

# DOWNLOAD PDF MARKETING AND SELLING SUSTAINABLE DEVELOPMENT SERVICES TO CLIENTS

## Chapter 1 : Marketing Your Products/Services and Promoting Your Organization

*Selling Green: Marketing the Sustainable Home Center for REALTOR® Development and has been adapted and reprinted to help them provide clients with the advice and services they need to.*

Consumers have the right and power to decide which companies succeed or fail; so marketers have a major responsibility to ensure their practices are seen as philanthropic without being phony. BrandKarma is the perfect example of one of the means by which consumers make these decisions. Ethical Marketing in General Ethical Marketing is a philosophy that focus focuses on honesty, fairness and responsibility. Principles of this practice include: The introduction of the statement reads in summary that values are the representation of the collective idea of desirable and morally correct conduct. And that the values outlined in the document serve as the standard by which individuals measure their own actions and those of others including marketers. These values facilitate best practices when transacting business with the public and all involved. There are 6 ethical values that marketers are expected to uphold, and these are: Honesty – Be forthright in dealings and offer value and integrity. Responsibility – Accept consequences of marketing practices and serve the needs of customers of all types, while being good stewards of the environment. Fairness – Balance buyer needs and seller interest fairly, and avoid manipulation in all forms while protecting the information of the consumers. Respect – Acknowledge basic human dignity of all the people involved through efforts to communicate, understand and meet needs and appreciate contributions of others. Transparency – Create a spirit of openness in the practice of marketing through communication, constructive criticism, action, and disclosure. Citizenship – Fulfill all legal, economic, philanthropic and societal responsibilities to all stakeholders as well as giveback to the community and protect the ecological environment. Canadian Marketing Code of Ethics and Standards and Practices The Canadian Marketing Association also has a code of ethics and standards, which is a self-regulatory guideline for marketers. Though marketers are responsible for their marketing content, members of the CMA must abide the code. The principles of this code include: Truthfulness, which is an accurate representation of products and support of claims, made. Campaign Limitation covers non-involvement in disparaging or exploitative practices and the protection of vulnerable consumer groups such as children, teenagers, people with disabilities and the elderly. Merging Social Responsibility and Marketing Companies are aware that consumers are savvy and opinionated. So with this in mind, firms should create an ethically sound marketing plan and integrate it into all aspects of their marketing mix. Do good not just to look good – focus on being responsible and how your firm can truly help the neighborhood or country. It is in doing so that your customers, the press, and all those watching will be impressed. Think about long term effects, not short term gains – short sighted companies will undervalue the impact of responsible marketing for instantly gratifying increase. Speak up against company policies that do not reflect the ethical profile of the company – as the face of the company, marketers should voice their concerns when there is a potential for a practice to be seen as unethical. Ethics tends to focus on the individual or marketing group decision, while social responsibility takes into consideration the total effect of marketing practices on society. Next, marketers should forecast the long-term effects of the decisions that pertain to those changes. Bearing in mind that a company cannot satisfy the needs of an entire society, it best serves marketers to focus their most costly efforts on their target market, while being aware of the values of society as a whole. Five simple steps every marketer can take to create a sustainable socially responsible market plan are: Define what is ethical marketing for your firm. Decide which branch of ethics your marketers will apply. Determine how the ethical approach to marketing will be implemented. Analyse and assess how much ethical marketing will cost the company and compare this against the benefits of ethical marketing in the long run. And get regular tips and tricks on topics such as marketing, financing, strategy, and management, so you can start and grow your company more successful. This philosophy states according to Chron. Below is the list of main aspects socially responsible marketing practice rely on. Consumer Orientation This socially responsible

