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5th business

Smarter Marketing

contact us

April 7, 2009

5th insight

Want to set your company apart from the competition? We'll show you how. Your business will never be the same.

Created by 5th business

6 STEPS TO GOING GREEN

Marketing is a tough business... tough on your competition, and often on the environment, too. Earth Day (April 22) is the perfect opportunity to explore more sustainable marketing options.

CHOOSING ENVIRONMENTALLY SOUND MARKETING ALTERNATIVES NOT ONLY OFFERS ECONOMICAL AND ENVIRONMENTAL BENEFITS, IT CAN ALSO BE A BIG HIT WITH CUSTOMERS.

So there's never been a better time to 'think green'! When your company makes the decision to go green, it's important to communicate that commitment with your customers - it's even more important to *walk the talk*. That means choosing green marketing options that are reasonable and practical for your business.

Going Green Starts Here

With so many 'green' initiatives and options, it can be difficult to decide how and where it makes sense to make the switch. Here are some great places to start!

1. Printing hard copies of promotional materials will always be part of a well-rounded marketing campaign - investigate green options to offset this practice with recycled papers and earth-friendly printing practices.
2. Print only necessary materials: Review your regular printing habits and ensure that the items you print in the future are justified, value-added items. When possible, print double-sided copies or explore digital storage and delivery to save on paper.
3. Get online! Consider online communications rather than standard mail when you can. By shifting even one direct mail campaign or advertising push to online media or email, your business saves money and reduces environmental impact.
4. Pursue an environmentally sound office space - have an audit to assess your green score in the office and seek ways to improve. Then, share your successes with customers and encourage them to do the same. Getting in front of customers with a non-sales message can only help your company profile!
5. Purchase 'green' products where possible, for both your clients and your employees. This extends to everything from promotional items and conference giveaways to uniforms and customer gifts.

5th POLL

How important is it to your company to use green marketing options?
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6. Be specific - recognizing the need to be 'green' is only the first step. Avoid vague use of environmental words or images that don't signal a commitment - outline a realistic and achievable action plan.

What's the most important 'don't' to help your business get 'greener' right now? Don't press "Print"!

Contact 5th business today to talk about how to incorporate sustainable marketing into your business plan today!

Recessionary Marketing: Business Seminar

5th business has teamed up with law firm Keyser Mason Ball LLP to host a joint presentation. Stuart Lewis, President of 5th business, will share critical insights on recessionary branding and advertising.

Date:	April 23, 2009
Place:	Living Arts Centre, Mississauga (Bank of Montreal Room)
Time:	8:00 am - Continental Breakfast 8:15 am - 9:30 am - Presentation
RSVP:	Clementia Mok at 5th business
E-mail:	mok@5thbusiness.com
Phone:	905.275.2220 x330
Cost:	As always, the seminar is free.

+ more

How to Win, Even if you Lose

A lead is great, but only if it turns into a customer. So why do some leads turn into long-term customers while others die on the vine? The marketing group blames the low conversion rate on the sales team's failure to close the deals - Sales, on the other hand, claims they were given lousy leads to begin with.

The "blame game" never solves anything, but determining why a prospect chose not to purchase is vital. The best way to do this? Ask! Just because they didn't buy from you doesn't mean a prospective customer's level of satisfaction with their experience isn't important.

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