



# Integrating your ESG strategy into your marketing

How to enhance brand value and customer engagement while furthering your social purpose



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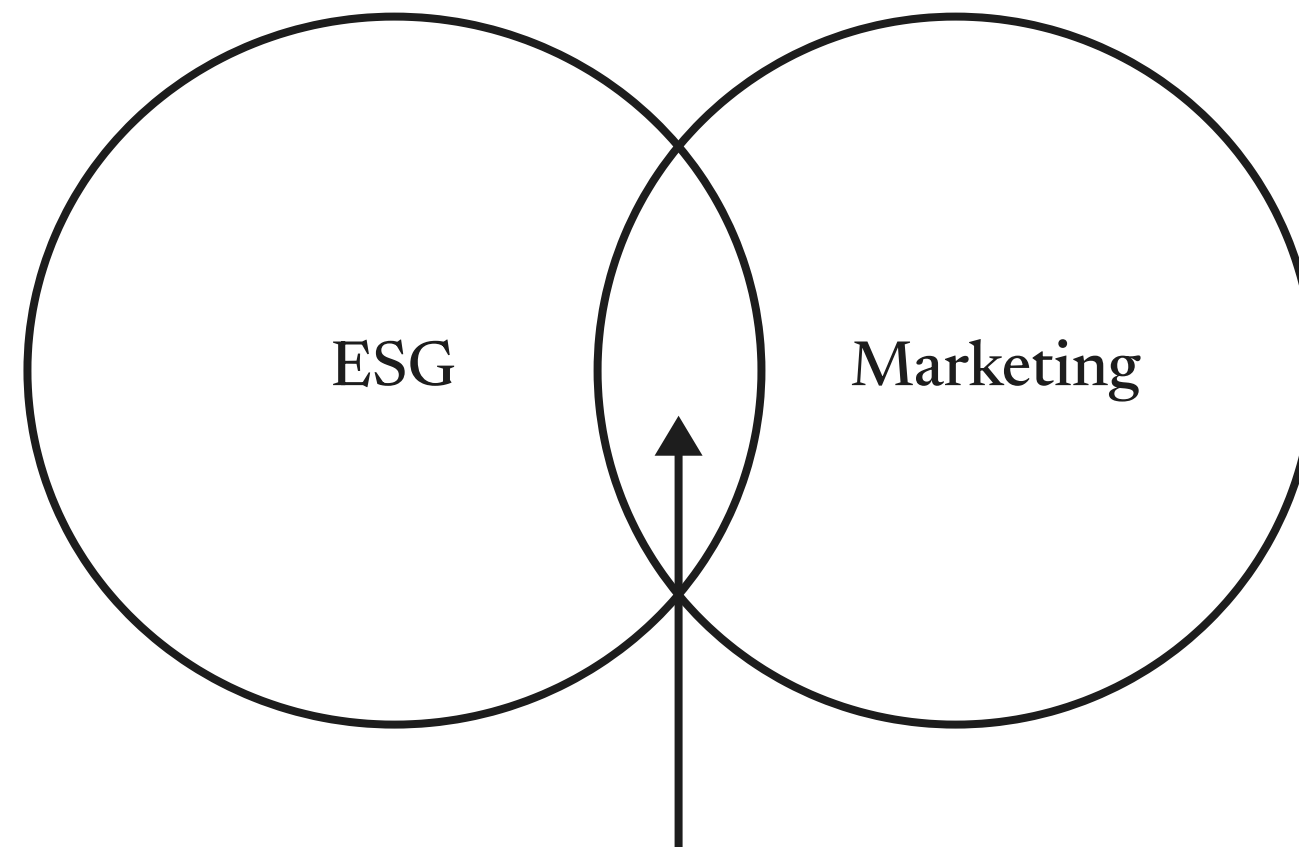
# Why integrate your ESG goals into your marketing?

- **77% of consumers** are motivated to purchase from companies committed to making the world a better place
- **73% of investors** state that efforts to improve the environment and society contribute to their investment decisions
- **74% of consumers** are more likely to trust companies that align with their social and environmental values
- **76% of millennials** consider a company's social and environmental commitments when deciding where to work

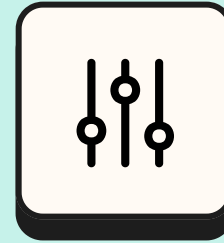


# The integration of ESG with marketing

No one will know if you don't shout about it!