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practice teaches that companies should base policies and operations on a consumer perspective. As an example, an over crowded website with lots of ads dumped onto it will be easily spotted if the marketers were to practice this method. Innovation Improving products and services in innovative manner improves the experience for users. And improving marketing strategies, polices, and brand personality, on an ongoing basis will position your company as an innovative experience to be repeated and passed on. Value of the product A company that produces valuable products and focuses on offering the customer great pricing, excellent experiences and great customer service will not have to resort to pushy sales tactics and gimmicks. Apple brand is famous for having people happily wait in line overnight to be first to own an upgraded product. Sense of Mission A clearly defined corporate mission will help companies be clear about their plans, goals, and practices. By putting the good of the community and associates over profit, companies will indeed see an increase in the number of consumers willing to pay premium prices for their products. Impact On Society Unlike traditional marketing focus, which was cost reduction and profit increase, socially responsible marketers are more focused on providing goods and services consumers want, gaining feedback for improvement and giving back to the communities that helped them become who they are. Ethical marketers ensure the products meet and exceed their needs, back up their claims and offer value to the customers over time while finding opportunities to pay it forward. A company that uses ethical and socially responsible marketing strategy will gain the respect and trust of the customers they target and interact with. Over long term, this will translate to greater benefits all round. Any product or service that could be hazardous to the health conditions of people, animals or the environment should have clear advisories and warnings. Once the problem is identified the company can collect data to help improve the product and reduce or eliminate the danger. An example would be fast food restaurants eliminating the use of hydrogenated oils even before trans fats were banned. Ensuring a product satisfies a need it promises to, or aids in providing a lifestyle it advertises. Advertising should be transparent about possible side effects and not puff up results, so clients come to respect the honesty of your advertising. Any techniques to manipulate and hide facts and information customers need could harm a company. Just think of the way people regard a company such as Enron that hid information and was not open to the stakeholders about what was happening. Gathering data about your target market will give you information on how much they are willing to pay for your product. The rest of the pricing strategy, in a simplified manner, should be based on overhead costs and supply and demand. Creating fake shortages and bad mouthing the competition are considered unethical marketing practices. Nobody wants to buy from the creepy guys, no matter how beautifully packaged their products are. This is especially important in economic downturns, when unethical practices become tempting. The focus on customer value will increase company value. Reduces the risk of cutting corners and turning a blind eye. Goodwill and strong reputation among clients and associates are the benefits which companies cannot afford to overlook. Not only will customers believe that the company cares for them, but will also associate the brand with pleasant feelings and experiences and spread the word. Improved quality of recruits and increases retention: A good company attracts good employees, suppliers, investors, and customers, who will be happy to help the company to achieve its goals. Great marketing practices make new marketers feel like their time on the job will make a difference and so will be less likely to change jobs, as will suppliers and other people involved. However, there can also be some problems that arise from trying to employ an ethical marketing strategy. Improper market research and grouping can lead to stereotyping that shapes undesirable beliefs and attitudes and consequently affect marketing behavior. For example, assuming that all women like pink and therefore basing an entire advertising campaign on that belief could be a costly mistake. Selecting Specific Market Audience: Unethical Advertising and Promotion: Making false claims about what the product does and its importance is an unethical way to gain profit. This manipulative marketing technique has caused a lot of damage and loss to these children and their families. Marketing in ways like cold calling through telemarketing companies that purchase leads are not only annoying, they are disruptive and untrustworthy. Unsolicited approaches are these days almost synonymous with direct marketing and has left the industry with a tainted reputation. So have

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television commercials, email spam and direct mail, which people are going to significant lengths to avoid. Many online surveys and work at home opportunities use this unethical marketing technique. Predatory pricing or pricing beneath the competition so as to cannibalize the market and restrict the competition is an unethical pricing strategy. And setting up barriers that prevent smaller companies from entering the market is unethical as well. Unethical marketing behaviors will achieve the exact opposite and in time could even lead companies into legal troubles and dissemination of a bad reputation and worse customer experience. Below are practices of unethical marketing, which you should avoid in order not to ruin your company. Exploitation

â€” avoid using scare tactics and hard sell and protect the vulnerable consumer. Misleading Advertisement and Information â€”any exaggerated claims or dishonest promises will cause the customers to mistrust you and even determine the failure of your brand. Philanthropic gestures for public relations â€” giving to charities solely for a tax write off will make the company appear callous and uncaring and people tend to shy away from these types of companies and spend money where they feel the leaders and marketers are especially humane and gracious.

