

Marketing communication steps

1. Set campaign goals
 - General business objectives
 - Sales objectives
 - PR objectives
2. Identify target market/ segment
3. Identify key messages
4. Schedule campaign phases
5. Plan communication channels and budget

Campaign goals of sustainability communications:

- Generate awareness
- Inform/ educate and remind
- Persuade and reassure
- Motivate and reward
- Develop connections

Campaign Goal – Call to Action



Call to Action – Based on your Goal Definition



Define your Target Market

- Analyze & understand existing customer base
- Investigate who competitors are targeting
- Understand your product/ service features (SWOT)
- Select demographic attributes of target
 - Age, location, gender, income level, occupation...
- Identify psychographics of target
 - Personality, attitudes, interests, behavior...

Types of Sustainability Messages

Substantive Claims

- Product orientation claims
- Process orientation claims

Associative Claims or Posturing

- Image orientation-enhancing claims
- Environmental/social fact claims

Types of Sustainability Messages

- Research investigating claims of Fortune 500 websites has found that both types of claims are used, although there are more substantive claims than associative claims.
- Both types of claims are positively correlated with firm sales.

Types of Sustainability Message Appeals

- Financial Appeals (price reductions, donations)
- Management Appeals (positioning, green movement)
- Euphoria Appeals (well-being, health benefits)
- Emotional Appeals (fear, guilt, empowerment)
- Zeitgeist Appeals (current social concerns)
- Other (e.g. Celebrity Endorsement)

Media Channels

- Range of media channels can be utilized to reach customers
- Media channels are the delivery vehicle for your message
- Identification of suitable traditional and new media channels based on target segment is key

Traditional Media Channels

- Publications – newspapers, magazines, journals
- Radio and television
- Billboards
- Launch Events/ Presentations
- Press Conferences
- Mailing - US Postal Service
- In-Store Marketing
- Relationship marketing
- ...

New Media Channels

- Banner ads on Websites
- Blogger and Blogs
- Social media – Facebook, Twitter, YouTube
- Email Marketing
- Mobile
- Paid Search Marketing
- On-Site / Off-Site SEO
- ...

Commitment is key: Timeline Marketing Plan

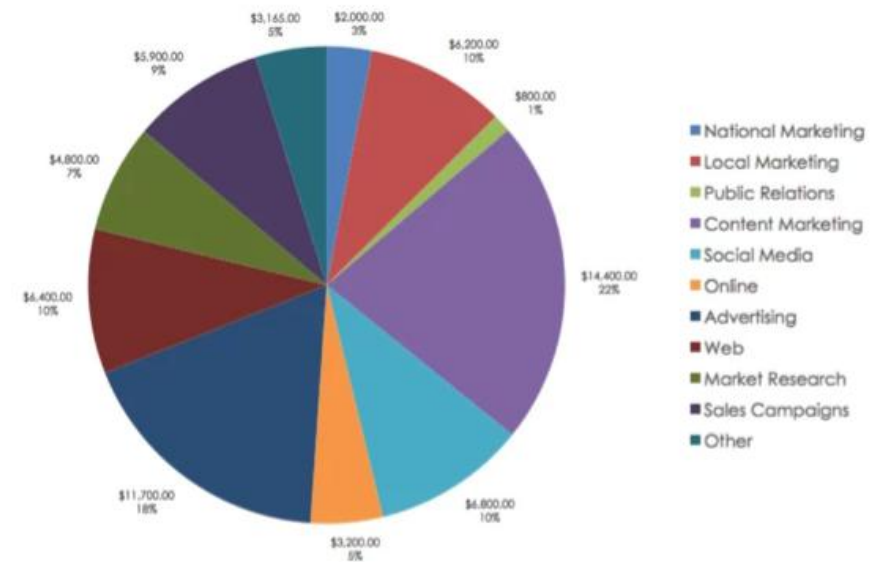
Annual Marketing Timeline - Click on the Red Comment Tab on Your Right for Instructions www.thesmallbusinessplaybook.com																																																												
	Quarter One										Quarter Two										Quarter Three										Quarter Four																													
	January					February					March					April					May					June					July					August					September					October					November					December				
	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27								
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Direct Mail: Specific Product/Service																																																												
Direct Mail: Specific Product/Service																																																												
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Print Ads: Brand																																																												
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Print Ads: Seasonal Event																																																												
Google PPC (Pay Per Click)																																																												
Social Marketing																																																												
Television Commercial																																																												
Facebook PPC																																																												
Bing PPC																																																												
Grass Roots: Open House																																																												
Grass Roots: Events, Presentations																																																												
Grass Roots: Brochures																																																												
In-Store Marketing																																																												
Seasonal Banners																																																												
Special Event Banners																																																												
Special Sale Banners																																																												
Bring a Friend Sale Banners																																																												
Holiday Banners																																																												
Customer Appreciation Signs																																																												
Refer a Friend Brochure																																																												
Relationship Marketing																																																												
Customer E-Newsletter 1																																																												
Retention Postcard																																																												
Customer E-Newsletter 2																																																												
Customer E-Newsletter Letter																																																												
Customer E-Newsletter 3																																																												
General Monthly E-Newsletters																																																												
Database Mailing: Special Sale																																																												
Database Mailing: Seasonal Event																																																												
Database Mailing: Customer Appreciation																																																												

