

WORDS OF WORTH

Fall 2009

Fall is in the air, and the autumn schedule of business events is well under way. If you're interested in green business events, the Manhattan Chamber of Commerce Green Business Committee has a [calendar](#) full--not only of Chamber events, but those of other organizations as well.

As we continue our efforts to meld our long-time concern and activism in the environmental sphere (dating back to Earthday number 1!) with our marketing work, this issue of Words of Worth looks at a similar intersection: not marketing green businesses, but making all marketing greener.

Greener Marketing: The Medium is (Part of) the Message

When people talk about green marketing, the focus is usually on the message. But what about the medium in which the message is delivered? Marketing greener includes communicating your message in a more sustainable way.

In this issue, we'll look at the big picture in greener communication. Our next issue will consider more sustainable choices in print production.

Print vs. Electrons

It's easy to assume that marketing materials on paper are inherently bad from an environmental viewpoint, while electronic marketing (email, websites, blogs, social media and electronic newsletters like this one) is environmentally good. However, that's not quite true.

With the right practices, the environmental impact of print materials can be significantly mitigated (in our next issue we'll talk about how). At the same time, electronic marketing is not environmentally pure (all those servers use energy, and the almost non-existent cost of an incremental message means that millions of messages are transmitted--using more energy).

Electronic media are greener when they will help you reach your specific target audience and achieve the results you want.

For example, with a large, targeted email list, emailing can save both trees and direct mailing costs, while linking customers directly to your website or blog. However, with documentable email open rates averaging less than 20%, a small list may not produce satisfactory results.

You can't email a brochure during a face-to-face conversation, but you might want a print piece in that situation to build credibility. Print is also an effective medium for driving traffic to your website.

The Right Piece for the Purpose

When you choose to use print materials, be thoughtful about fitting the piece to the purpose. Throwing away ineffective marketing material is not green and it's not good business.

Think about how you will use the piece in your marketing process. Will it be read by CEOs or by unit managers? What are the hot-buttons for targets at each organizational level? Is the voicing and look of the piece appropriate for the audience and your organization? When you create the print marketing piece you actually need, your using resources--both your own and nature's--more effectively.

Less is More

Using a high volume of print material is both expensive and not very green, but not using any material may be bad marketing. Your strategy for using print material needs to be "just right."

For example, at a trade show or conference attendees are not very discriminating about what they pick up at a booth--so don't feel compelled to display every possible piece of print material. Use the signage and your computers to grab attention and demonstrate your product or services. Consider using one overview print piece that includes links to materials on your website.

You can keep other print material behind the scenes and give it only to those who you judge to have a real interest. Or you can distribute material on USB drives, or send personalized follow-up emails with links to relevant PDFs on your website.

News Bytes

The Anti-Tweet: I don't Tweet (yet), so I'll use this space to call attention to an event series worth considering: the Columbia Business School Alumni Club is having an eight-event series on business and sustainability, called "Making Green from Green." You don't need to be a Columbia alum to attend.

If the first, sold-out event was any indication, this will be a powerhouse series. Ray Anderson of Interface and Rohit Aggarwala of the Mayor's Office of Long-Term Planning and Sustainability were both outstanding speakers. Learn about the next event [here](#).

What We're Working On: We've had run on clients needing website updates lately. Jussim Communications has been developing navigational structure and copy for:

- An environmental literacy organization
- A technical assistance organization serving other non-profit organizations
- A business coach with a focus on sustainable businesses
- A technology services company
- A green design and construction specialist

Other recent Jussim Communications projects include:

- A catalog of services for a non-profit organization
- Marketing letters to develop connection between realtors and an organization providing services for the homeless
- An annual report
- A white paper about email practices in the United Kingdom

To see samples of our work, visit our [Portfolio](#).

About Jussim Communications

Jussim Communications tells compelling stories for our clients. We create powerful copy, rooted in solid positioning of services, products or ideas. Our writing reaches the audience on many levels, including the emotional level where decisions are made. Our background in consulting, marketing and operations lets us quickly grasp each client's business and market. We develop:

- Dynamic marketing communications and web copy
- Newsletters and articles that educate your market and build name recognition
- White papers that establish your expertise and creativity
- Effective advocacy materials and grant reports

We would love to help tell your story. Call us at 718-788-3937 for a free initial consultation.

Learn More

To read more about Jussim Communications perspectives on marketing your business, organization, product, service and ideas, see the [News and Articles](#) page of our website.

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