

Chesapeake Conservation Landscaping Council's
3rd **Turning a New Leaf** Conference
Friday, December 4, 2009
George Washington University, Washington, DC

TRACK B: SELLING GREEN: BUSINESS MODELS, PLANNING AND MARKETING
Session B3. *Marketing Green: The Magic of Marketing*
Eric Eckl, *Water Words That Work*

Do you remember?

- Story in Washington Post from this morning (most did not)
- Ad on gas pump at last fill-up this week (most did not)
- Sponsors of this morning's NPR show (most did not)
- Crying Indian – what did he want? (1972) (most remembered pollution clean up)
- How to finish sentence, "Please don't _____" (1982) (most knew 'squeeze the Charmin')

What's changed? Proliferation of media. Yet even in early 1900's, John Wannamaker pointed out that half of advertising is wasted; just don't know which half. Fact: most marketing is wasted and fails. This was always so and is getting worse.

Key point: Match messages to your audience and match medium to your audience.

Part 1 – Identify the audience

So who is your audience? We tend to tailor messages to ourselves regardless of whether intended audience is similar. For example, in a 2002 Virginia Tech survey, 'What is a watershed?' only 52 % answered correctly. This shows that using the word "watershed" in messages will not reach everyone. Correct answer in science vocabulary was linked to higher education; male; white race; English as first language; rural or suburban residence.

Advice to reach the audience: don't use "our" words to start the conversation. Percentage of people "like us" in the U.S. (with environmental focus) is very small in terms of interest, education, etc. Everyone has their own life story that impacts receptiveness to messages. Marketing balances broad patterns of behavior with individuals who will do what they do.

Exercise: attendees divided into groups, worked on identifying audience demographics.

Exercise: attendees in groups tried to match the message with the audience. The message is found at www.epa.gov/greenkit/landscape.htm. Ranked which demographic will best get the message.

The point: We need to match message to others, not to ourselves. For example, how would Hannah Montana react to our message? Pretend to be not "I" but others; e.g., middle aged woman working two jobs.

Be aware a strong factor is high stress, some may not be listening. Some patterns of behavior do exist, so that's the starting point for figuring out the message. There are advantages to starting with the people who do get your message.

Part 2 -- Matching the medium to the audience

To get 'bang for the buck,' target a medium that attracts audience you want to reach. For example, drug for high cholesterol would be marketed on 60 Minutes, not Nickelodeon; Armed Forces recruitment on Spike TV, not Oprah.

Say goodbye mass media, hello "non point source information." There are thousands of choices; how to match them?

Exercise 3: attendees in groups selected which media to use for particular audiences.

Visualize audience rather than deliver messages "I" want and use mediums "I" like. If you form a clear picture of who you are trying to reach, you will waste less money.

New Media:

- Google advertising – low cost, low waste – only pay for hits
- Facebook – especially reach young marrieds
- Words "tips" or coupons" on the ads have a higher click rate
- Internet ad – run 5 versions for 2 weeks to see which gets the hits

Advertising budget

- 15% for evaluation; don't overproduce
- 15% for getting it out
- 15-20% for producing/pre testing

Whet their appetite. Just provide a bit of information and people will ask for more. Give too much, people will shut down. We tend to give too much, too many big words, too fast because we are excited they are interested.

Direct mail has been found to be most effective at targeting an audience. One piece of mail has higher rate of success than TV or billboards.

[Summary prepared by Carol Jelich]