Where you want to be



*How do you integrate your ESG strategy  
with your marketing efforts?*

# ESG and marketing

A simple four-step framework to get started



## Step one: Alignment and understanding

Make sure that your marketing team understands the ESG objectives, the reasons behind them, and how they tie into your overall business strategy.



## Step two: Message development and storytelling

Develop a compelling story around your ESG initiatives that resonates with your target audience. This narrative should be authentic, clear, and consistent across all platforms.



## Step three: Multi-channel integration

Ensure that your ESG messaging is consistent across all channels, yet tailored to fit the unique format and audience of each platform. Shout about the successes and the challenges of your efforts.



## Step four: Engagement and feedback

Collect feedback and measure the effectiveness of your ESG marketing efforts. Use these insights to adapt and improve your strategy in 2024 and beyond.





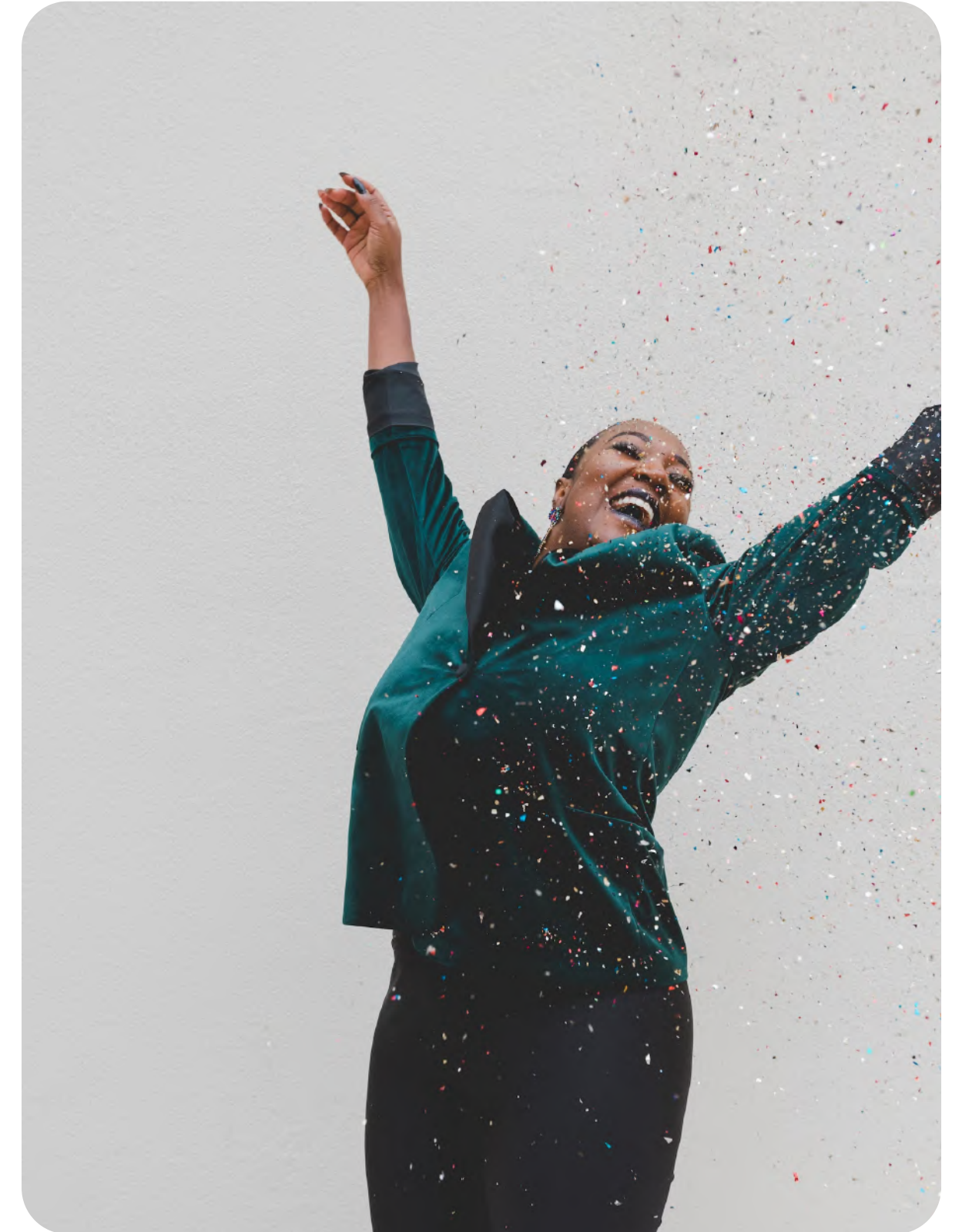
# Align your ESG strategy with your brand values