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## Chapter 2 : The 7 Fundamentals Of Sustainable Business Growth

*Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way, such as.*

We have surveys in abundance revealing people pay attention to social and environmental credentials, especially in the millennial generation. But getting consumers to act on their good intentions still represents the final frontier for sustainability. Perhaps the accepted understanding of the value-action gap is actually missing something? The modus operandi is to cajole, coerce and guilt-trip us into doing the right thing, for the higher purpose of sustainability. No wonder there is a gap here. Our group believes that the values-action gap may be a red herring. Sustainable products and behaviours are better for the planet, but are they better for the person buying and practicing them? Until we have a good answer to that question then well-intentioned campaigns will continue to struggle. Functional benefits are what a product or service tangibly does for you. This includes promises of value for money, performance, quality, efficacy, safety or ease of use. In developing the program, Walmart has focused on providing functional benefits for consumers, by doing the homework for them. Emotional benefits deliver an intangible hit of feeling. Will this product inspire me, fulfil me, make me feel beautiful or smart? Participant Media has learned a thing or two about how to do this successfully, and it takes laser-focus, powerful execution, and feedback mechanisms that keep consumers engaged. For example, research shows that many Prius drivers are motivated by the idea that driving this car demonstrates that they are modern, early-adopters who care about the environment. We have much work to do to find the human-centered value proposition that grounds sustainability efforts in consumer benefits. We have some early hints of the messages that could breakthrough. Recycling is mainly a guilt-avoidance activity, but could it actually be a fun teachable moment with your kids? Eating sustainably can mean better tasting food and weight loss, with less pesticides or unhealthy food additives. Natural body care products may smell nicer and are gentle on sensitive skin. Washing your hair less or in a shorter shower maintains natural shine and prevents split ends. These are tiny benefits, but when was the last sustainability campaign that promised any direct personal benefits at all? By showing consumers what sustainability can do for them rather than what they can do for sustainability, marketers can close the values-action gap a lot faster. The sustainable living hub is funded by Unilever. All content is editorially independent except for pieces labelled brought to you by. Find out more here. Join the community of sustainability professionals and experts. Become a GSB member to get more stories like this direct to your inbox.

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## Chapter 3 : Selling Green: Marketing the Sustainable Home |

*Marketing is positioning. You need to learn to position your product or service in the mind of the prospect. Remember also that test marketing of your product or service is a very important component of your entrepreneurial success.*

What is market research? See Market Research -- introduction. Basics of Marketing Analysis and Positioning 1. What is a target market? How does one define a target market? What is a competitor analysis? See Competitive Intelligence -- introduction. What should be considered when setting the price for a product or service? See Marketing Pricing -- introduction. What should be considered when naming a product or service? See Naming and Branding -- introduction. What is intellectual property? See Intellectual Property -- introduction. What is a positioning statement? See Positioning -- introduction. Public and Media Relations 1. What is public relations? Name at least three practices in maintaining strong public relations. Name at least three practices in maintaining strong media relations. See Managing Media Relations. What are some basic steps in the sales process? See Understanding the Sales Process. What are some basic steps in the maintaining high-quality customer service? Various activities below will direct you to complete your Marketing and Promotions Plan by filling in the Framework for Basic Marketing and Promotions Plan. You might want to re-create the Framework with your own preferred word-processing software. As you proceed through the following activities, be sure to note any incomplete actions in the Action Item Planning List. This Plan should be focused on a particular product or service, because each has its own different description, features and benefits, customers, competitors and pricing. Describe Your Product or Service 1. The description should be written as if your customers are the readers. For example, address pricing, convenience, location, quality, service, atmosphere, etc. Remember that the overall strategic goals of the organization very much determine whom you want to serve. For example, strategic goals might be to expand the overall number of customers or markets you have now, get new customers, get more revenue from current customers, etc. You may want to develop new services in a current or new market, or expand current services in a current or new market. However, it is very useful to determine several additional target markets. These additional markets are often where you should focus promotions and additional sources of assistance and revenue. If you struggle to identify your target markets, the following links might help you, including How to Identify a Target Market and Prepare a Customer Profile and Marketing Research. Write a Profile of Each Target Market 3. In the Framework for Basic Marketing and Promotions Plan , write a description of each of your target markets. The more you know about your customers, the better you might be at serving them. Consider, for example, their major needs, how they prefer to have their needs met, where they are and where they prefer to have their needs met, and demographics information their age ranges, family arrangement, education levels, income levels, typical occupations, major interested, etc. Analysis of Competitors 4. In the Framework for Basic Marketing and Promotions Plan , write results from your analysis of your competitors. Consider the following questions: What customer needs are you competing to meet? How do their prices compare to yours? How are they doing overall? How do you plan to compete, for example, offer better quality services, lower prices, more support, easier access to services etc? For assistance, see Competitive Analysis. Analysis of Collaborators 5. In the Framework for Basic Marketing and Promotions Plan , write results from your analysis of potential collaborators. What customer needs might you collaborate to meet? What resources might they bring and what could you bring? What could you do next to cultivate collaboration with other organizations? For assistance, see Organizational Alliances. Strategic goals greatly influence pricing. For example, if the organization really wants to get into a new market, then it might charge lower than usual prices in order to generate more customers who buy the service. Competitor pricing also has a great effect. If competitors are charging much less, then the organization might do well to lower prices. Similarly, if the competitor is charging much more, then the organization might consider increasing its own prices. For assistance, see Market Pricing. Write Your Sales Plan 7. Regarding your sales planning, consider: What target markets will be approached? What should

