



Sensiba Center for Sustainability

## Three Ways To Build Brand

<p><b>#1 - Connect Environmental and Social Initiatives to Your Mission</b></p>	<p>Understanding the "why" behind your sustainable actions gives people permission to believe your intentions are authentic. Further, sharing your sustainable or social responsibility initiatives without context opens the door for people to be skeptical - especially younger demographics. Connect actions to your mission to build credibility and trust - creating an emotional connection that results in brand preference and loyalty.</p> <p>How some companies tell their story:  <a href="https://chippinpet.com/pages/about">https://chippinpet.com/pages/about</a>  <a href="https://axiologybeauty.com/pages/our-story">https://axiologybeauty.com/pages/our-story</a>  <a href="https://corporate.marksandspencer.com/sustainability/plan-a-our-planet">https://corporate.marksandspencer.com/sustainability/plan-a-our-planet</a></p> <p>Tips on how to write your story <a href="#">here</a>.</p>
<p><b>#2. Engage at ALL Stages of the Buyer's Journey</b></p>	<p>From acquisition to billing and customer service, connecting your commitment to sustainability and social responsibility throughout the customer experience creates loyalty and fosters brand advocacy. In fact, the customer experience has already been proven to be a greater brand differentiator than product or pricing.</p> <p>A good example of how to do this is surf and sea outerwear company <a href="#">Finisterre</a>. From product design and manufacturing, 'leave no trace' packaging and a repairs service to extend or enable a second life - they have taken their sustainable mission through all customer touchpoints.</p> <p>Pro Tip - Customers have their own priorities when it comes to sustainability and social responsibility. Leverage your web analytics to better understand how they navigate and respond to content to determine what they care most about.</p> <p>We know connecting every aspect of a customer's experience is a</p>





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	<p>long-term project, but there are things you can do today. For example, reinforce your commitment in places where you are likely <a href="#">already communicating with customers</a> - either by touting certifications or other content.</p>
<p><b>#3. Prioritize Internal Efforts</b></p>	<p>A recent <a href="#">Deloitte survey of 1,105 CMOs</a> says brands are now focused on shoring up their internal sustainability efforts and less concerned about trying to influence customer behavior with external communications.</p> <p>Aside from internal processes and practices, educating employees about your "why" strengthens communication effectiveness externally and is proven to also improve employee satisfaction and retention.</p> <p>Don't know how to begin bolstering your internal efforts? Start by establishing a green team. Many companies like Salesforce have proven it is an effective strategy to ignite interest and participation. <a href="#">Learn more about their Earthforce team here.</a></p> <p>For more information and some additional tips on how to start a green team <a href="#">click here.</a></p>

