



[Internet Marketing for Eco-sustenance]

- Sanjeev Raspaile



United Nations Climate Change Conference took place in Copenhagen, Denmark from 7-18 December 2009. This discussion focused on devising new treaty that can effectively deal with alarming climate changes. The key emphasis of the conference was on balancing economic development goals with reduction in carbon emission.

This has left businesses and corporate houses pondering over the means and strategies to counter high energy consumption and reduce emission limits. Other than the process of production, the main energy consuming activity is advertising and marketing. Hitherto, traditional advertising and marketing were high on the adverse impact on ecology. But, with changing global perspective and awareness about the need of having sustainable development, digital media are looked at as a savior with its inbuilt advantages.

Internet has emerged as an alternate and effective medium that will be the hosting platform for futuristic advertising and marketing activity. Marketplace of the future is certain to ride on the Internet. It indeed becomes imperative to shape internet marketing as an effective medium that strikes the right balance between the need for effective widespread product propagation and ecological sensitivity that is going to be more crucial in near future for sustainable development.



Internet marketing for eco sustenance: Need of the hour

Advertising and marketing are an integral part of commercial activity. Every product or service needs advertising back up in order to grab viewers' attention and convince them to become customers. Every medium that attracts eyeballs bears one or the other kind of advertising. Newspapers, magazines, billboards, walls, vehicles, clothes... everything that anyhow touch consumers' lives bears a brand name or sponsorship.

These traditional methods of advertising have taxed our energy resources and had been responsible for their depletion. With the alarming rise in ecological problems and energy crisis, it is a high time to have a relook at

advertising mediums and adapt them in order to achieve ecological sustenance.

The idea of 'green marketing' has evolved as a solution to achieve mean median between marketing necessities and ecological compulsions.

Green internet marketing involves cutting down on energy consumption and pollution generated by advertising mediums such as newspaper, magazines, billboards, business cards, gift cards, coupons, flyers, etc. Eco-friendly intention should be to replace these traditional ways with cleaner digital advertising and internet marketing that bears minimal on the resources.

Internet marketing for eco-sustenance is a marketing strategy that reduces dependence upon eco hazardous marketing and exploitation of scarce valuable energy resources.

It intends to replace traditional marketing and advertising methods with green online

marketing strategies that include organic marketing, search engine marketing, pay per click, social media marketing and other media like mobile marketing.



How traditional marketing has caused ecological damage

Traditional advertising viz. print, television, billboards, et al are backed by the technology that is very high on energy consumption.

1. **Print media:** It consumes tons of paper that has resulted in ecological imbalance by destroying green cover. Though the awareness about recycling has emerged only recently, it still depends on green cover to produce high quality virgin paper.

The energy requirement of the heavy machinery involved in the process of printing is very high. It also leaves back a lot of trash. Though it is bio-degradable, it cannot generate the greenery at the same speed.

Publishing industry may also be reeling under the context of international agreements such as the Kyoto Protocol that insists to cater for stalling climate change and reducing global warming plus concerns of deforestation.

2. **Television:** This is another medium of advertising and marketing that has emerged crucial with an immense penetration and audio-visual appeal. Presently advertising and marketing are the main fodder of television industry. Television consumes oodles of energy during production and transmission phase. The production of an advertisement for television is high on energy dependence.

Television networks also need high power transmitters and equipment that consume electricity and fossil fuels.

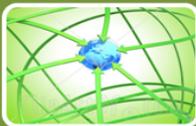
3. **Consumer:** Consumers form the crucial center of advertising and marketing activity. Tough, the marketplace revolves round the consumers, in traditional marketing, consumer travels to the shops and showrooms that are generally distant from their residences. This results in carbon emission by the mode of transport used by each of the consumers.



How internet marketing can help

- Internet marketing is effective in reaching large number of consumers with comparatively far less energy consumption. It utilizes already existing medium of internet to reach the consumers. It does not require mediums like paper and plastic for transmission.
- It does not pollute the environs by carbon emission or garbage creation. It takes multimedia integrated product displays and services directly to the doorsteps of the consumer, and can deliver it to them without making consumers to burn fuel to visit showrooms and increase carbon footprint.
- By doing away with the need of showcasing the products in brightly lit shops, and dropping the need of huge glowing billboards, internet marketing can drastically lessen the load on energy consumption.
- The most significant feature of internet marketing is the speed with which it works. It does not take more than a few seconds for a product description to reach the consumer. It may take a few more seconds for an online consumer to order a product. This complete process works on the minimal use of energy and leaves no carbon footprints.
- Additionally, internet marketing works irrespective of the time zones. At any given time, some or the other client may be online and visit your product gallery. There cannot be any better eco-friendly marketing method that results in no sound, air or ecological pollution.
- Internet is also endowed with social forums, blogs, networking sites, etc. that can effectively help marketing strategies without incurring any additional energy consumption or resources utilization. Certainly, internet marketing is a boon for eco-sustenance.

Ecological advantages of internet marketing



Rides on pre-existing network



No emissions and waste creation



directly reaches consumers



Evolving concept of green marketing

Keeping the need of ecological sustenance in mind, marketers are defining various green marketing methods. To put it simply, green marketing is a process of selling a product or a service in a way that takes into consideration its effect on the environments and devise strategies to achieve marketing objectives without negatively impacting the ecology.

This also undertakes consumer awareness programs that help consumers to make informed choices of products and services depending on their impact on the environments.

Recent study undertaken by a consumer multinational have shown that about 10 percent of consumers today are willing to pay a little more for a 'green' product that gives satisfaction of having indirectly invested and helped ecological sustenance.

Once the consumers understand the holistic impact of these eco-smart marketing practices on their lives and their potential to preserve green future of their next generation, more conscious businesses and consumers are likely to jump the bandwagon.

Sanjeev Raspale

Sanjeev is considered as internet marketing guru. His innovative strategies have created major business turnarounds for some of the biggest names of the market. He is an exponent of non-conventional eco friendly marketing. His strategies have improvised market reach for his corporate clients.

About Copper Bridge Media

CopperBridge Media connects the dots of conversation so that it can be tapped for business growth as well as corporate creativity. Business intelligence embedded in social interactions over the web is utilized in all of its customer-centric solutions - ranging from Corporate Branding, Multi-Channel Marketing, Research and Analysis and pervasive Search marketing solutions. The 'voice of customer' is embedded in every CopperBridge strategy and solution.

While conversion ratio and ROI remain at the epicenter of Search marketing dynamics, brand reputation and channel visibility continue to be the focus of most of the major corporate entities. With this in mind, CopperBridge Media has been persistently offering a hybrid marketing model to its client base - a market savvy mix of corporate branding, Multi-Channel marketing and targeted Search marketing. 'Result based' and 'Behavioral-data enabled' marketing strategy is the hallmark of CopperBridge business solution mix - which has helped its partners and clients scale up their operations and diversify their business portfolios.

Get In Touch

India Office

Gala #15,
Software Technology Park,
Link Road, Sadar,
Nagpur 440 001,

Phone: +91.712.325.5222

Email: india@copperbridgemediacom

USA Office

119 Rockland Center
Suite #112
Nanuet, New York 10954

Phone: 845-704-1772

Email: usa@copperbridgemediacom