



Why Web Marketing is the  
Greenest Marketing You Can Do



## Can you help make your company greener?? Yes, you can...

### NO DOUBT YOU'VE NOTICED... GREEN IS IN

You can't turn on the TV or read the newspaper (and never mind the blogosphere!) these days without seeing another story on some business installing solar panels on its existing HQ building, or building a new, all-environmentally-friendly one from the ground up. Suddenly, greenness is everywhere; it's almost as though Al Gore's winning the Nobel Prize really did focus people's minds.

And with a new administration that has made clear its commitment to alternative energy and combating global warming, this focus will, if anything, only *increase* over the coming four-plus years. So if you were hoping your business would be able to duck the issue a bit longer... well, it's probably time to re-evaluate and think about maybe jumping on the bandwagon.

Increasingly, greenness is becoming a silent metric being applied to individuals *and businesses* – including your B2B – and it may well condition whether or not you make that big sale next month, without your even knowing it. And it's no longer enough to just not be an overt polluter; now you've got to be on the bleeding edge of lowering CO<sub>2</sub> emissions, reducing power consumption, recycling heat, and a host of other items that weren't even on the radar screen 10 or so years ago.

### REASONS FOR GOING GREEN

OK, we all know that the *right* reason to go green is to save the planet for future generations. But if doing so meant raising costs and lowering profits, progress would be painfully slow to flat-out non-existent.

Fortunately, many of the more popular green steps these days are also *economically attractive* ...either straight up, or after the impact of taxes, fees or other incentive structures. For example:

- ❑ recycling paper, glass and plastic is cheaper than landfill disposal
- ❑ solar or wind power can be cheaper than the utility's peak-load pricing
- ❑ steps taken to minimize a building's climate-control load pay off in reduced energy costs

...and another one we'll look at in more detail shortly: *online marketing is both greener and cheaper* (greater ROI) than traditional offline marketing.



In fact, you may even be able to *capture additional revenue* by going green... from prospects who might have gone with a greener provider, had your firm not made a visible commitment.

Closely related is the opportunity – and need – to make some noise about your greenness, through PR and other communications. It’s a bit like the tree falling in the forest: if no one hears about it, it’s like it didn’t really happen. Whatever your company does along the green dimension, you want to ensure that *everybody* knows about it.

**SOME WAYS YOU CAN HELP YOUR COMPANY GREEN UP**

Even if you’re the CMO, there’s certainly a lot about your company’s carbon footprint that you don’t control. Nonetheless, you can still have a sizable influence on your firm’s green standing, in a couple of ways.

**Start in your own shop: shift still *more* offline marketing to online.**

There’s a piece that *is* largely under your control: your marcomm budget. If you’re in line with long-run industry trends, you’ve already shifted a substantial share of spending from traditional (offline) vehicles to their online alternatives ...primarily because of their greater cost-effectiveness. By continuing that trend, you’ll also be helping move your company further down the green path, as the following chart shows:

<u>Offline</u>	<u>Online</u>	<u>Green dividend</u>	<u>Cost savings</u>
Direct mail, print newsletter	Email	No trees cut, no landfilling	Significant
Tradeshows	Webinars, video demos	No CO2 generated (flying)	Significant
Print advertising	PPC	No trees cut, no landfilling	Pay only for leads
Printed sales lit	Website pdfs	No trees cut, no landfilling	Significant

It’s really a win-win; the more you can shift to online media, the more green your company becomes *and* the greater ROI your function shows.

**Be the spokesperson.**

As your company’s chief storyteller, you end up being the green spokesperson too, pretty much by default. But you can use that role as somewhat of a bully pulpit to drive other functions to improve. Cases in point:



### **Facilities –**

Whether your facilities group is about to build a new HQ, looking for additional space to lease, or simply managing its existing space portfolio, there's probably room for improvement – and therein perhaps a press story – on its green efforts. The US Green Building Council ( [www.usgbc.org](http://www.usgbc.org)) has a great number of educational and other resources that can help with the task, and also administers the Leadership in Energy and Environmental Design (LEED) rating system for green buildings.

### **The datacenter –**

Chances are that you'll find a kindred soul in the CIO or IT Director... if not for purely green reasons, then because getting hold of power and cooling costs are already on his/her goal sheet for straight-up economic reasons: there's really nowhere else to squeeze cost out of the IT function.

But don't be surprised if you find a fair level of environmental consciousness there. According to Microsoft's CIO, Tony Scott: "Most CIOs have come to recognize that both their employees and the customers of the company want to know that the company that they are either working for or buying products from is acting in an ecologically responsible way, and that you take these issues seriously." And there are now some great examples; American Honda's datacenter in Longmont, Colorado – a free-standing structure housing only a datacenter – is the first LEED Version 2.2 Silver certified datacenter in the country ...despite that datacenters are considered difficult to certify because of their large energy consumption.

### **NEED A PARTNER?**

Sometimes it's not easy to see how to replace something you've been doing for years – a tradeshow, say – with an equivalent online promotion. What would help is a *competent partner* in the online space... to bounce your ideas off of, and maybe bring some of their own based on their long experience with companies like yours.

When it's time to choose such a partner, we believe that your choice should be eMagine, for a number of reasons:

- ❖ Unlike many website development firms whose focus is primarily on design and winning awards, eMagine understands that your concern is for business *results* ...so that is our focus, too.
- ❖ Our 10+ years of experience developing Internet solutions for more than 500 companies has resulted in countless references willing to testify to our expertise.
- ❖ eMagine follows research-based industry best practices in all online marketing domains, taking a holistic approach that integrates creative design, usability and technology.



- ❖ Our Search Engine Marketing Department is staffed by highly experienced industry professionals. Our PPC consultants honed their skills in the very demanding business-to-consumer world; plus we are one of only 41 Google Adwords Qualified Companies in the US.
- ❖ Because everything in Web marketing touches everything else, you're always better off with a full-service Web consultancy – like eMagine – than with a niche SEO or PPC service provider.
- ❖ eMagine is profitable and is backed by a \$200 million New England corporation.

# However beautiful the strategy, you should occasionally look at the results

Winston Churchill

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