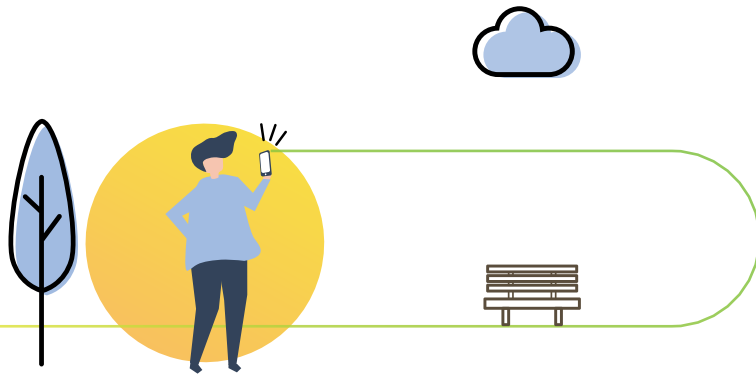




# **THE Sustainable**

# **MARKETING Tactics**

**Autron Sustainable Team**

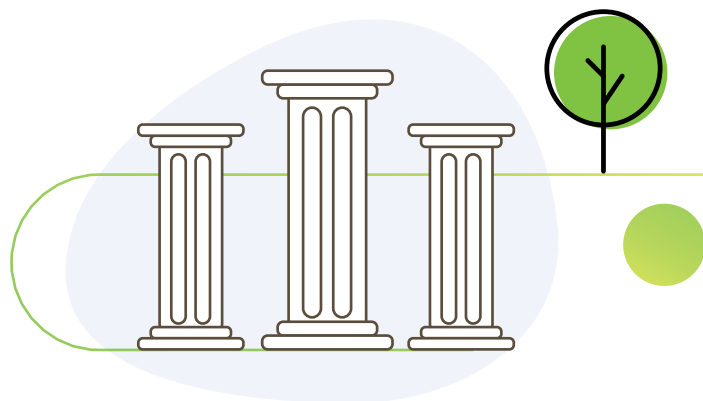


Green marketing has 3 pillars:  
Authenticity, Transparency and Relatability.

In other words, **make it easy for your consumers to understand your impact and connect with them.**

You want your audience to understand the impact of your product (or service) and then make them want to buy it. For a green company, this is by either making an appeal to a personal value which the product can satisfy or making a connection to an issue that the potential customer cares about that the product can resolve.

Through extensive research and by utilizing behavioural science principles, we've gathered 11 tactics that you can implement to tell your story with authenticity, make it relatable, and show transparency to your customers.



Tactic  
#1

# Make your impact personally relevant



Here's the data: **89%** of conscious consumers believe companies need to do a better job showing how social and environmental commitments are personally relevant\*.

Most companies now provide dry scientific jargon infused data or use 3rd party labels. While these two things build overall credibility, the information is not easily understood. To improve understanding and buy in, reframe your impact in a way that your stakeholders can relate to. Our initial studies done with Queens University have shown that people are much more likely to relate to short stories and blurbs about impact than even videos.



## Tactics box

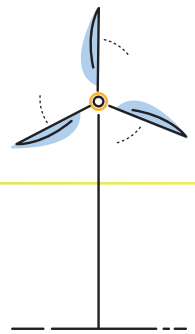
- Use an easily relatable metric. For example, the vegan fashion company **Synergy Clothing** uses “cars off the road” to show their reduction in emissions.
- Show specific examples of communities and bring impacts down to a local level. For example, forest conservation efforts by the Rainforest Alliance (and its brilliant Follow the Frog ad campaign), shows what someone in a community can do.

\*Source: Cone Communications, 2017.

## Tactic #2

# Involve consumers in your sustainability commitments

Almost **50%** of consumers believe that their own actions are key to solving sustainability challenges\*. Consumers want to get involved. They are forgoing passive engagement such as liking a company's page or sharing content with their networks. Instead, consumers want tangible ways to engage with sustainability issues. You need to show consumers how their personal actions make a social and environmental difference.



### Tactics box

- Set goals on each of the important sustainability issues and tell consumers how their individual actions can contribute towards achieving those goals.
- Provide tips to consumers on changes they can make in their everyday life which can have a positive impact on climate change, waste, fair wages etc. Be sure to link this to your own company goals. For example, if you're a company planning to go zero waste, encourage your customers to join in by using reusable bottles.

\*Source: Cone Communications, 2017.

## Tactic #3

# Use tighter messaging in multiple formats



Consumer attention spans have shrunk: research shows that companies typically have 7 seconds to grab a consumer's attention\*. The advent of social media means consumers are getting used to messaging which is short but efficient.