- Your ESG principles and brand values are interdependent
- When you align the two you get increased brand loyalty, enhanced trust with stakeholders, improved reputation, and a competitive advantage
- Examine the fundamental beliefs and mission that define your brand identity and focus on ESG initiatives that mirror and reinforce these (or vice versa)



# Be transparent and authentic

- Being open and honest with your audience is everything - avoid greenwashing at all costs!
- Only use genuine narratives that reflect true ESG commitments and actions
- Acknowledge areas where ESG goals have not been met, alongside strategies for improvement
- This transparency leads to increased trust and credibility with stakeholders







# Use storytelling to communicate your ESG goals

- Storytelling can bring ESG initiatives to life and create emotional connections with your audience - but only if it's real
- When telling your story, maintain honesty and communicate the successes and challenges of your ESG journey
- Balance factual data with stories that resonate on an emotional level
- Include testimonials and experiences from employees and stakeholders to add authenticity
- Maintain consistency across all marketing and comms platforms







# Segment your audience and target your messaging

- Identify different stakeholder groups and their unique interests in your ESG efforts
- Craft specific ESG messages that resonate with each audience segment
- Adapt the language and tone to suit the preferences and understanding level of each audience segment
- Incorporate ways to gather feedback on ESG communications to refine and improve messaging
- Be mindful of cultural differences and nuances in global communications

# Leverage digital platforms to maximise reach

- Utilise a range of digital platforms (social media, website, blogs, email newsletters) for your ESG messaging
- Maintain a consistent ESG narrative across all digital mediums
- Optimise ESG-related content for search engines to increase visibility and reach
- Encourage online discussions and feedback on ESG topics to foster community engagement
- Utilise digital analytics to track engagement and effectiveness of your ESG communications



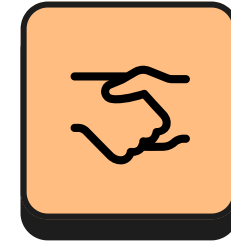


# Incorporate your ESG vision into product marketing

- Position your ESG commitments as a key differentiator in your marketplace
- Share the backstory of your products, focusing on ESG elements like sustainability practices or community impact
- Educate customers on the ESG impact of their purchases through marketing materials
- Highlight any ESG-related certifications or awards in product marketing to build credibility
- Use eco-friendly packaging and marketing materials to reinforce the ESG message







## Consider partnerships and collaborations

- Identify and collaborate with organisations, NGOs, and other businesses that align with your ESG goals
- Utilise each partner's marketing channels to cross-promote ESG initiatives and achievements
- Engage local communities in ESG initiatives through partnerships with local organisations
- Publicly acknowledge and celebrate the successes achieved through these partnerships to build momentum and support for ongoing ESG efforts

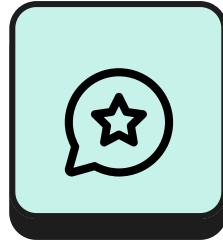


# Encourage employee advocacy

- Encourage and train employees to be advocates for the company's ESG initiatives
- Regularly communicate ESG goals and progress within your organisation to foster employee engagement and understanding
- Recognise and reward employee contributions to ESG efforts, fostering a culture of sustainability and social responsibility
- Encourage feedback and suggestions from employees on ESG initiatives, demonstrating a commitment to continuous improvement

