

Earth Month Marketing Guide for Certified Businesses

Earth Month starts April 1st.

This is a great time to let your current and potential customers know what you do for the environment every day as a Certified Green Business, and let them know why you do it.

We created this guide to get you started with your Earth Month promotions, and inspire you to give back to the community where you do business.



Ready-to-Edit Social Posts

Click the link below to access premade designs for you to use on your social media channels (you'll need to create a **free Canva account**). Download the images "as-is," or customize them with your own images and your logo - creating ads and posts is a breeze!



[Click here to access, customize, and download these templates.](#)

Best Practices:

- Keep copy short and simple
- Add a personal touch
- Boost the post by adding \$5+ and increase reach as needed
- Use relevant hashtags (#) to your business

Earth Month Offers and Discounts

Earth Month is a great time to tie sustainable promotions into your marketing. This will let your customers know that your business not only operates sustainably, but that you also contribute towards a larger, more sustainable community. You can also customize giveaways with your company brand! Here are some examples of incentives you can offer throughout Earth Month:

- Discount for biking, walking, or taking the bus to your business.
- Discount for bringing their own reusable container for to-go food and beverages.
- Sale on reusable foodware such as straws, utensils, and food containers.
- Give a packet of seeds or green gifts with purchases.
- Offer a deal on eco-friendly and sustainable products.
- Earth Month discount for new customers/clients.
- Collect clothing, food, recyclables etc. at your store/office.
- Plant a tree for every purchase over a certain dollar amount.
- Donate a certain percentage of every purchase to an environmental nonprofit.



Give Back Events

Let your customers know that you not only operate a sustainable business, but that your employees also hold protecting the environment as a core value. Participate in a cleanup event at a beach, river, community park, or even the neighborhood or area surrounding your business. Join a habitat restoration project. Contribute to a trail maintenance project. Volunteer at a food bank or food rescue organization. We recommend that you find a local organization that already coordinates these activities as they will provide instructions and will come equipt with liability waivers and additional materials. All you have to do is show up! Here are some tips on how to best promote your efforts:

- Invite employees, friends, family, and your customers to attend.
- Set up a company table during check-in with snacks and beverages (be sure to use sustainable foodware!) Add a company logo banner to your table for maximum visibility.
- Have employees wear company logo t-shirts.
- Take lots of pictures of employees in action during the activity.
- Take a group photo when done. Don't forget to grab your table banner for this shot!
- Post 3-4 of your best event photos to your social media channels.
- Include text explaining why it was important for your company and employees to participate.
- Consider doing additional posts with individual employee images later on with a quote from the employee explaining what the activity meant to them.



Earth Day Events

Many local organizations host events the week of Earth Day (April 22nd) where you can pay to have a booth or even sponsor the event for extra promotion. Here are some tips on how to promote your business at an Earth Day event:

- Sponsor the event - most Earth Day events offer various sponsorship packages which include extra promotion and can include a free booth space.
- Make sure you have an engaging display to draw customers in. You may want to include: custom banners, flags, a custom pop-up for shade.
- Be sure to have signage that shows that you are a Certified Green Business! (use the CAGBN logo)
- Have employees wear company logo wear.
- Have an activity at your booth. Maybe a game to win a prize or an eco-activity station for kids.
- Have giveaways available for folks who sign-up to receive your e-correspondence.
- Have a social media station or photobooth where people can take a funny picture that they and you can share, tagging your business.
- Make sure employees include the fact that you are a Certified Green Business in your sales pitch.
- If you are selling physical items at the event, make sure they are eco-friendly. Reusable water bottles, upcycled clothing, recycled glass jewelry are great examples.





**Thank you for
being a Green
Business.**

greenbusinessca.org