



## Why Socially Responsible Marketing is Important for Brands?

The concept of social responsibility holds that businesses should be good citizens, balancing their money-making operations with activities that benefit society, be it on a local, national or global scale. Social responsibility in marketing involves focusing efforts on attracting consumers who want to make a positive difference with their purchases. Many companies have adopted socially responsible elements in their marketing strategies as a means to help a community via beneficial services and products.

### How Social Responsibility in Marketing Works

Recyclable packaging, promotions that spread awareness of societal issues and problems, and directing portions of profits toward charitable groups or efforts are examples of social responsibility marketing strategies. Corporate responsibility goes hand in hand with socially responsible practices.

For example, administrators, executives, and shareholders and stakeholders must practice ethical behaviours and join the community in promoting responsible marketing efforts. Putting on appearances or greenwashing, the practice of promoting deceptively environmentally friendly processes or products indicates to customers that the company is not committed to social responsibility; such behaviours can ultimately hurt the brand and the company's success. Consumers often can see through gimmicks, slogans, or efforts that are not genuine or ineffectual. Some clear benefits of corporate social responsibility are:



- Improved public image.** This is crucial, as consumers assess your public image when deciding whether to buy from you. Something simple, like staff members volunteering an hour a week at a charity, shows that you're a brand committed to helping others. As a result, you'll appear much more favourable to consumers.



- Increased brand awareness and recognition.** If you're committed to ethical practices, this news will spread. More people will therefore hear about your brand, which creates an increased brand awareness.

- Cost savings.** Many simple changes in favour of sustainability, such as using less packaging, will help to decrease your production costs.

- An advantage over competitors.** By embracing CSR, you stand out from competitors in your industry. You establish yourself as a company committed to going one step further by considering social and environmental factors.

- Increased customer engagement.** If you're using sustainable systems, you should shout it from the rooftops. Post it on your social media channels and create a story out of your efforts. Furthermore, you should show your efforts to local media outlets in the hope they'll give it some coverage. Customers will follow this and engage with your brand and operations.

- Greater employee engagement.** Similar to customer engagement, you also need to ensure that your employees know your CSR strategies. It's proven that employees enjoy working more for a company that has a good public image than one that doesn't. Furthermore, by showing that you're committed to things like human rights, you're much more likely to attract and retain the top candidates.

- More benefits for employees.** There are also a range of benefits for your employees when you embrace CSR. Your workplace will be a more positive and productive place to work, and by promoting things like volunteering, you encourage personal and professional growth.

Although, an initial investment may be involved to share profits or donate to those in need, social responsibility in marketing promotes a positive company image, which can significantly impact profitability and even productivity favourably.



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