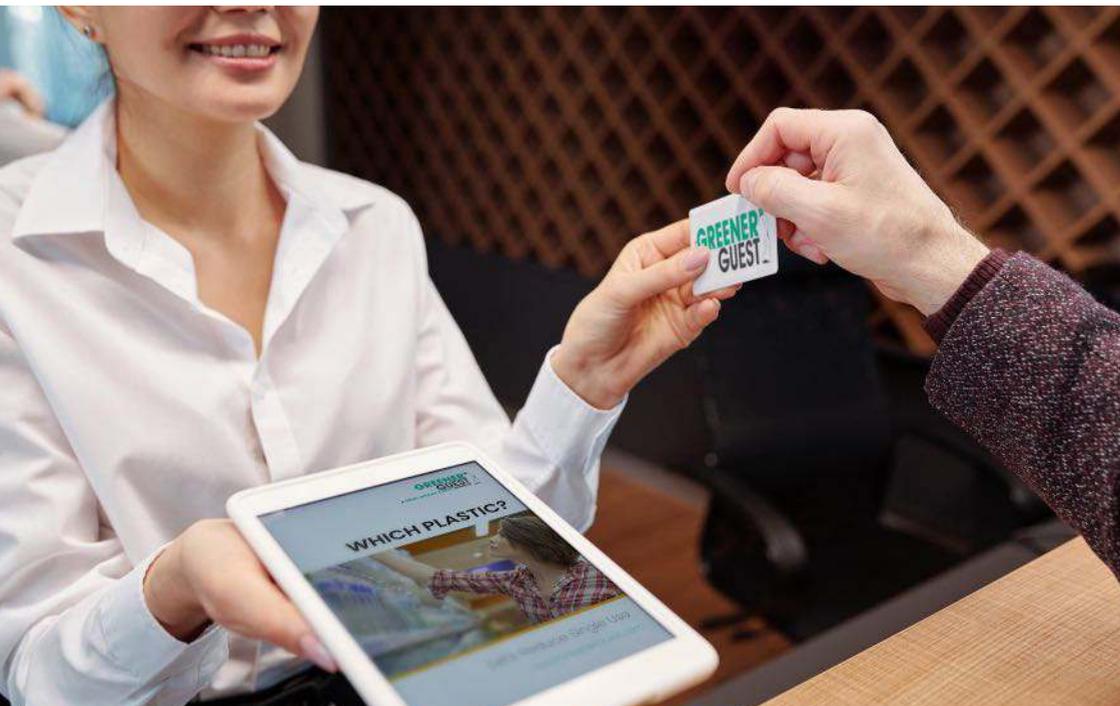


GREENERGUEST

TOP TIPS COMMUNICATING WITH IMPACT



Bring sustainability to life

The sustainable choice for hotel supplies

www.GreenerGuest.com

Impact & Shared Value are the words changing the direction of today's communications strategies.

If we think about communicating 'sustainability' we often think about long pages of CSR reports with content and statistics aimed more at shareholders than to current and potential guests.

IMPACT COMMUNICATIONS is rapidly becoming **THE BEST** form of engaging your ideal customer.

RECYCLABLE

Here, we have listed our **TOP 3 TIPS** to ensure that your communications are really working for you.

1) BE A STORY TELLER

2) REVEAL YOUR WHY

3) FEATURES OR BENEFITS?

1) BE A STORY TELLER

This might sound odd at first, but it's a great way to build meaningful connections with current and potential guests so that they will want to remain loyal to your brand in your future.

Differentiating your business from others is the key to standing out and being remembered. Increasingly, research shows that customers are looking for more authentic, sustainable travel experiences, so to attract this new breed of considerate customer you need to appeal to their values.

Ask yourself the following questions about your business and start to think about how you might need to plan for making changes?

- ✓ Do you really know about all of the positive impact your business is responsible for? If not, how can you find out?
- ✓ Does your website really **CONNECT** people to your brand?
- ✓ Do headlines and page titles grab the attention of your perfect customer?
- ✓ How is your property represented on third party websites and other marketing materials?
- ✓ Can your story be weaved into your brand identity?
- ✓ Is your story consistent and compelling?



2) REVEAL YOUR WHY

You can create compelling stories when you reveal your **WHY**. Your **WHY** is the powerful reason driving everything you do at your business. If you look into **WHY** you have a sustainability policy you'll eventually get past the *'because it is expected of us'* or *'because we had to create one to comply with certification standards'* and find that actually, there are a number of compelling reasons.