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be your sales method for each target market, for example, who will make initial contacts to generate leads, do follow-ups to initial contacts, make presentations and close sales? How much do you expect to accomplish in sales consider terms of outputs, such as dollars made, customers recruited, or other units of service. For assistance, see [Understanding the Sales Process](#). Write Your Advertising and Promotions Plan 8. In the [Framework for Basic Marketing and Promotions Plan](#), fill in the advertising and promotions plan. The plan includes what target markets you want to reach, what features and benefits you want to convey to each of them, what methods and media you will use to convey it to them, who is responsible to implement the methods and how much money is budgeted for this effort. The plan includes plans for a promotional campaign, including an advertising calendar and media plan. The goals of the plans should depend very much on the overall goals and strategies of the organization, and the results of the marketing analysis, including the positioning statement. When selecting methods, consider what communications methods and media will be most effective in reaching target markets groups of customers and when. What are their preferences for media and when do they use them? What media is most practical for you to use in terms of access and affordability? The link [Major Methods of Advertising and Promotion](#) might be helpful now. For additional assistance, see [Advertising and Promotions](#). Conduct Your Customer Service Planning 9. When considering how you will ensure strong services to customers, consider: Are customers very satisfied with your services? How do you know? If not, what can you do to improve customer service? How can you do that? What policies and procedures are needed to ensure strong customer service. Include training in your considerations, including to develop skills in interpersonal relations, such as questioning, listening, handling difficult people, handling interpersonal conflicts, negotiating. Conduct Your Production Planning In the [Framework for Basic Marketing and Promotions Plan](#), fill in section about production planning. Note that the development and implementation of various production methods do not have to be addressed in detail in a marketing plan -- these topics are usually included in the operations or management planning for the products and services. However, production should be generally considered during the marketing analysis to ensure the eventual detailed production planning takes into consideration the needs of target markets and having their needs met on time. Will you have sufficient resources into the near future? Conduct Your Distribution Planning In the [Framework for Basic Marketing and Promotions Plan](#), fill in section about distribution planning. What major steps need to occur to accomplish these distribution channels? The link [Distribution](#) may help you. Note that detailed planning about developing and maintaining distribution channels is often included in the operations or management plans, rather than in the marketing plan. However, the marketing analysis should focus on selecting the methods of distribution that best meet the needs of target markets and the organization. Updating Your Operating Budgets In an earlier module about strategic planning, you drafted a basic operating budget. Now that you have a stronger sense of what is needed to produce and market your products, you should update the basic draft that you produced earlier. If you completed Module 6: Update those budgets with results from completing this module on product design and marketing.

