

## Smart and Sustainable Marketing Practices

Green marketing is a concept that, when implemented effectively, can improve your customer relationships, image in the market and ability to reach the most targeted audience, while helping grow your bottom line. The first and perhaps most obvious, green marketing step is to use electronic means of communication whenever possible. The second is to identify your audience; this means deciding who is really going to be affected by your information and/or services in addition to cleaning up your mailing list. Advertising and events can now be directed toward the people who meet the profile of your target client base.

To begin a greener marketing program, follow many of the same practices you already consider for direct marketing, but add a couple new twists:

- Start with a well-defined target market, based on your initiatives.
- Test your message and creative via e-mail to generate leads.
- Analyze the response rates, and profile the responders.
- Send postal direct mail and event invitations to the refined audience.
- Build awareness through controlled, industry-specific advertising.
- Track the effectiveness of each channel by cost and response.

Green marketing methods produce highly effective results. They apply all of the steps you need to cut costs, raise response rates and increase growth in the most important marketing metric we are all held accountable for—the bottom line.

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