

Washington EnviroStars

Green Business Marketing and
Recruitment in the Digital Age

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Quick Overview

EnviroStars is a free, one-stop hub for Washington businesses to get information, help, and recognition for actions that protect their workplace, the community, and the planet.



How do businesses get recognized?

- 1. Register
- 2. Complete application
 - Core vs elective actions
 - Points thresholds
 - Tier 1: 100 points
 - Tier 2: 300 points
 - Tier 3: 500 points
 - Site Visits
 - Ecology Compliance Check
- 3. Get recognized!

CORE MEASURES	YES NO N/A	CATEGORY PROGRESS
		<div></div> <p>You have completed all measures.</p>
1. Turn off or unplug electronic equipment when not in use. 5 POINTS	<div><div></div></div> <div>FLAG <input type="radio"/></div> <div>POST <input type="radio"/></div> <div>HELP <input type="radio"/></div>	<div><div></div> GREEN TIP</div> <div>http://conserve.restaurant.org/Best-Practices/Conserve-Energy/startup</div>
2. Contact your energy utility for advice on how to save energy, information on available incentives, and to request an energy assessment. 5 POINTS	<div><div></div></div> <div>FLAG <input type="radio"/></div> <div>POST <input type="radio"/></div> <div>HELP <input type="radio"/></div>	<div><div></div> GREEN TIP</div> <div>Contact Seattle City Light to get started today! Reach us by email at SCLEnergyAdvisor@seattle.gov or Read More</div>



APPLICATION DETAILS



ENERGY

Choose renewables and reduce usage



POLLUTION PREVENTION



SOLID WASTE



TRANSPORTATION



WASTEWATER



WATER



COMMUNITY

We Use GreenBiz Tracker

Campaigns

- The EnviroStars team's Marketing Advisory Committee brainstorms campaign focuses at the beginning of each year.
- At the first program Steering and Executive Committee meeting of each year (with all EnviroStars partners in attendance), the whole committee votes on which campaign to focus on for the rest of the year.
- Overall, we work hard to prioritize DEI when selecting campaigns.

Our Current Campaign: Assisting Hispanic/Latinx Businesses

- **Strategies:**
 - Broad awareness via regional advertising
 - Lead generation via partnerships
 - Compensating for outreach and promotional efforts
 - Ex: Promotoras conducting direct outreach to Hispanic/Latinx businesses in Puget Sound to register businesses on website portal + using paper forms to capture business info and then add to website portal.
 - EnviroStars partner outreach
 - Materials:
 - In-language

Digital Engagement and Marketing Methods



Know Your Targeted Audience

- EnviroStars has two:
 - Businesses
 - EnviroStars partners
 - Ex: Seattle Public Utilities, Tacoma-Pierce County Health Department, King County Hazardous Waste, etc.



Consider Your Content

- Content we consider includes:
 - Images
 - Videos
 - Articles
 - Newsletters
 - Website links
 - Infographics
 - Slideshows
 - Memes
 - Product pages
 - Podcasts
 - Testimonials
 - Webinars
 - Virtual interviews (Small Business Meetups)



