

## 14 jun 2008 **The Green Marketing Trend**

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Marketing is about finding and retaining your customer. Advertising is about convincing or persuading someone to buy your marketed goods. One of the newer marketing schemes is "GREEN". Everything is green, or clean, or not bad for the environment. Some people think that "[green marketing](#)" is just a new approach to the same old advertising pitches, others are finding that green is helping build stronger customer relationships.

"More and more, consumers and even businesses using the products and services of other businesses are willing to pay a premium and loyalty to businesses that are green," says Michal Ann Strahilevitz, Ph.D., [DM News](#).

Customer relationships seem to be benefiting more from Green, because it is the relationship that is being strengthened by the producer telling the consumer why they are acting in a green manner. A few ways a company can say they are green is in the area of transactions, such as using the Internet to make payments, and there are whole movements to promote online versus mailed payments. A Web site, found at <http://www.payitgreen.org/>, guides visitors to information about the benefits of online payment using animation.

Other companies use "Green" in promoting their competitive advantages. Our client Brithinee Electric can save companies tens of thousands of dollars over the life of an electric motor being properly maintained, and by the use of [high efficient electric motors](#).

Tags: [green](#), [Marketing](#)

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June 14th, 2008 at 11:10 am



[...] Green is becoming a big marketing keyword and advertising buzz word. Customer relationships seem to be benefiting more from Green, because it is the relationship that is being strengthened by the producer telling the consumer why they are acting in a green manner. RedFusion Media [...]

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- [Google, Yahoo, & others](#) (10)
- [Internet Definitions](#) (1)
- [Marketing](#) (6)
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- [June 2008](#)
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- [March 2008](#)
- [December 2007](#)
- [November 2007](#)
- [June 2007](#)
- [May 2007](#)
- [April 2007](#)
- [March 2007](#)
- [February 2007](#)
- [January 2007](#)
- [December 2006](#)
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