

# Marketing benefits of supporting environmental causes assignment

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In this article, the concept of marketing takes shape in an environment where there are a lot of choices to choose. The author focused on the fact that taking steps to be more environmental friendly, even if it doesn't directly improve costs, offers a lot of benefits. For example, in a community where is a Chase Bank, Bank of America, and Wells Fargo.

But in this case, Bank of America is greener than the others. A lot of environmental conscious people would bank with Bank of America. The author explained this by showing us three marketing benefits of supporting environmental causes. We live in a age and time when climate change is the talk of the day and the cutting down of tree, is an act that is deemed harmful to the society. Firstly, going green can be a marketing strategy. That is, green initiatives that can be geared towards making a company look good to the society is a good way of marketing the Meany's image a they care about the society.

Moreover, the company is making a profit and at the same time making people feel good about spending their money on goods and services. Secondly, he portrayed the scenario of a customer not being raked with the feeling of guilt after making an expensive purchase. When they see it like they are paying more for the opportunity to help the company continue its work for the people. So, they could go the extra mile to pay a little more for that feeling. Thirdly, it's all about the employees.

That is, when a company makes the employees eel like they are contributing to the society at their Jobs, for them it is a way of giving back to the society that helped form them. This is probably the best way to make an employee

stay at a Job for less pay and even a long time. In conclusion, I think that these three marketing benefits of supporting environmental causes is a great way of marketing without using boring ads that everyone is used to. For me, it is a type of marketing that focuses on the society and giving back to the society what it truly needs.