Your separate "sustainability" page or report is not being read. 63% of consumers do not know where to find information on a company's CSR efforts and results and only about a quarter of global consumers visit the sustainability page.



### Tactics box

- Use formats that are more efficient. Research shows that customers prefer interactivity, text blocks, videos and infographics.
- Provide this information across the path of least resistance: along a customer's purchasing journey with no detours. For example, Reformation Clothing does a great job showing their sustainability impact at each product page.



\*Source: Microsoft Inc., 2015.

## Tactic #4

# Use comparisons against non-sustainable products



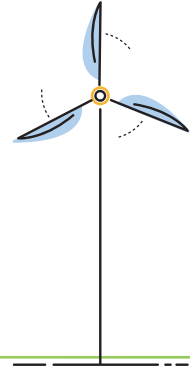
Consumers love to compare and are always on a lookout for better deal. The same principle can be extended to green products. It will drive their attention to your sustainability efforts and make them more likely to connect with your impact and buy.



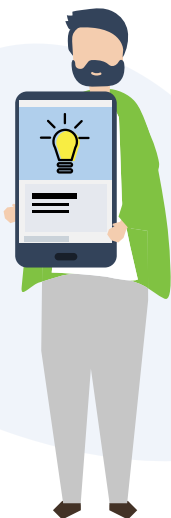
### Tactics box

- Use a comparison right on the product page against the conventional product. For example, Tamga Designs, a fashion company, shows that you can save 12 litres of water through buying their sustainable dress as compared to the average.



Tactic  
#5Leverage social norms  
and influence

Social influence is a powerful motivator. It's especially strong in driving behavioural change, for example shifting to sustainable behavior. How many times have you gone for a product because your social circle has? While the impact of social influence does vary by age group and background, it's a powerful driving force for anyone.



## Tactics box

- Show social proof through collective impact. For example, the website for vegan outerwear company Wuxly shows how many animals were saved from harm through its vegan sourcing. The social proof works even better when combined with statements compelling participation such as "Your friends family would want you to join them in fighting climate change."
- Develop social desirability by having customers share messages on social media about their impact. The herd mentality is a strong motivator for behavioural change. Tagging and challenges such as the ALS Ice Bucket Challenge have proven its effectiveness.



Tactic  
#6

# Always-on sustainability messaging

In an era of hyper communication, it is important to keep consumers engaged with your sustainability messaging whether they are browsing your site or spending time on your social media. While green companies do a good job of summarizing their sustainability efforts on their website, this does not translate to their other channels such as social media, blogs or labels.



## Tactics box

- Use formats that are more efficient. Research shows that customers prefer interactivity, text blocks, videos and infographics.
- Provide this information across the path of least resistance: along a customer's purchasing journey with no detours. For example, Reformation Clothing does a great job showing their sustainability impact at each product page.





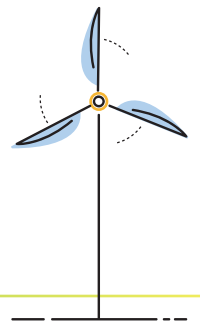
## Tactic #7

# Adding interactivity to your reports



Allowing people to access the information they want in the way they want is becoming a standard in sustainability communications. Studies have shown that increasing interactivity in sustainability messaging decreases the perception of greenwashing as well!

Fashion giant Kering does a great job with their interactive EP&L (Environmental Profit & Loss) reports. By giving audiences the choice and power to determine how they experience the content, they increase the likelihood of connecting.



### Tactics box

- Break up your reports into easy to understand pages with intuitive navigation instead of just a massive PDF. Mix up video, text and other media into the content. Such reports allow audiences to select their content, customize their viewing experience, or create flexibility in how they navigate the report.

