



DIGITAL AND GREEN
MARKETING IN THE DIGITAL AGE

Green & Digital Marketing: Key Terminology

Essential vocabulary for modern marketers navigating sustainability and digital transformation

Based on latest industry research and best practices
15 critical concepts defined with practical applications



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Green Marketing



Sustainable Promotion

Marketing practice highlighting environmentally friendly products



Consumer Demand

77% of consumers prioritize sustainability in brand choices



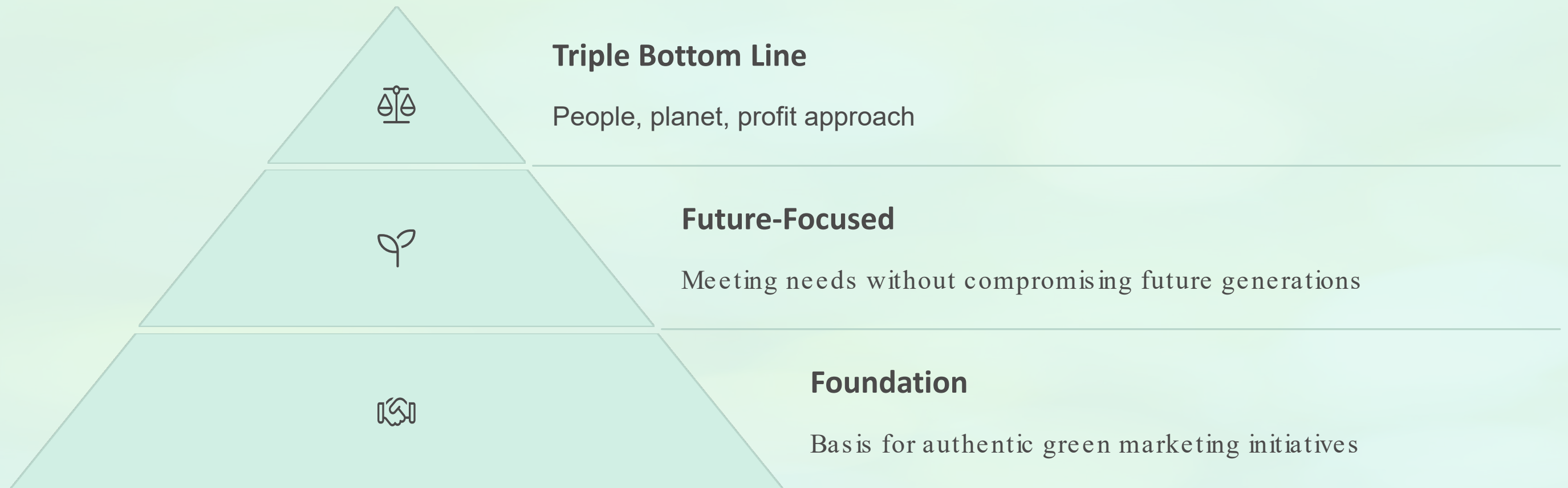
Holistic Approach

Encompasses product design, packaging, messaging, practices

Question: How might green marketing impact your brand's perception among Gen Z consumers?



Sustainability



Question: What sustainable practices could your company implement in the next 12 months?

Greenwashing



Deceptive Claims

False or exaggerated environmental benefits



Unsubstantiated

Environmental claims without proper evidence



Reputation Damage

Brand harm when deception exposed

Question: How can companies avoid accusations of greenwashing while promoting sustainability efforts?



