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# Proposals and Strategies for Women Entrepreneurs

## Green-Web Marketing

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# What is Green-Web Marketing?

Green-Web Marketing (GWM) can be viewed under the term **green marketing**:

- *“a marketing which encompasses all communication operations undertaken to promote a product on the basis of its environmental properties or of its social qualities. It is about selling products on an ethical platform”*
- *“consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.”*

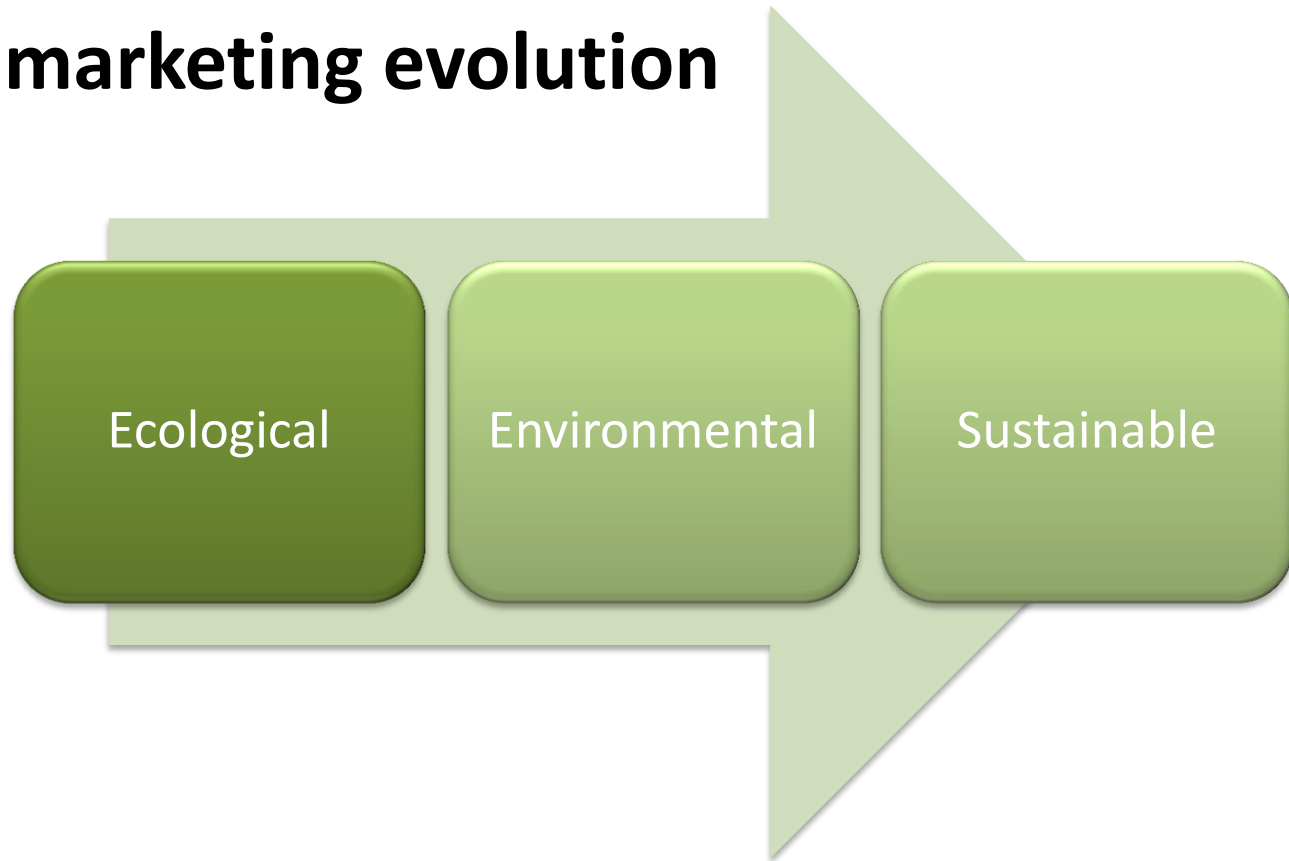
**GWM:** *the online (internet) marketing of products that are presumed to be environmentally safe.*





# What is Green-Web Marketing?

- **Green marketing evolution**





# What is Green-Web Marketing?

- **The green marketing mix**  
*(the 4 P's of green marketing)*





# GWM: Use and Importance

- **Why going “green”?**
  1. Social Responsibility;
  2. Government Pressure;
  3. Competitive Pressure;
  4. Cost or Profit Issues;
  5. Green Code.





# GWM: Use and Importance

## Why companies are using GWM?

1. Company management perceives environmental marketing to be an opportunity that can be used to achieve their objectives.
2. Company management believes they have a moral obligation to be more socially responsible.
3. Governments are forcing companies to be more responsible.
4. Competitors' environmental activities pressure companies to change their environmental marketing activities.
5. Cost factors associated with waste disposal or reductions in material use forces companies to modify their behaviour.





# What is Green-Web Marketing?

Benefits of GWM	Issues of GWM
It ensures sustained long-term growth along with profitability	The firms must ensure that their activities are not misleading and do not breach any of regulations or laws
It saves money in the long run, though initially the cost is more.	There is a lack of standardization to authenticate these claims
It helps companies market their products and services keeping the environment aspects in mind.	The consumer needs to be educated and made aware of the environmental threats.
It helps in accessing the new markets and enjoying competitive advantage.	It will require a lot of patience and no immediate results
Most of the employees also feel proud and responsible to be working for an environmentally responsible company	If the green products are priced very high then again it will lose its market acceptability





# Green-Web Marketing Tools

## The 20 new rules for Green Marketing

Green is mainstream

Authenticity;  
Keep it simple

Green products are  
worth a premium price

Values guide purchasing

Consumers don't expect perfection

Brands educate and engage





# Green-Web Marketing Tools

- **Eco-labeling**

The eco-label is identified as an important tool to allocated asymmetry information between sellers and buyers. They also state that labels are a signal to accomplish two main functions for consumers: an information function that informs them about intangible product characteristics, such as product quality and a value function, which provides a value in themselves (e.g. prestige).





# Green-Web Marketing Tools

- **Eco-brand**

Eco-brand is a name, symbol or design of products that are harmless to the environment.

Utilizing eco-brand features can help consumers to differentiate them in some way from other non-green products.





# Green-Web Marketing Tools

- **Environmental advertisement**

- A statement of corporate concern for the environment.
- The way the corporation has changed its procedures in order to demonstrate its concern and dedication to improving the environment.
- Specific environmental actions in which the corporation is involved, and/or results for which the corporation takes credit.



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# Green-Web Marketing Strategies

- **Best practices**

- **Demonstrate social responsibility**
  - **Comply with legislation**
  - **Respond with competitive initiatives**
  - **Provide accurate environmental information**
  - **Identify products with green characteristics**
- **Focus product development on sustainability**
  - **Set realistic prices**
  - **Practice greener distribution**
  - **Promote green credentials efficiently**
  - **Use eco-labeling as a tool to foster awareness**



# Green-Web Marketing Strategies



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