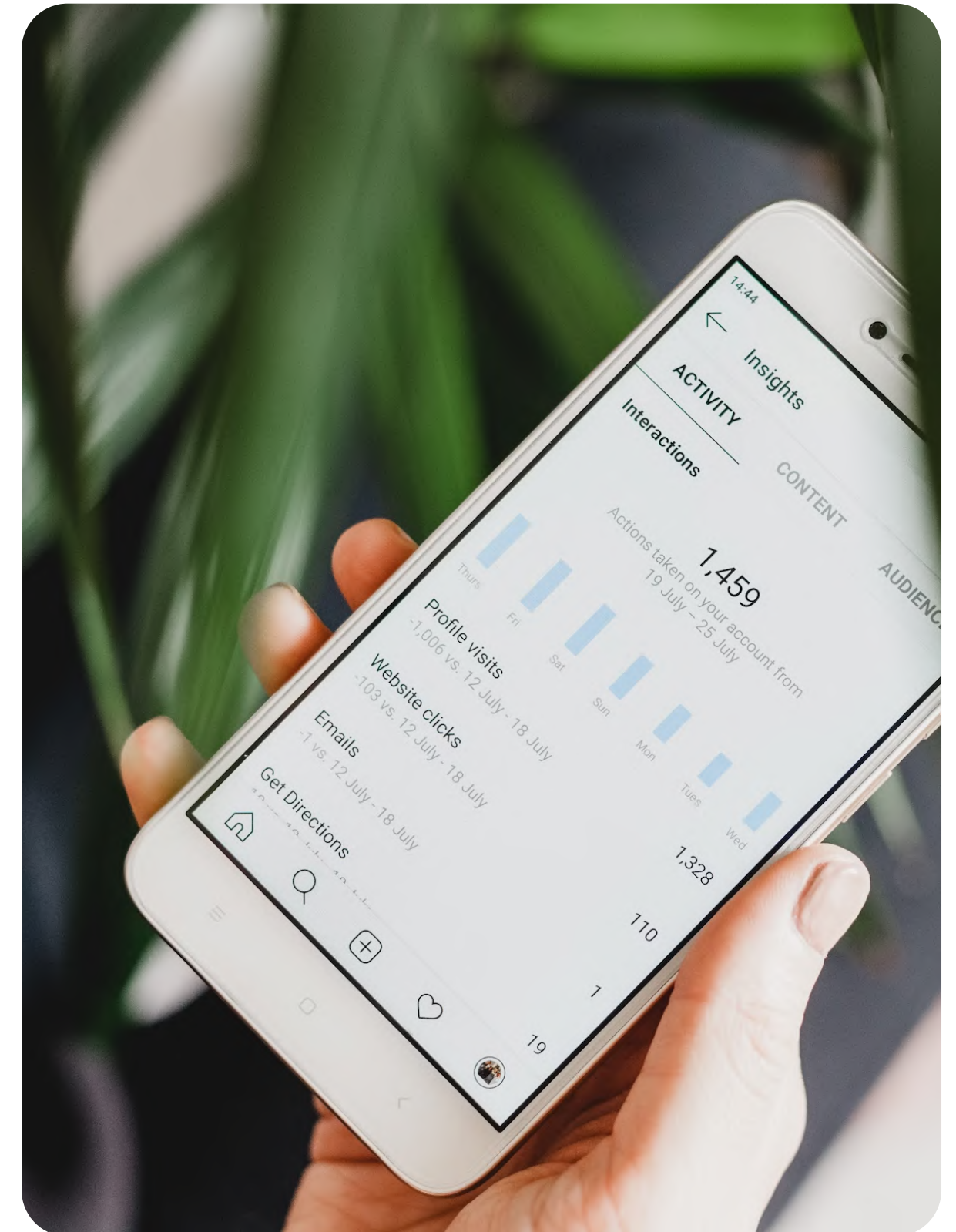






# Use PR and leverage influencer partnerships

- Regularly issue press releases to announce significant ESG achievements, initiatives, or partnerships
- Position company leaders as experts in ESG through opinion pieces, interviews, and speaking engagements
- Identify influencers who genuinely align with the company's ESG values and have a credible voice in sustainability and social responsibility
- Engage influencers in specific ESG campaigns, such as promoting sustainable products or raising awareness about social initiatives - don't forget to track performance