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## Chapter 4 : Social Responsibility & Ethics in Marketing

*The luxury strategy aims at creating the highest brand value and pricing power by leveraging all intangible elements of singularity- i.e. time, heritage, country of origin, craftsmanship, man-made.*

Other approaches[ edit ] The choice of competitive strategy often depends on a variety of factors including: Growth strategies[ edit ] Growth of a business is critical for business success. A firm may grow by developing the market or by developing new products. The Ansoff product and market growth matrix illustrates the two broad dimensions for achieving growth. The Ansoff matrix identifies four specific growth strategies: This is a conservative, low risk approach since the product is already on the established market. This can include modifications to an already existing market which can create a product that has more appeal. This can include new geographical markets, new distribution channels, and different pricing policies that bring the product price within the competence of new market segments. Diversification is the riskiest area for a business. This is where a new product is sold to a new market. Another benefit of using this strategy is that it leads to a larger market for merged businesses, and it is easier to build good reputations for a business when using this strategy. A larger business helps the reputation and increases the severity of the punishment. As well as the merge of information after a merge has happened, this increases the knowledge of the business and marketing area they are focused on. The last benefit is more opportunities for deviation to occur in merged businesses rather than independent businesses. An example of a vertically integrated business could be Apple. Apple owns all their own software, hardware, designs and operating systems instead of relying on other businesses to supply these. Also by decreasing outside businesses input it will increase the efficient use of inputs into the business. Another benefit of vertical integration is that it improves the exchange of information through the different stages of the production line. Also if the business is not well organised and fully equipped and prepared the business will struggle using this strategy. There are also competitive disadvantages as well, which include; creates barriers for the business, and loses access to information from suppliers and distributors. The market leader dominates the market by objective measure of market share. Their overall posture is defensive because they have more to lose. Market leaders may adopt unconventional or unexpected approaches to building growth and their tactical responses are likely to include: The market challenger holds the second highest market share in the category, following closely behind the dominant player. Their market posture is generally offensive because they have less to lose and more to gain by taking risks. They will compete head to head with the market leader in an effort to grow market share. Their overall strategy is to gain market share through product, packaging and service innovations; new market development and redefinition of the to broaden its scope and their position within it. Followers are generally content to play second fiddle. Their market posture is typically neutral. Their strategy is to maintain their market position by maintaining existing customers and capturing a fair share of any new segments. They tend to maintain profits by controlling costs. The market nicher occupies a small niche in the market in order to avoid head to head competition. Their objective is to build strong ties with the customer base and develop strong loyalty with existing customers. Their market posture is generally neutral. Their strategy is to develop and build the segment and protect it from erosion. Tactically, nichers are likely to improve the product or service offering, leverage cross-selling opportunities, offer value for money and build relationships through superior after sales service, service quality and other related value adding activities. As the speed of change in the marketing environment quickens, time horizons are becoming shorter. Nevertheless, most firms carry out strategic planning every 3- 5 years and treat the process as a means of checking whether the company is on track to achieve its vision and mission. Strategies are broad in their scope in order to enable a firm to react to unforeseen developments while trying to keep focused on a specific pathway. In addition, firms can conduct analyses of performance, customer analysis, competitor analysis , and target market analysis. Market entry strategy Marketing strategies may differ depending on the unique situation of the individual business. According to Lieberman and Montgomery, every

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entrant into a market – whether it is new or not – is classified under a Market Pioneer, Close Follower or a Late follower [95] [ not in citation given ] Pioneers[ edit ] Market pioneers are known to often open a new market to consumers based off a major innovation. Preemption of Assets can help gain an advantage through acquiring scarce assets within a certain market, allowing the first-mover to be able to have control of existing assets rather than those that are created through new technology. By being a first entrant, it is easy to avoid higher switching costs compared to later entrants. For example, those who enter later would have to invest more expenditure in order to encourage customers away from early entrants. If there is an upside potential and the ability to have a stable market share, many businesses would start to follow in the footsteps of these pioneers. These are more commonly known as Close Followers. These entrants into the market can also be seen as challengers to the Market Pioneers and the Late Followers. This is because early followers are more than likely to invest a significant amount in Product Research and Development than later entrants. Therefore, it could also lead to customer preference, which is essential in market success. By having a different strategy, it allows the followers to create their own unique selling point and perhaps target a different audience in comparison to that of the Market Pioneers. While being a Late Entrant can seem very daunting, there are some perks to being a latecomer. For example, Late Entrants have the ability to learn from those who are already in the market or have previously entered. This allows them to create a strategy that could essentially mean gaining market share and most importantly, staying in the market. In addition to this, markets evolve, leading to consumers wanting improvements and advancements on products. Customer value means taking into account the investment of customers as well as the brand or product. Late Entry into a market does not necessarily mean there is a disadvantage when it comes to market share, it depends on how the marketing mix is adopted and the performance of the business.