Monitor Budget: Marketing Budget Plan

MARKETING BUDGET PLAN

Projected Subtotal to date: \$ 65,365.00

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
National Marketing				
Banner Ads	4	\$ 500.00	\$ 2,000.00	
			\$ -	
			\$ -	
Local Marketing				
Newspaper	6	\$ 600.00	\$ 3,600.00	
In-Store Marketing	4	\$ 400.00	\$ 1,600.00	
POP	2	\$ 500.00	\$ 1,000.00	
			\$ -	
Public Relations				
Public Events			\$ -	
Sponsorships			\$ -	
Press Releases	8	\$ 100.00	\$ 800.00	
Webinars			\$ -	
Conferences			\$ -	
Client Events			\$ -	
			\$ -	
Content Marketing				
Sponsored Content			\$ -	
Landing Page	12	\$ 1,200.00	\$ 14,400.00	
White Papers / ebooks			\$ -	
			\$ -	
Social Media				
Twitter	20	\$ 100.00	\$ 2,000.00	
Facebook	20	\$ 100.00	\$ 2,000.00	
Pinterest	10	\$ 100.00	\$ 1,000.00	
Instagram	10	\$ 100.00	\$ 1,000.00	
Google+	4	\$ 100.00	\$ 400.00	
LinkedIn	4	\$ 100.00	\$ 400.00	
Online				
Blog	4	\$ 800.00	\$ 3,200.00	
Website			\$ -	
Mobile App			\$ -	
Mobile Alerts			\$ -	
Email Newsletter			\$ -	
			\$ -	
Advertising				
Online	4	\$ 2,500.00	\$ 10,000.00	
Print	2	\$ 850.00	\$ 1,700.00	
Outdoor			\$ -	
Radio			\$ -	
Television			\$ -	
			\$ -	



CREDIBILITY OF SUSTAINABLE CLAIMS

- Credibility and trust are crucial
- Deceptive advertisements are more and more frequent
- Sustainability claims lead to growing consumer skepticism
- Consumer Shortcuts:
 - labels, package information, advertising and third party certification
- **Avoid Greenwashing!**

DEFINITION GREENWASHING

- Make **people believe** that your company is doing more to protect the environment than it really is
- Attempt to make your business seem interested in **protecting the natural environment, when it is not**

(Cambridge Dictionary)

DEFINITION GREENWASHING

- Greenwashing is the practice of making an **unsubstantiated or misleading claim** about the environmental benefits of a product, service, technology or company practice.
- Greenwashing can make a company **appear to be more environmentally friendly** than it really is. It can also be used to differentiate a company's products or services from its competitors by promising more efficient use of power or by being more cost-effective over time.

THE SEVEN SINS OF GREENWASHING

- Sin of the Hidden Trade-off
- Sin of No Proof
- Sin of Vagueness
- Sin of Worshiping False Labels
- Sin of Irrelevance
- Sin of Lesser of Two Evils
- Sin of Fibbing