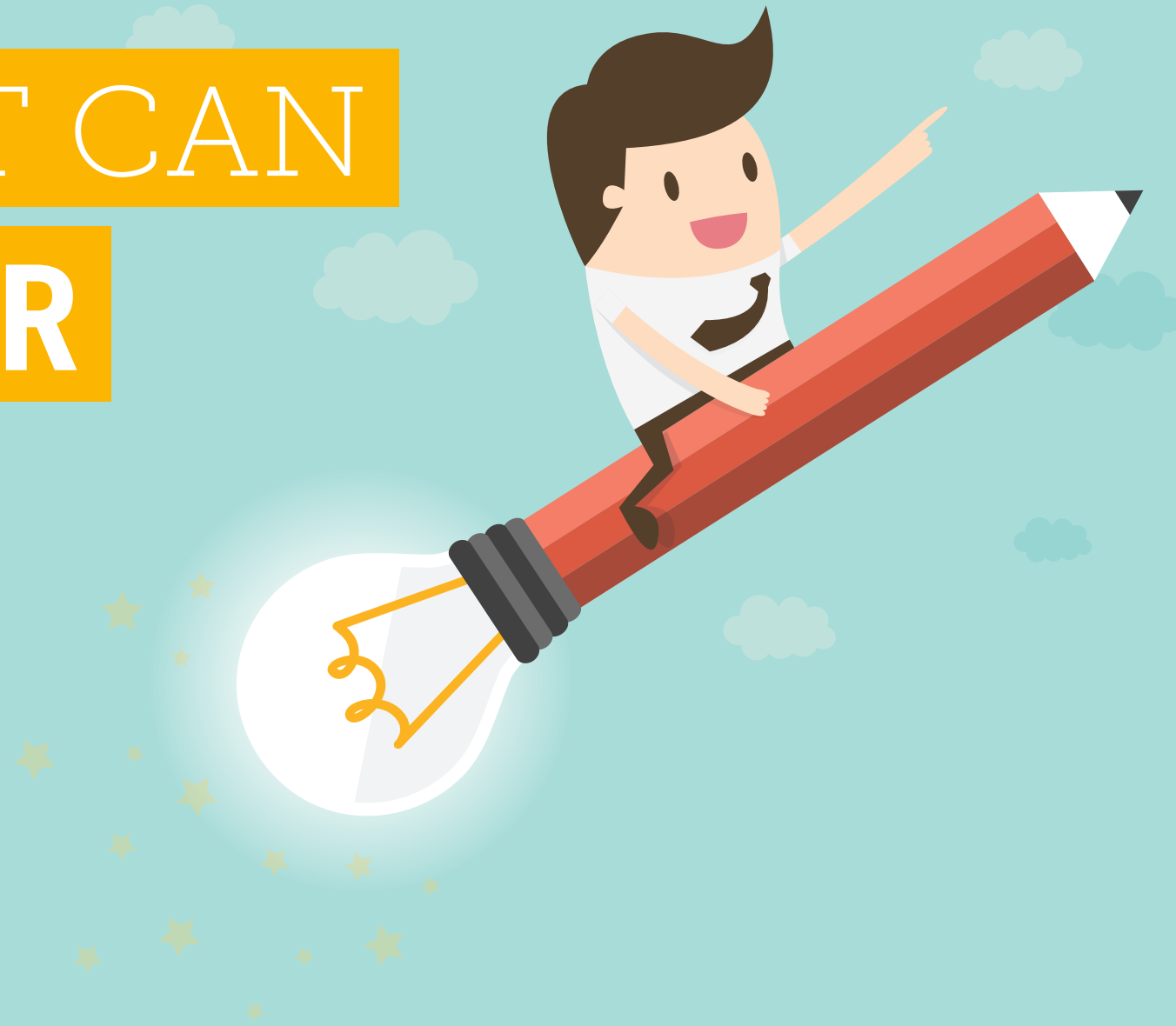


# HOW CONTENT CAN PROVE YOUR CSR LEADERSHIP

**Although the movie *Wall Street* suggests otherwise, altruism and success are not mutually exclusive.**

Choosing to do the right thing by embracing corporate social responsibility (CSR) can help your organization stand out and gain a competitive edge by appealing to socially conscious stakeholders. CSR involves acting with integrity in an ethical, legal and environmentally sustainable manner at all times.



## Why CSR matters

Today's customers are more vocal than ever about knowing exactly what they're buying, which increases the pressure on organizations to be more transparent and accountable about their actions. From a consumer perspective, it's understandable because people want to feel good about the products and services they buy and the companies they support. It makes sense from an HR perspective too, because employees want to feel good about where they work.

The business benefits of CSR and sustainability are compelling and powerful as well. On average, a company with a reputation as a sustainability leader can expect a revenue increase of up to 20 per cent — and its customers, youth especially, will be willing to pay a premium of up to a 20 per cent for its products.<sup>1</sup> According to Nielsen, millennials and Generation Z (ages 34 and under) are the most passionate supporters of sustainable products.<sup>2</sup>



ABOUT  
**LISA GOLLER**



Lisa Goller is a marketing and communications professional with more than 15 years of experience serving B2B, technology and retail companies. She helps executives and entrepreneurs tell their story through irresistible content marketing and strategic communications.

## How to use content to prove CSR

The good news for IABC/Toronto members is that CSR relies on open and transparent communication, which helps build meaningful relationships with stakeholders and brand trust with consumers.

Use the following tips to demonstrate your organization's CSR with content marketing:

- 1 Focus on millennials and Gen Z:** Consumers under the age of 34 are the most enthusiastic consumers of sustainable products. These social media-savvy shoppers are also influential among their friends and family, so focus your content strategy on delighting these young cohorts to earn positive word of mouth and brand loyalty.
- 2 Use your digital presence strategically:** Owned media (including corporate websites, blogs and newsletters) are now trusted sources of news and information. Use your online properties to tell true stories about how your organization aligns with environmental ideals and ethical integrity.
- 3 Add PR muscle:** Connect your messaging with causes consumers care about and that also align with your brand. Share your CSR stories with editors and journalists to maximize your reach through flattering media coverage.
- 4 Encourage dialogue:** Share what your stakeholders think about your brand, including both positive and negative reviews. It proves your organization cares about their feedback and is willing to continually improve.

To boost brand awareness and trust, use content marketing to demonstrate your organization's CSR and sustainability leadership. If you can make people feel good about choosing your socially conscious brand, you will attract not only your target audiences, but the best available talent.

<sup>1</sup> [Watson, Bruce. Strong sustainability track record can account for 11% of a company's value — report. The Guardian. October 29, 2015](#) ▶

<sup>2</sup> [Nielsen. Doing Well By Doing Good. June 2014](#) ▶