Are you reducing plastic because:

- ✓ It's the right thing to do?
- ✓ It could save money?
- ✓ Guests expect it.
- ✓ You have to clean up plastic waste from your beach every day?

Or maybe you realise that you could be part of the problem,

- ✓ Convenience lifestyles contribute to the issue,
- ✓ Waste infrastructures are inadequate,
- ✓ Impacts on local people,
- ✓ You want to create a better future your children.

When the business can get behind the real gritty reasons for doing something, it's likely to put considerable effort into succeeding.



3) FEATURES OR BENEFITS?

If you've ever been in sales this will be a very familiar phrase. Sadly, we often focus too heavily on features and forget to sell the benefits.

A list of features, no matter how amazing they might be, will not sell your business to a customer. Nowadays, people want to know what those features are going to do for them.

Why not try this exercise with some of your staff.

Make a list of at least 10 BENEFITS your product provides, for example:

- ✓ Relax, disconnect and leave worries behind.
- ✓ Feel energised, motivated, ready for anything.
- ✓ Feel inspired, in awe, keen to make an impact.
- ✓ Connect to nature, to local people, to traditions.
- ✓ Enjoy ME time, time with friends, quiet time, family time.
- ✓ Create local jobs, support local entrepreneurs with your onsite craft market.
- ✓ Keep money in the local economy by buying fresh natural produce for your buffet/menu.
- ✓ Fund social projects for disadvantaged people providing opportunities they might not normally have.

When you've got a list of 10 or more, why not try re-writing some of the copy in your current marketing materials, incorporating the benefits of your sustainability work.

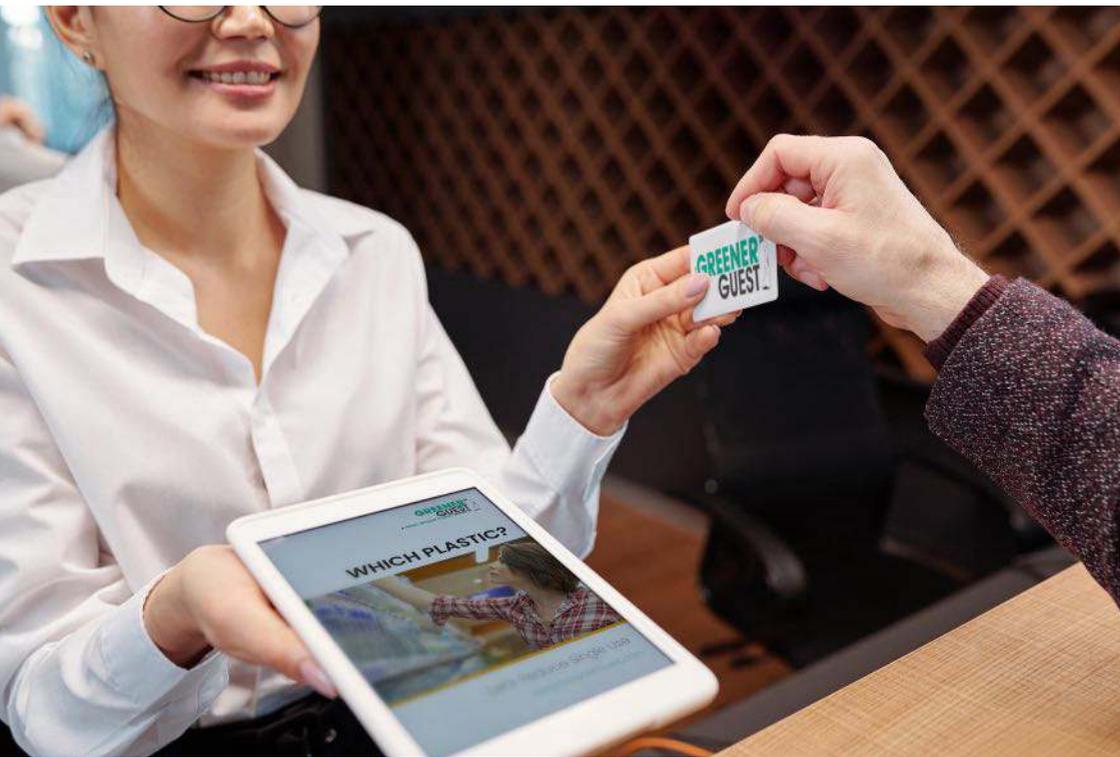
And if you do employ these communications strategies, be absolutely sure that you and your teams live up to them in real life.

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