myth # 3: Quality FSC Certified or Recycled paper is expensive.

Just because you print green doesn't mean it will cost you a lot of green. Today a vast majority of papers are FSC certified. So maybe the paper you used on your last project may have not been FSC certified but it may be now. What does that mean for cost? Nothing! Most likely the

price is just the same. Your options are endless and pricing will fit any budget. The next time you print something for your business ask yourself two things: "Is the paper I'm using from a sustainable source and is my printer FSC certified?"

Hiring Green Marketers, Graphic/Web Designers

Just as you are environmentally conscious so are many marketers, web designers and graphic designers. Professional associations such as AIGA and AMA are committed to being green and provide resources to professionals on how to be more environmentally conscious.

The key words to look for on marketers, graphic/web designers' websites and other marketing materials are sustainable design, environmental design, environmentally sustainable design, and/or environmentally-conscious design. "Sustainable design is the philosophy of designing physical objects, the built environment and services to comply with the principles of economic, social, and ecological sustainability. The intention of sustainable design is to eliminate negative environmental impact completely through skillful, sensitive design." (Wikipedia)

In addition to these keywords, check to see if they have a mission statement about their commitment to their environment and ask if they use FSC certified or recycled papers and environmentally-conscious printers.

If you'd like to eventually become a green business, start by marketing the Green Way taking a few easy steps toward your commitment to the environment.

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