



Green & Social Marketing Terms

The links provided within this text (in blue) can be used to gain a broader understanding of these terms and the terms related to them.

Social marketing is often confused with the new kid on the block: social media. An example of social media is Facebook, an online community. Social marketing, rather, uses traditional marketing tools to help sell a desired behaviour, attitude, or habit for social good. It is built around encouraging desired behaviours like using reusable bags or recycling.

Since the term social marketing is not well known, Imago Creative sometimes refers to marketing that promotes ecologically sound practices as environmental or green marketing, though conventionally environmental marketing pertained mainly to outdoor signage. Social marketing is conducted by nonprofit organizations to sell behaviours, while **green marketing** is a term, coined in the 1980s, in relation to selling ecologically sound products and services, that are also being marketed and distributed in environmentally responsible ways. “Green” for-profit marketing practices are also sometimes called **corporate social responsibility (CRA)**.

Traditionally, corporate responsibility was thought to lie solely within fundamental economic concerns. Today, many corporations are taking leadership roles by also accepting responsibility for social and environmental impacts, which is referred to as the **triple bottom line (3BL)**. In the same way that organizations are flourishing by offering products and services that live up to the claims made in their marketing (not **greenwashing**), corporations (and the people associated from them) are benefiting financially and as healthy members of society when they consider the triple bottom line: people, planet and profit.

Social marketing was developed as a formal discipline in 1971 by **Philip Kotler** and **Gerald Zaltman** and used to promote better health related habits at that time. In more recent years, **Doug Mckenzie-Mohr** has inspired the use of social marketing to also promote positive environmental changes. Check out his helpful listserv at www.cbsm.com.