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## Chapter 5 : Marketing strategy - Wikipedia

*Sustainable Marketing Services (Australia) Pty Ltd is a multi-award winning, strategically-led Brisbane marketing and public relations services company. We use our know-how to deliver practical, reliable and results-orientated integrated marketing and public relations strategies for growing businesses in Australia and internationally.*

A strong purpose drives growth and profitability. In order to achieve sustainable success, companies must repeatedly reexamine their sense of purpose and make sure the organization serves it well. An authentic and inspiring purpose allows for: Revlon founder Charles Revson, for instance, always used to say that he sold hope, not makeup. A Powerful Brand The surest road to product failure is to try to be all things to all people. If you want to create a scalable business, you have to understand how crucial it is to build brand equity and emotional connections with customers. Building a brand is about developing and sustaining those relationships over time. Here are some basic rules to connect, shape, influence, and lead with your products and brands: Choose your target audience. The surest road to product failure is to try to be all things to all people. Connect with the public. A simple, inspirational message is far more influential than one that tries to highlight too many product features, functions, or ideas. Create compelling content for publisher and social media sites to start generating awareness among target customer bases, and build up. Partnership And Collaboration Doing everything yourself can be tempting in the beginning when funds are few and ambitions high. There are now dozens of websites and online marketplaces that provide specialized resources from design, development, and sales to finance, legal services, and banking. The best part is that you can try small projects at low investments. The trick is knowing exactly what you want done and putting resources toward accomplishing tangible goals. Customer Retention As Emmet and Mark Murphy write in their book *Leading on the Edge of Chaos*, acquiring new customers can cost an organization around five times more than retaining current ones. Companies are four times more likely to do business with an existing customer than a new customer. Successful retention starts with the initial contact a business makes with a customer, and continues throughout the lifetime of the relationship. Community A business ecosystem is an economic community of organizations and individuals that interact in countless ways. These ecosystems encourage companies to evolve their capabilities competitively. Sometimes an ecosystem can sprout up around a product, like the range of cases, headphones, and other paraphernalia for mobile devices. Similarly, ecosystem thinking has become a cornerstone of web publishing—a broad swath of unpaid contributors create content for popular outlets in exchange for growing their own readerships and developing personal brands. Ecosystems are crucial to sustainable growth because they provide the structure that surrounds and supports the businesses within them. It takes repeatable sales processes to create a scalable business. You can increase the sources of your customer leads on a consistent basis. You have a sales conversion rate and revenue that can be consistently forecast. The cost to acquire a new customer is significantly less than the amount you can earn from that customer over time. Customers get the right products in the right place at the right time. A repeatable sales model builds the platform to scale. Flexible, Adaptive Leadership To continue growing, entrepreneurs, managers, and business owners must become the leader the business needs for each particular stage of growth. That requires introspection, self-awareness, and a keen sense of strategy—both in the short and long term. I believe that an adaptive, flexible leadership style comes from being mindful. Our individual, interpersonal, and working lives are all interconnected. By being mindful, we understand those relationships and how best to utilize them to create, innovate, and lead. The most sustainable way to create value is to continually invest in our capabilities. And that allows us to arrange our lives and our organizations in a way that leads to long-term value creation. Indeed, the most sustainable way to create value is to continually invest in our capabilities, both as individuals and as organizations.

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## Chapter 6 : Ethical Marketing | What is Ethical Marketing?

