

5 Simple Ways to “Go Green” with Your Marketing



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Ways to “go green” are sprouting up everywhere. Do your part and plant the seed to “go green” with your marketing by using online communications! And remember - you can save a tree and view this guide online instead of printing it.

1. **Send Email Offers:** It’s common knowledge that **email marketing** has a minimal impact on mother nature, since no trees are harmed in the making and sending of an email.

And going green with your marketing by using email can even save your business some green, because email marketing is among the most cost-effective types of marketing.

The Direct Marketing Association reported that in 2010 you can expect to receive a \$42.08 return on investment for every dollar you spend on email marketing. For more on this (and other lesser-known email truths), check out our **5 Truths About Email Marketing** guide.

Quick Tip: Sending out coupons? Include copy in your email encouraging recipients to show you their coupons on their handheld devices. No tree is hurt in this process!

2. **Use Landing Pages:** A landing page is a specific webpage where you link visitors from your email in hope of facilitating a specific action, such as a purchase or a sign-up. A landing page is innately “green” because there is no paper or printing involved. All the information lives right on your website! You might use one if you want to have a specific offer, host a PDF or have an opt-in form to collect more information.

Contact us:
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There are other benefits to landing pages, such as:

-  **Strong Conversion:** Your visitor will undoubtedly take action if the landing page is clear, concise, has a strong call-to-action, and matches the expectations you set in your email.
-  **Keyword Inclusion:** Take advantage of this opportunity to add in some of your business’s keywords (i.e., Email Marketing is a keyword for VerticalResponse), which will benefit your organic listing in search sites such as Google, Yahoo and Bing. This will help new customers easily find your business on the Internet!
-  **Easy Testing:** Track how visitors respond to the page, and then test and adjust elements as needed. Recommended elements to test include call-to-action buttons, content positioning, images and your offer.

3. **Use PDF Documents:** Provide white papers, guides, and educational material in PDF format for online viewing or downloading (instead of sending clients and customers a hard copy paper version). Then, take your online marketing one step further and discourage people from printing your PDFs by including “Please Don’t Print Me” language and/or icons on the bottom of your document.

Slogans to include on your docs include:

-  *Save a Tree - Please Don't Print Me* (As seen on this document)
-  *Save Paper, Save Trees, Save the Planet*
-  *To Print or Not to Print*

You can also include “save a tree” icons or images on the cover of your documents – here is an example:



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4. **Include “Green Signatures” on Your Email:** Similar to the “save a tree” icon or slogan on your documents, add a **“Green Signature”** to your outgoing email or email newsletters that encourages your recipients to read online only.

Save a tree by adding a “green signature” such as one of these:



P.S. Think of trees before printing



Save a Tree – Please think about mother earth before printing this email



To sit in the shade, you have to save paper first. Please think twice before printing.

5. **Send Ecards:** Send ecards instead of greeting cards or other print mail. VerticalResponse has **several free ecard templates** that you can use for business or personal messages.

Good uses of ecards include:



Appointment reminders such as doctor’s appointments, oil changes, car repairs, etc



Business information, changes and updates



Loyalty programs such as customer birthday or anniversary



Event invitations

You can feel good about “going green” with your marketing, because it benefits your business and helps mother nature! The Internet is blooming with opportunities, so plant the idea and watch your “green marketing” take root today!

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