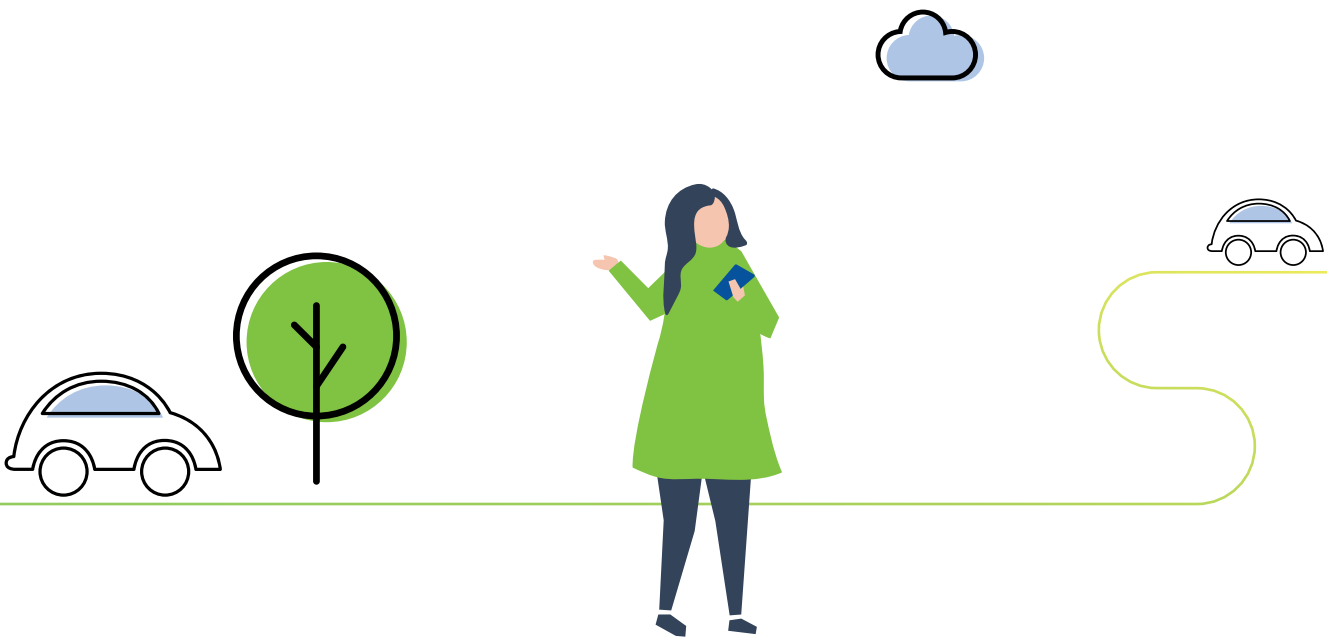


## Tactic #8

# Show tangible and immediate benefits from green choices

People like the tangible. The tangible consequences of buying a green product such as paying more for fair wage and greener fabrics often compete with intangible benefits such as slowing down climate change. Is there any wonder then that few consumers with green intentions follow through?

The accessory brand BraveSoles shows the impact of your purchases in your shopping cart so their customers can see the impact of buying sustainable shoes and accessories immediately through numbers.



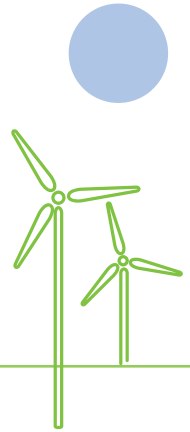
### Tactics box

- Make the benefits relatable and personal through examples and analogies. For example, buying this organic cotton shirt is like avoiding your car emissions for 10 miles or providing drinking water to 90 people when compared to a conventional shirt.

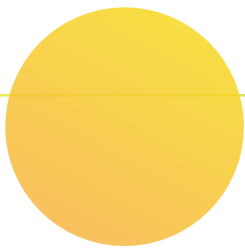


Tactic  
#9

# Make the impact of green choices closer to home



Another way to remove abstraction and make things tangible is to make the impact immediate and closer to home can also help people make greener choices.



## Tactics box

- Focus on impacts of sustainable action closer to home or on a recent “top of mind” event. For example, if you are sourcing or manufacturing your product locally then tell how it is helping reduce water scarcity in your city rather than just saying it uses less blue water.
- You can reference your impact to the recent water shortage events.



## Tactic #10

# Use impact-based incentives to drive sales

Use impact-based incentives to drive sales

People hate missing out. They see a deal about to end, the price about to increase, or quantity about to run out, they are subconsciously drawn to buy.

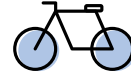


### Tactics box

- Run a campaign based on impact goals. Say you want to save 1 ton of emission over next 3 months. Everybody who participates gets a bonus item/free shipping/discount during this period.

• Provide non-monetary incentives such as gifts or tokens and/or large monetary incentives such as the chance to win prize money (a full eco-friendly wardrobe up to \$1000 etc.). Be careful as mixing altruism and monetary incentives can backfire if the savings are small which can discourage altruistic motives.



Tactic  
#11Feedback  
& prompts

In an era of social media and gamification, feedback loops are important drivers for behaviour. Ever posted something on Facebook and waited on seeing how many likes you get? People thrive on getting immediate feedback, it's addictive.



## Tactics box

- Give customers immediate feedback along each step of the journey. If they arrive at your site, show them that they can have an impact on your homepage welcome text.