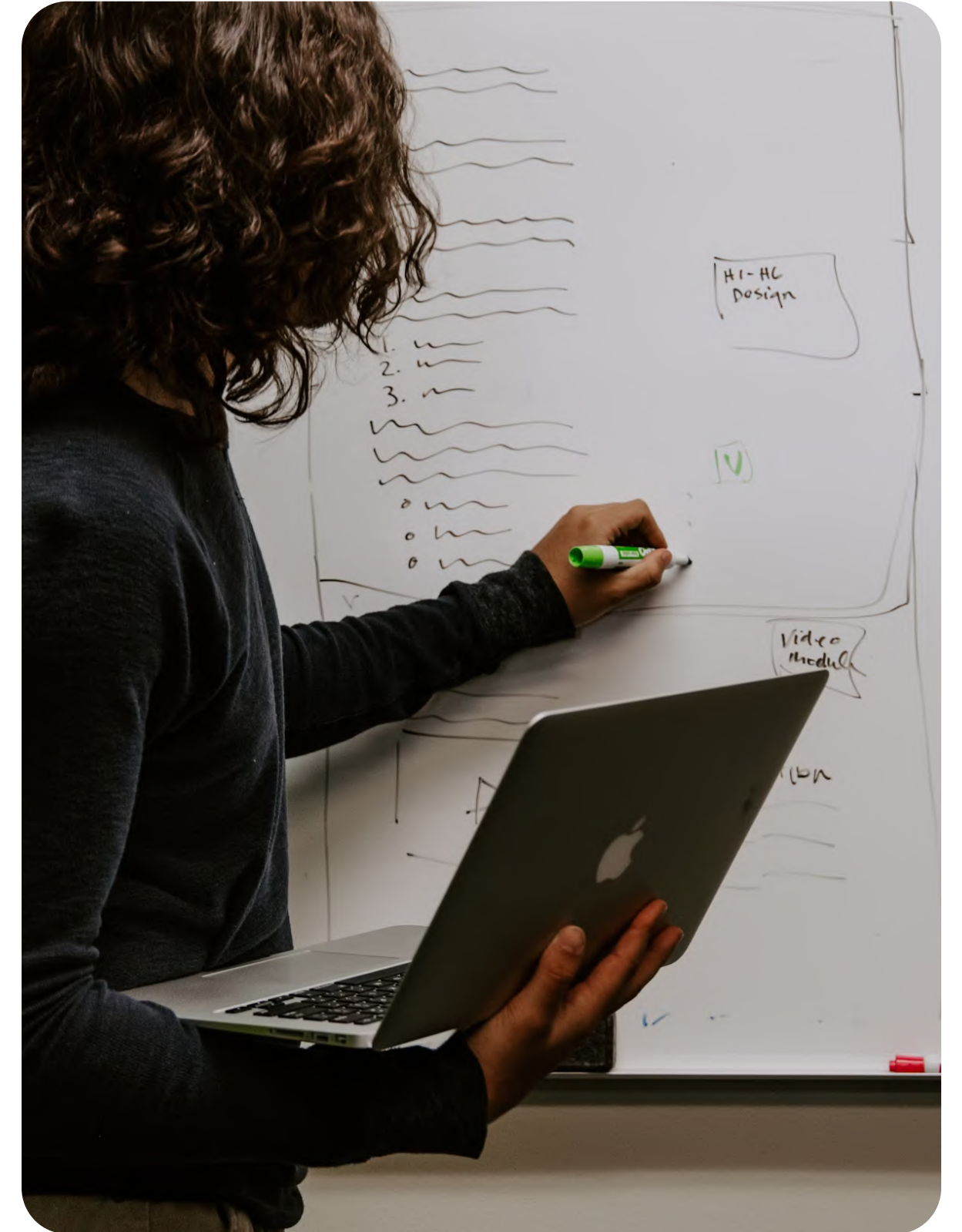
## Seek customer feedback

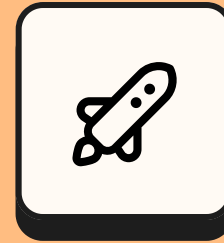
- Actively seek customer opinions and suggestions on ESG initiatives through surveys, focus groups and social media
- Be open and demonstrate how customer feedback is used to shape and improve your ESG strategies
- Showcase customer experiences and stories that align with ESG efforts
- Create loyalty programs that reward customers for participating in or supporting your ESG-related activities



# Share your progress

- Define clear, measurable indicators for tracking your ESG progress
- Implement a system for regular monitoring and public reporting of ESG achievements and challenges
- Compare ESG performance against industry benchmarks and best practices
- Create detailed annual reports for stakeholders, highlighting your company's ESG journey and impact
- Adhere to recognised ESG reporting frameworks (like GRI, SASB) for consistency and credibility





# Final thoughts

Remember: ultimately, this is about doing some good in the world.

Businesses that make ESG part of their brand in an authentic way... not only improve how they are perceived, but inspire others to do some good, too.

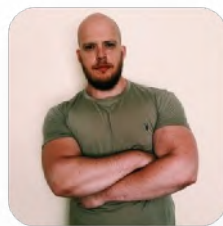
**Good luck!**





# Thank you

Drop me a line at the below (or on LinkedIn) if you would like to connect



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