*The Sustainable Lifestyles Frontier Group was established to confront this problem head on. Walmart, Disney, Waste Management, Carlsberg, eBay, L'Oréal, McDonald's and Johnson & Johnson have.*

Find schools offering marketing programs That question has never had a satisfactory answer, but in recent years it has become a hot button issue. According to the Bureau of Economic Analysis, corporate profits soared to all time highs in At the same time, the world was suffering through a crippling economic downturn made worse by unscrupulous business practices. The vast disparity between corporations and their customers has made ethical business practices an extremely relevant issue. Companies realize the importance of acting in more ethical way, and broadcasting this transformation to their customers. One of the easiest ways to achieve this is through their marketing practices. If a company makes an effort to advertise more ethically, it reflects positively on every area of that business. What is Ethical Marketing? Ethical marketing is less of a marketing strategy and more of a philosophy that informs all marketing efforts. It seeks to promote honesty, fairness, and responsibility in all advertising. Principles of Ethical Marketing All marketing communications share the common standard of truth. Marketing professionals abide by the highest standard of personal ethics. Advertising is clearly distinguished from news and entertainment content. Marketers should be transparent about who they pay to endorse their products. Consumers should be treated fairly based on the nature of the product and the nature of the consumer e. The privacy of the consumer should never be compromised. Marketers must comply with regulations and standards established by governmental and professional organizations. Ethics should be discussed openly and honestly during all marketing decisions. There are distinct advantages and disadvantages to ethical marketing. Unethical advertising is often just as effective as it is unethical See also Black Hat Marketing. And since unethical behavior is not necessarily against the law, there are many companies who use unethical advertising to gain a competitive advantage. Many people buy diet pills even though they are rarely, if ever, effective. This is because some diet pill companies use exaggerated and manipulative claims to essentially trick customers into buying these products. If that same company committed to using ethical advertising they would probably go out of business. However sneaky their business model may be, it is not illegal and it is keeping their doors open. For companies looking to improve the image of a brand and develop long-term relationships with customers, this kind of unethical behavior can quickly lead to failure. Customers do not want to feel manipulated by the brands they like. Companies can use ethical marketing as a way to develop a sense of trust among their customers. If a product lives up to the claims made in its advertising, it reflects positively on the entire company. It can make the consumer feel like the company is invested in the quality of the products and the value they provide customers. It is impossible to claim that any company is completely ethical or unethical. Ethics resides in a gray area with many fine lines and shifting boundaries. Many companies behave ethically in one aspect of their advertising and unethically in another. The ad was meant to promote realistic body images and encourage girls to love the way they looked even if they were not supermodels. However, other Dove ads both during and since featured stereotypically beautiful models whose images have been altered to hide imperfections. Dove marketed ethically in one campaign and unethically in another. This illustrates how difficult it is to do the right thing in all circumstances. What is most important for any company that claims to practice ethical advertising is to make it a fundamental feature of their marketing process. Every company has the opportunity to engage in ethical marketing. Any business, from the smallest mom and pop store to the biggest multinational corporation can choose to be open, honest, and fair when they advertise to their customers. When done in a thoughtful way, ethical marketing can be an economical and effective form of advertising. Some companies operate according to lofty personal principles. For these companies, advertising in an ethical way is a natural and necessary extension of their corporate character. Corporate responsibility can be a major selling point to consumers who are interested in more than just price and quality. Companies that are known