Monthly Newsletter

January



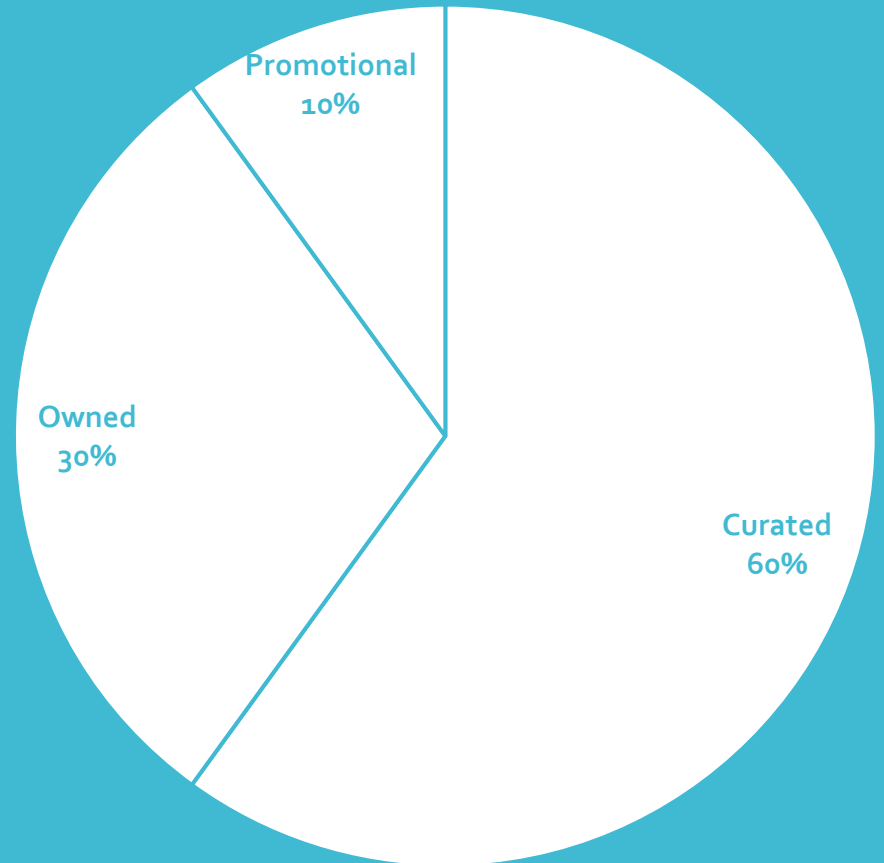
EnviroStars is Washington's green business resource.

Access environmental assistance, gain recognition, and connect with other business leaders.

What's Your Content Mix?

- **Ours is:**
 - **60%** Curated: Links to content created by others, with our POV and commentary
 - **30%** Owned: Our blog, photos, videos, website
 - **10%** Promotional: Our CTAs (promotions, rebates, resources, sign-ups, etc.)

ENVIROSTARS CONTENT MIX



What's Your Content Strategy?

We have a 4-step process:

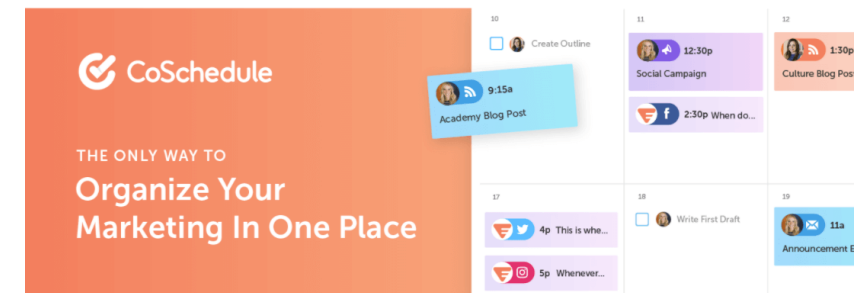
1. Business Recognition
2. Attracting Sustainably-Minded Customers
3. Green Business Tips
4. Other News

Organization of Content:

- CoSchedule (actually does the posting to socials, too)
- Excel document (for internal team reference)



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How Can You Keep People Engaged During a Pandemic?

- **Monthly Newsletter (via MailChimp)**
 - Featured business
 - Small Business Meetup
 - News
 - Resources
 - Green Tips
 - Raffles



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How Can You Keep People Engaged During a Pandemic?



EnviroStars Small Business Meetup: indi chocolate

- **EnviroStars Small Business Meetups and Live Panels**
 - 30-minute (virtual) conversations with EnviroStars recognized businesses

How Can You Keep People Engaged During a Pandemic?



- **Small Business Tours**
 - Filmed in person, later posted to socials for viewers
 - EnviroStars interviewer/cameraperson is masked and distanced
 - Really allows business owners to showcase their hard work
 - Does not need to be very lengthy
 - Visually more interesting because surroundings change

How Can You Keep People Engaged During a Pandemic?

- We also use **targeted ads**
 - Shawn will go over this in more detail!

Thank
you!



EnviroStars