

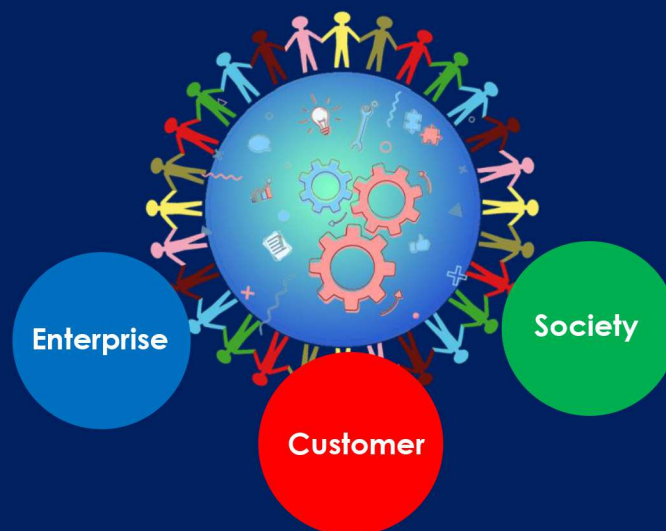
Societal Marketing

customers ethical networks promotions

Corporate Social Responsibility (actions, strategies adopted by a company to support and promote social causes and visions) and **Sustainable Development** (development that takes into account production, social processes, eco-compatibility) are the cornerstones of Societal Marketing.

Our world seems a "Global Village", as Marshall McLuhan says, where distances are shortened by strengthening the communication tools available to customers who are increasingly aware and eager for information on production chains and involved subjects, the construction of communities, essential parts for many branding activities.

The intent of networking contributes to the formation of an **ethically profiled customer identity**, which looks to the company as a reality that can contribute to long-term social development. Social Marketing is a balance between three elements: company, customer and society; corporate profit, consumer satisfaction, widespread well-being.



Enterprises which by their "disinterested interest" put people at the center, work alongside the charitable activities of non-profit organizations, participate in the construction of positive solutions to shared problems, make Societal Marketing the backbone of their work, of their brand identity. It's not a simple philanthropic strategy, but a vision to be pursued.

What would you like suggest to a company to increase efficient social actions?

What social and environmental contents?