

Six Ways Your Business Can Go 'Green'

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Paying attention to the environment demonstrates good business. Companies touting their planet preservation accomplishments via marketing messages benefit from positive publicity, while saving corporate money.

Though Earth Day was officially celebrated in April, many savvy companies are applying “green” tactics every day in an effort to save money and enhance their appeal to environmentally conscious consumers. “Green marketing” is, in fact, a concept popular with those businesses already making an effort to be careful with corporate resources.

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Consider, for a moment, a customer choosing between two product brands on the shelf. The one wrapped in packaging highlighting the parent organization’s steps to minimize its carbon footprint will likely garner an advantage. A recent research study by the Persuadable Research Corporation shows that while approximately 10 percent of consumers purchase only green products, a whopping additional 76 percent of consumers would consider purchasing green products if the costs were similar.

The key word to note in those statistical results is “similar.” It’s a common shopper assumption that environmentally friendly products must logically be more expensive. Greater attention to ingredients or some other similar effort, after all, is routinely necessary when earth-conscious offerings are developed. The trick to price-point success, however, seems to be creating greener offerings, while keeping production costs in check...

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