

Green Marketing 2009

For competitive advantage
and brand equity

4 Course DVD Package

- * The LOHAS consumer
- * Build a green marketing plan
- * Marketing strategy through social media
- * Innovation and growth
- * Green marketing and Web 2.0
- * Sustainability reporting and communication
- * Green branding



Four course DVD training program:

- Over 5 hours of innovative training
- Led by industry leading practitioners



Green Marketing builds sustainable brand equity.

Environmental and economic concerns are changing the marketplace, customers' needs are evolving and brand loyalty is being redefined. Companies that integrate green strategies into their product development, operational processes and marketing activities are finding new opportunities for competitive advantage. By implementing a sustainability program and maximizing the value of green marketing, organizations are finding real opportunities for revenue growth.

Understanding these changes is crucial for the long-term, sustainable growth of nearly any contemporary brand. **Green Marketing** is a four- course, DVD series that will provide innovative marketing techniques and best practices for green marketing. These sessions include pertinent case studies, examples of successful green marketing campaigns and a great platform for your green marketing plan. Additionally, the series contains a reporting workshop to show how the results of a green marketing plan can be integrated in a successful communication strategy.

Green Marketing 2009

- Who is your green market?
- Developing and relating your sustainability story
- Web and Web 2.0 as a green marketing platform
- Green marketing drivers and the green, or LOHAS consumer
- Aligning sustainability with company mission statement
- Communicating the results of your sustainability program
- Green marketing as a means to address all stakeholders
- Life-Cycle Assessment (LCA)
- Price, positioning, promotion, and distribution strategies
- Effective use of marketing 2.0 in green marketing strategy

4 Course DVD Package includes:

- Green Marketing 101 – Web marketing strategies
- Green Marketing Plan
- Green Marketing for Innovation and Growth
- Sustainability Reporting Workshop

Over five hours of innovative training taught by leading sustainability practitioners.

Green

Sustainability and Marketing Strategy

Build a Comprehensive Green Marketing Plan

- Determine key sustainability drivers and desired outcomes to your green marketing plan
- Market positioning strategies
- Green branding and promotion
- Develop a plan of action for “going green” and growing revenue
- Analyze internal capabilities and external opportunities
- Incorporate best practices into your green marketing plan
- Tie green strategies to organizational strategy

Green Innovation and Growth

Redesign offerings for sustainable growth

- Green marketing and communication innovation
- Innovate through the value chain by way of effective Life-Cycle Assessment
- Assess and benchmark offerings
- Emerging trends: biomimicry, design for the environment and nature inspired
- Green marketing ROI and evaluation of organizational returns
- Make innovation a key measure of organizational success
- Drive innovation upstream and downstream from your organization
- Challenge old marketing paradigms

Green Marketing 101 in Web 2.0

Develop a Web-based Marketing Strategy

- Internet is the primary media outlet for the green consumer
- Analyze dramatic shifts in online consumer trends
- Green marketing strategies and processes
- Web based positioning and promotion
- Finding new market opportunities and realizing competitive advantage
- Social media as a green marketing platform
- Conduct an online marketing audit
- Green branding strategies

Sustainability Reporting Workshop

Share the results of your sustainability strategy

- Current reporting standards and guidelines (GRI and G3)
- Communicating sustainability strategy to both internal and external stakeholders
- Determining stakeholder needs
- Reporting best practices to achieve stakeholder credibility
- Steps to a highly visible report launch
- Effectively address the important constituencies made up of employees, investors, customers and community
- Must-do's to avoid green washing
- Efficient report development

Package Includes

- Four course DVD
- Nearly 6 hours of trainings from industry leading sustainability management experts and practitioners
- Topics include:
 - ✓ Green Marketing 101 – Web marketing strategies
 - ✓ Green Marketing Plan
 - ✓ Green Marketing for Innovation and Growth
 - ✓ Sustainability Reporting Workshop
- Access to presentation slide deck

Entire Package:

\$ 699

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For Credit Card Orders

VISA Master Card American Express

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Card Number

Expiration Date

*CVC No.

*The CVC is the three digit number at the end of the signature strip on the back of a Visa or Mastercard. For AmEx, the CVC is the four digit number on the front of the card.

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ALTAMONT GROUP

Customized Training

Are you interested in Altamont Group's online training courses, but want a more customized training? Altamont Group offers trainings that are designed to meet your specific organizational needs. Through Altamont Group's thorough needs assessment capabilities and training tools, you receive the most comprehensive customized training available.

- Sustainability Roadmap- Strategic Planning, Measurement and Execution
- Green Team- Develop and Implement Green Strategies through your Green Team
- Green Office- 4 Steps to a Sustainable Work Environment
- Facilities Management- LEED Building Strategies
- Employee Engagement and Buy-In

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