

GUERRILLA MARKETING GOES GREEN

Winning Strategies to Improve Your Profits and Your Planet

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JAY CONRAD LEVINSON has sold around 20 million copies worldwide of the 59 books which make up the guerrilla marketing series, making him one of the widest read authors in history. He taught marketing at the University of California in Berkeley for ten years and worked for J. Walter Thompson and Leo Burnett Advertising. Mr. Levinson is chairman of Guerrilla Marketing International and the Guerrilla Marketing Association.

SHEL HOROWITZ has had a lifelong involvement in environmental and social change movements. He wrote his first book at age 15 on why nuclear power makes no sense and since then has worked in the writing, PR, marketing, radio, arts, food services and office system industries. He is the author of *Marketing Without Megabucks* and *111 Tips to Help the Environment, Lower Your Carbon Footprint, Cut Your Budget and Improve Your Quality of Life – With No Negative Impact on Your Lifestyle* and six other books on low-cost, high-impact marketing. He is the founder of Save the Mountain and the Business Ethics Pledge movements and is a popular public speaker.

The Web site for this book is at www.GuerrillaMarketingGoesGreen.com.

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MAIN IDEA

Green, ethical marketing not only feels better but in today's business environment it works better as well. Green guerrilla marketing is based on four indispensable pillars:

1. Sustainability – doing things which are good for the planet.
2. Quality – doing things which are good for the customer.
3. Integrity – doing things which create win-win outcomes.
4. Honesty – doing things which are completely solid and above board.



At its heart, green marketing has an abundance paradigm. Instead of endlessly chasing market share, you need to feel confident there is plenty to go around. The more people who have a vested interest in your success, the more likely it becomes that you will in fact succeed. Green marketing is all about doing marketing which will benefit your customers, employees, suppliers, distribution partners and even competitors. Make it feasible for everyone to benefit and they will help you achieve what you're after.

When you set up the right marketing systems, prospects contact you because they want to do business with you. That's a whole new ball of wax from interrupting people enough times that you get their attention and ultimately their business. When people contact you, selling becomes less of a concern. It becomes superceded by the imperative to exceed their expectations so the cycle repeats.

Never lose sight of the fact when it comes to green marketing, there is always more than one way to get there. Find and then follow a path that makes sense for you and for your industry rather than attempting to take a cookie cutter approach using what worked for someone else. Be genuine and explicit about your agenda and you'll get there in the way that makes sense for you.

1. Green guerrilla marketing basic principles Pages 2 - 3

You can be a successful marketer by acting ethically and responsibly. It's not necessary or even desirable to try and trick people into doing business with you. Look at marketing as a partnership.

<p>1... People do matter – so always treat them 100% ethically</p> <p>2... Provide value and put people first – you'll attract more business that way</p> <p>3... Success in business requires that you deliver value to others – end of story</p>		<p>4... Conduct your business in ways which build long-term loyalty – and prosper</p> <p>5... Use people-centered sales methods – which means saying no when needed</p> <p>6... Act so you can win business – without intimidating your customers</p>
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2. The green guerrilla marketing mindset Pages 4 - 5

Green marketers work on customer-driven pull marketing rather than company-driven push marketing. Get people to agree to do business with you, even before they get in touch with you.

<p>7... Have an abundance perspective – rather than using scarcity thinking</p> <p>8... Build powerful alliances – even with your competitors if possible</p> <p>9... Don't try and dominate your market – serve your customers better</p>		<p>10... Ally with the media – to initiate and apply people-centered strategies</p> <p>11... Work towards creating win-win partnerships – with your customers</p> <p>12... Turn green into gold – make your marketing genuinely ecofriendly</p>
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3. Green guerrilla marketing in action Pages 6 - 8

Green marketing is people centered and highly ethical. It incorporates top-quality service, precision targeting and an ability to treat prospects as intelligent people. It is scrupulously honest.

<p>13... Delight your customers – do things which exceed their expectations</p> <p>14... Get involved in your community – use your marketing to achieve things</p> <p>15... Work with a charity – do socially responsible promotions</p>		<p>16... Think holistically – come up with solutions which are green and profitable</p> <p>17... Encourage multiple streams of conversation – to create value</p> <p>18... Build your marketing around honesty – rather than hype</p>
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