

What is green marketing?

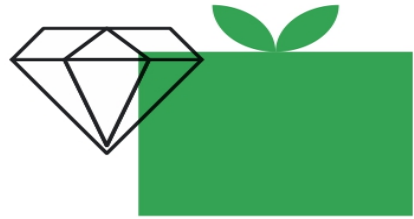
- **green marketing** is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.
- Other similar terms used are Environmental Marketing and Ecological Marketing.



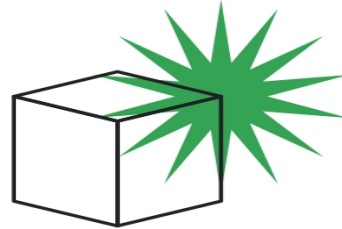
Meaning of Green Marketing

Green Marketing is a golden goose. As per Mr. J. Polonsky, Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are ***Environmental Marketing*** and ***Ecological Marketing***.

Ventajas del *green marketing*:



Mejorar la imagen de tu marca y posicionarte.



Ofrecer nuevas oportunidades de productos.



Reducir costos.



Acceder a nuevos consumidores y mercados.



Conseguir que los clientes sean más leales y se vuelvan “embajadores” de tu marca.



Ganar ventajas competitivas y liderazgo.



Green Strategy

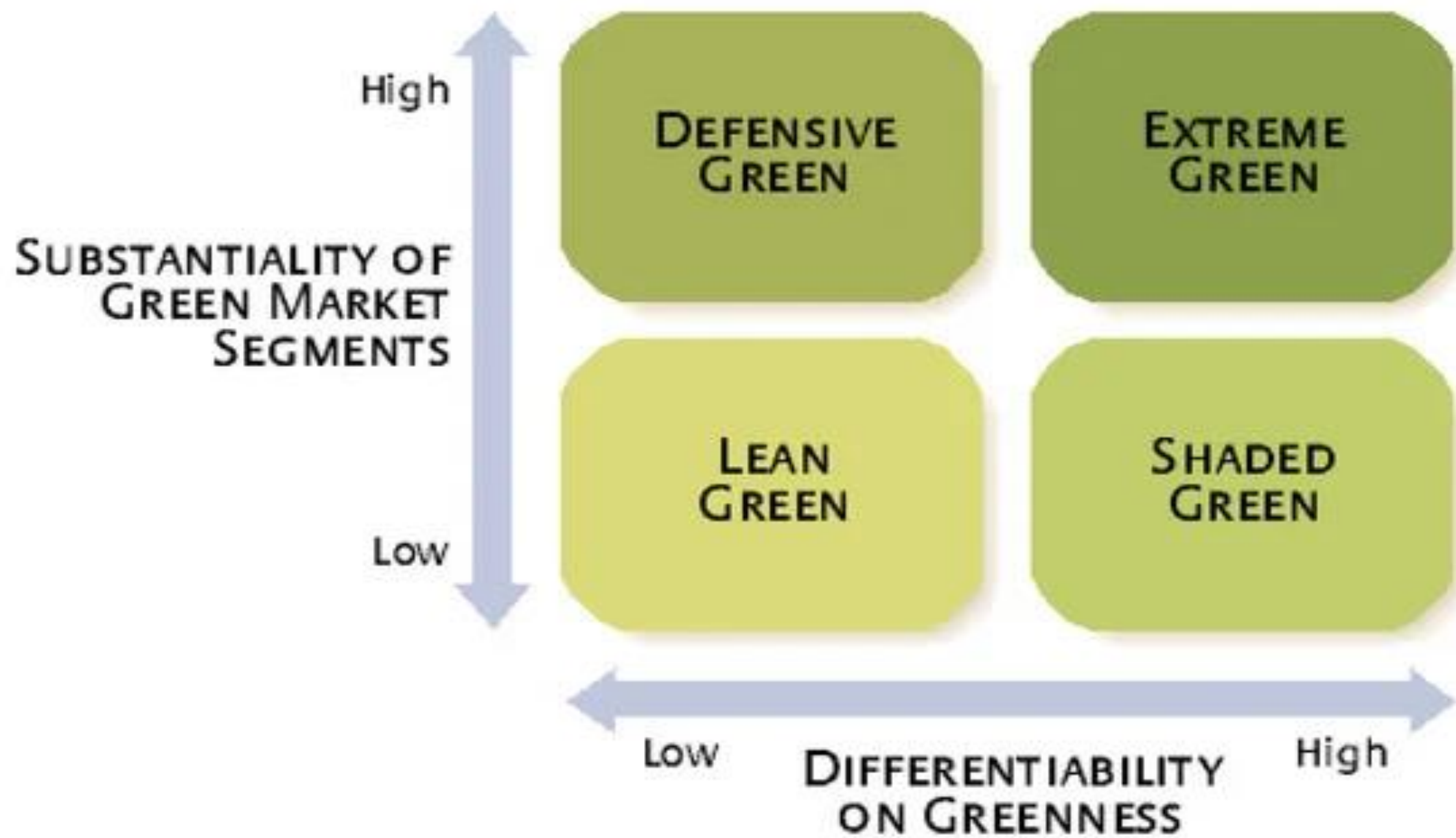
Reduce

Reuse

Repair

Recycle





Green Marketing Strategies

- The green marketing strategies are;



Manufacturing



Transportation



Product Use



Recycling



Facilities





Social Responsibility Issues

- Green Marketing
 - The specific development, pricing, promotion, and distribution of products that do not harm the natural environment
- Green Marketing Goals
 - Eliminate the concept of waste
 - Reinvent the concept of a product
 - Make prices reflect actual and environmental costs
 - Make environmentalism profitable



¿Marketing Sustentable?

El marketing sustentable promueve la modificación de todo el ciclo del producto para involucrar la **responsabilidad ecológica** en cada parte del proceso.



ECUACION VERDE

4P + 3P = Marketing Sustentable
people + planet + profit





