

How to Gain Marketing Traction as a Green Guerrilla: Seven Tips



By Shel Horowitz, primary author
(with Jay Conrad Levinson) of
*Guerrilla Marketing Goes Green:
Winning Strategies to Improve Your
Profits and Your Planet*

1. Start on the Green Path—Now!

If you haven't already, look for the “low-hanging fruit”: places where you can lower your carbon footprint, your waste, your use of troublesome materials or processes—AND cut costs at the same time! Example: an inexpensive “duplexing” printer, designed to print both sides of the sheet, can cut your paper bill by about 40 percent and pay for itself with paper savings in just a few months. As of August 2010, good ones start as low as \$130.

2. Recognize the Marketing Power of Green Initiatives

Customers love supporting businesses that they see as making the world better. By going Green, you tap into this potential love-fest. Here you are, saving money, saving the Earth, and building more customer loyalty all at the same time. How cool is that?

3. Be Smart Enough to Tell the World!

Don't be like a certain paper company that started using recycled paper in 1950, but waited until the last few years to actually tell anybody. When they changed their packaging to reflect this Green commitment, they went from bankruptcy to the top-seller in their category. As a Green Guerrilla Marketer, be sure people can easily learn about what you're doing for the world—on your website, in your newsletters, in your press releases, in your live events and media interviews, and on your packaging. Be the go-to person for your local media when they need a Green business perspective.

4. Look For Ways To Tell Your Real Green Story Sympathetically

Are you a global company hurt by the Buy Local movement? Tell the story of how you're not only improving working conditions compared to indigenous firms but helping your far-away workers with schools or water development projects—but make sure the story is not only true, but verifiable. Of course if you sell local products, flip it around and show how dollars spent with you stay in the community and help youth sports, the fire department, or other local institutions.

5. Stay True to Yourself, Your Vision, and Your Commitment—And Stay Out of Court

Some people are scared of marketing Green because they see what happens to companies that get caught “greenwashing” (including some very big companies that ought to have known better). But avoiding that trap is a no-brainer. Speak the truth, demonstrate the real improvement it makes to the environment, and stick to your ethics by following “the magic triangle” (explained in detail the book).

6. Build Win-Win Partnerships

To launch Guerrilla Marketing Goes Green, Jay and I formed several partnerships: with the charity organization Green America, which received a portion of the proceeds from the launch (and in exchange, highlighted the book on its website and in its newsletter); with a bunch of bloggers, e-zine publishers, and marketers who not only told their lists about the book but also contributed over \$2000 in bonuses to sweeten the purchase; and of course, with each other and with the publisher. Jay gets the benefit of my long years of work on the marketing side of environmental and ethics activism, and I get to “hitch a ride” on his famous and popular brand, and gain repeated access to his list of 84,000 Guerrilla Marketing Association members. Our publisher also formed a partnership with Amazon that helped the book achieve a #1 ranking in its category.

7. Pick up a copy of Guerrilla Marketing Goes Green

The book offers detailed implementation strategies, tactics, and examples of the six tips above, and much more. Released by Wiley in 2010, it's already gotten more than 50 endorsements, won its first award, earned its first three foreign/subsidiary rights sales, and reached the #1 spot on Amazon's category bestseller list—so you know this is a book worth reading.

Visit www.GuerrillaMarketingGoesGreen.com to learn more, and to buy a copy or three. The website offers direct clicks to the order page for five different vendors. And then you can come back and enter your receipt number on the bonus page to pick up those \$2000 in bonuses. Becoming a Green Guerrilla is an exciting journey and I invite you to travel it together with Jay and me.

Marketing consultant, copywriter, award-winning 8-book author, and speaker Shel Horowitz helps you reach the Green market effectively, ethically, and affordably. Contact: 413-586-2388 (8 a.m. to 10 p.m. US Eastern), shel@principledprofit.com, @ShelHorowitz

