



Main Street Green Marketing and Promotion Strategies

The Main Street Green brand is a powerful promotional tool that distinguishes your business from its competitors. Be sure to follow these tips so you can effectively market and promote your efforts to potential and returning customers.

1. Educate your sales staff and employees

All of your employees should know that you are a Main Street Green business and understand the benefits of certification. Your employees can easily use “word of mouth” marketing and position your business in a crowded marketplace.

2. Educate your customers

The Main Street Green label provides incredible market distinction, but this distinction is only valuable if customers are aware of it. Education is especially important when it comes to retaining eco-conscious customers, so be sure to share why Main Street Green is important to your business!

3. Use the Main Street Green logo

The Main Street Green logo is a distinctive way to communicate to potential customers that your business offers something that competitors do not. As an enrolled Main Street Green business, you have exclusive access to the logo for your web site, brochures and advertisements.

4. Let us know how you're doing!

Need a plug? Who doesn't these days. Pass along your business' news and updates to Communications Coordinator, Betsy Berens at info@weigogreener.org or post on our Facebook page (Facebook.com/GreenBuiltHome) so WEI and Main Street Green can spread the word about your successes to our followers and your potential customers.