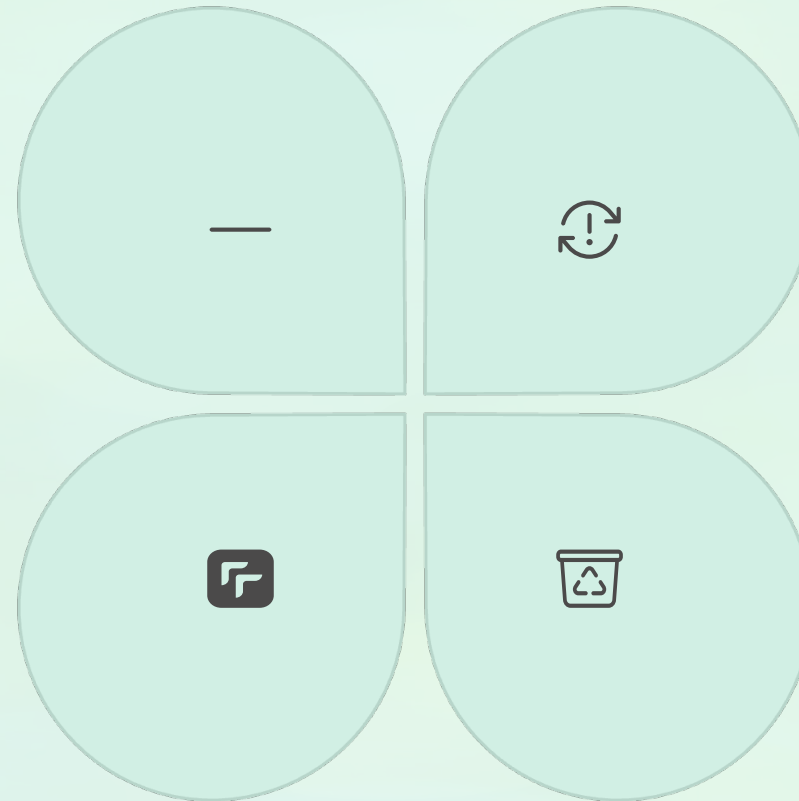
Carbon Neutrality



Question: What carbon measurement tools would be most relevant for your industry?

Circular Economy

Reduce
Minimize resource consumption



Reuse
Extend product lifespan

Recover
Reclaim energy from materials

Recycle
Convert waste into new materials

Question: How might your product design change to embrace circular economy principles?



Eco-Labeling

Certification Types

- Energy Star
- USDA Organic
- Fair Trade
- FSC Certified

Benefits

- Enhanced credibility
- Third-party verification
- Consumer confidence
- Market differentiation

Requirements

- Rigorous standards
- Auditing process
- Renewal cycles
- Compliance reporting

Question: Which eco-labels would be most valuable for your product category?

Digital Marketing



Discover

SEO and search marketing reach



Engage

Social media and content connection



Convert

Data-driven targeting and optimization



Retain

Email and loyalty program nurturing

Question: How could your digital marketing strategy better highlight sustainability initiatives?

Search Engine Optimization (SEO)

Keyword Research

Identifying sustainability search terms relevant to business

Content Creation

Developing valuable content around green initiatives

Technical Optimization

Ensuring site structure supports visibility goals

Question: What sustainability keywords are relevant to your business that you could target?



Content Marketing



Blogs

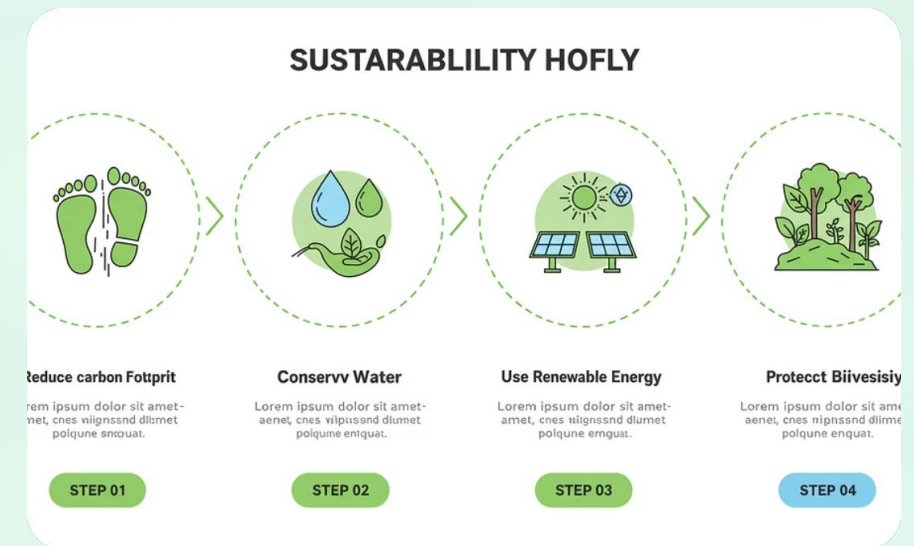
In-depth exploration of sustainability topics

Question: What content formats would best communicate your sustainability story?