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for treating workers fairly, sourcing sustainable materials, environmental stewardship, and charitable donation have to reflect these principles in their marketing efforts. For other companies, ethical marketing will be little more than an opportunity to boost their credibility. The campaign was considered an attention seeking stunt at best. Types of Unethical Advertising Surrogate Advertising – In certain places there are laws against advertising products like cigarettes or alcohol. Surrogate advertising finds ways to remind consumers of these products without referencing them directly. Puffery – When an advertiser relies on subjective rather than objective claims, they are puffing up their products. Unverified Claims – Many products promise to deliver results without providing any scientific evidence. Shampoo commercials that promise stronger, shinier hair do so without telling consumers why or how. Stereotyping Women – Women in advertising have often been portrayed as sex objects or domestic servants. This type of advertising traffics in negative stereotypes and contributes to a sexist culture. False brand comparisons – Any time a company makes false or misleading claims about their competitors they are spreading misinformation. Children in advertising – Children consume huge amounts of advertising without being able to evaluate it objectively. Exploiting this innocence is one of the most common unethical marketing practices. If a company decides that an ethical marketing strategy can increase their profits or advance their public image, they can take steps to revise their existing marketing See also Public Relations Specialist. In some cases this involves minor changes; in others it will require entirely new ad campaigns. Any ethical marketing effort will begin with a careful analysis of the company, its customers, and the markets it operate within. Ethical marketing has many advantages, but few companies would undertake an ethical marketing strategy if it reduces profits. Careful research is the best way to predict the effects of a change in strategy. If ethical marketing proves to be cost prohibitive, many companies will abandon the effort. A company will then decide which features of their advertising to perform in ethical ways. As previously mentioned, the field of ethics is notoriously abstract. What is right to one may be wrong to another. Marketing professionals must reach an agreement about how they want to deliver their campaigns. They might decide to focus on making honest claims, avoiding marketing to children, or falsely criticizing competitors. A delicate balance has to be struck between the truth of the ad and its ability to persuade the customer. Finally, ethical marketers need to make difficult choices about how to leverage the capital of their ethical decisions. For most companies, the simple knowledge that they are doing the right thing will not be enough of a motivating factor. Ethical marketing often highlights the ethical choices a company has made in order to improve their public reputation. This can be a powerful way to connect with customers, but it also runs the risk of seeming self congratulatory. One company which embodies the spirit of ethical marketing is The Body Shop, a worldwide chain of bath and body stores. Since their inception they have been committed to treating workers fairly, avoiding animal testing, using organic products, and promoting healthy body images. These values are often at the center of their marketing efforts. The ethical nature of the company is highlighted as a way to differentiate themselves from their competitors in the cosmetics industry. Careers in Ethical Marketing Ethicist Ethicists study the practical and philosophical dimensions of ethical choices. Many work in academic departments, but some larger companies employ their own in-house ethical officers. In a corporate setting, they will draft policies outlining the ethical obligations of the company, evaluate the ethics of decisions and offer counseling when ethical ambiguities arise.

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## Chapter 7 : Microsoft Go-To-Market Services

*Break down barriers to innovation and improve ongoing customer-led product development to reimagine your offerings as an integrated suite that delights your customers and meets an expanding array of their needs.*

**Shift To New Approaches:** Technological revolution provides customers with real power in the market. Today, the question of the utmost importance for brands is how to satisfy people who have an almost endless choice reinforced by instant access to global market. People will only buy what they want to buy, or are afraid not to buy, at a given moment in time. Many things are good, and people need many things. But the "need" is not enough. Before people will buy something they "need", two things have to happen: They have to recognize and accept that they need it. They must act upon that recognition and acceptance. Before people know they need something, you often have to spend lots of money educating them about why they need it. You need to learn to position your product or service in the mind of the prospect. Remember also that test marketing of your product or service is a very important component of your entrepreneurial success.

**Customer Value Proposition** Your company should deliver a particular customer value proposition to a definable market in order to exist. The delivery of the customer value proposition relies on a business design, which uses key business processes to harness the distinctive capabilities, competences and resources of your firm to deliver superior value to relevant markets. Customer value propositions and business designs compete and collaborate for customers, resources, infrastructures and skills on strategic landscapes. The key to successful selling was knowing the products and the customers. The effective sales rep would present his or her product or service in the best possible light, forge a bond with the buyer, and triumph over the competition. Making such sales takes a lot more than personal charisma. This is not the work of a heroic individual sales rep. Modern selling is a team sport, and a complex one at that. Winning at it takes discipline and structure. Making it up as you go along is a recipe for disaster.

**Leveraging Your Service-Profit Chain** The service-profit chain is a powerful phenomenon that stresses the importance of people - both employees and customers - and how linking them can leverage corporate performance. The service-profit chain is an equation that establishes the relationship between corporate policies, employee satisfaction, value creation, customer loyalty, and profitability.

**More Market Leadership Strategies** The market leader is dominant in its industry and has substantial market share. If you want to lead the market, you must be the industry leader in developing new business models and.

## Chapter 8 : Tampa Marketing Solutions | Sales Consulting | iFame Media

*Marketers have the power to create a more sustainable economy through their influence on product development and purchasing decisions. It's time to use those well-honed tools. Daianna is a Senior Strategist at Futerra and the creator of Sexy or Susty.*