Videos

Visual storytelling of green initiatives



Infographics

Data visualization of environmental impact

Social Media Marketing



Community Building

Creating sustainability -
focused follower groups



Paid Promotion

Targeted advertising to
eco-conscious segments



Engagement

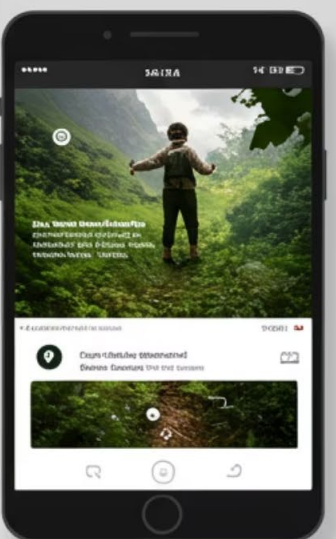
Two-way conversations
about environmental
initiatives



Amplification

Expanding reach through
sharing mechanisms

Question: Which social platforms are most relevant for showcasing your environmental initiatives?



Analytics

Metric	Purpose	Example KPI
Engagement	Audience interest	Green content shares
Conversion	Action taken	Eco-product purchases
Sentiment	Brand perception	Sustainability reputation score
Impact	Environmental effect	Carbon footprint reduction

Question: How would you measure the ROI of your sustainability marketing campaigns?



Omnichannel Marketing



Mobile Discovery

Initial green messaging exposure



Website Research

In-depth sustainability information



In-Store Experience

Physical eco-friendly product interaction



Delivery

Sustainable packaging and shipping

Question: How could you ensure consistency in your sustainability messaging across all channels?





Cause Marketing

85%

Trust Factor

Consumers trust companies that support causes

66%

Purchase Impact

Consumers will pay more for sustainable products

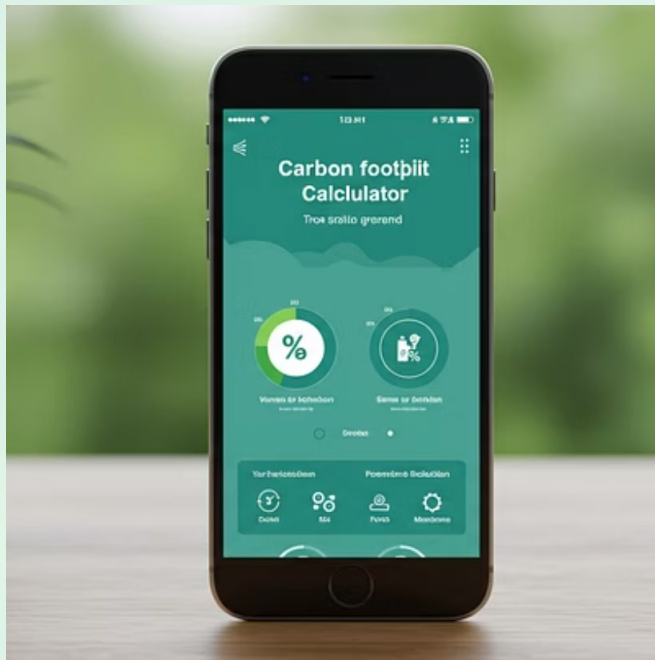
77%

Millennial Preference

Young adults prefer cause-supporting brands

Question: What environmental organizations align with your brand values for potential partnerships?

Green Digital Marketing Integration



Question: How will you integrate sustainability into your digital marketing strategy in the next quarter?