Social Engagement for Business Growth

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Who's This Guy?

Originally presented

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- Montreal, Quebec
- Jean Pascal (JP) Hébert
- 25+ years in IT sales & marketing
- Dad, dog-dad and dad joke enthusiast
- Digital Humani:
  - Partnerships, commercial & growth
  - Stresser of software developers
  - Board of directors

Social Engagement Marketing?

- Marketing strategy that appeals to your customers' values and ethics.
- **The focus:** making genuine connections
  - Warmer relationships
  - Loyalty
  - Referrals
  - Competitive advantage

New Buying Habits

- Shift in generational commercial values
- **75%** of millennials & Gen-Zs favor brands with social engagement
- **63%** of Gen-Z more likely to buy from an organization contributing to a social cause
- “New not always best” (Depop, Vinted apps for fashion)

Source: RetailDive https://bit.ly/3wkS7uh

Example Organizations

Mountain Equipment Company

Supply chain, manufacturing & retail

FAIRPHONE

Repairable environmentally & socially sustainable smartphones

IFIXIT

Right to repair advocate & leader

Bell Let's Talk

Mental health awareness and funding

patagonia®

Environmental activism

TOMS

1/3 OF PROFITS FOR

GRASSROOTS GOOD

LUSH FRESH HANDMADE COSMETICS

Environmental and animal activism

framework

Upgradable and repairable laptops

How?

- Define (or redefine) your brand’s core values & adapt
- Revisit your target audience
- Study competitors and successful brands
- Fund something meaningful to your organization & customers

Digital Humani?

- Global (Montreal-based) climate non-profit tech startup
- Reforestation as a Service API (RaaS)

Digital Humani Findings

- On average, employees find us, not management
- Tech-focused teams are **very** interested
- Make it easy and they will plant
  - 9 ways to connect and more coming
- External and internal audiences
- Carbon offset for:
  - Manufacturing, transactions & shipping
  - Operations, IT equipment & services usage

Success Story

the oodie™

A tree is requested for each "I Love Plants" Oodie sold.

- 100 trees / day requested on average
- +31,000 trees requested so far
- Shopify-based web store
- "Good in the Ood" program

Success Story movinga

Move out address | Move in address | Move date | GET YOUR FREE OFFER | Free expert call +41 315602956

Trees help purify the air we breathe, they filter the water we drink and provide a habitat for over 80% of the terrestrial biodiversity of our earth.

onetreeplanted.org, 2021

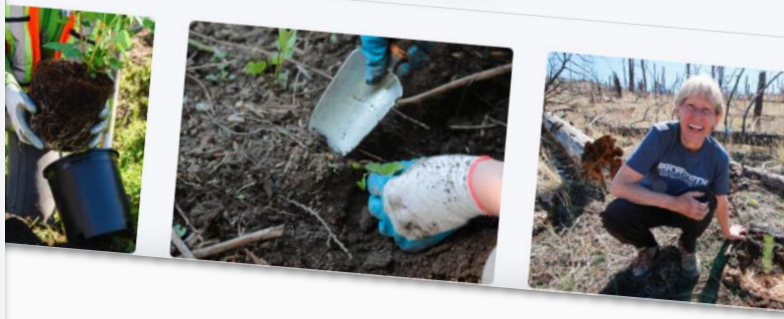
With every booking, Movinga supports OneTreePlanted's project to rebuild our forests in Europe and thus creates a healthier future for all of us.

Movinga plants over 5000 trees per month. That corresponds to approx. 250 tons of CO2 per year.

4 trees for Berlin - Hamburg
10 trees for Kiehl - Munich
Calculation example: a tree is planted every 80 km.

When you make your booking, you can see exactly how many trees are being planted.

Book your move and plant trees



Usage Scenarios

- Plant trees at transaction

  (upsell, cross sell, feel-good, promotions, special items)
- Email database growth
- Leave a review, plant a tree
- Cancellation explanation, plant a tree
- Reward employees & teams

Where Can This Be Used?

- E-Commerce
  - Shopify, Magento, etc.
- Within apps
  - Rewards
  - Bonus for buying an upgrade
- Campaigns, launches, etc.
- Internally & externally
- Up to you!

Tree-Planting Brands

le bijou

intruder

Daisy

DANIELLA LEHAVI

INAIA

STREAM HEROES

TezLab

movinga

TICKR

I'm In, What's Next?

- 80 countries
- 5000+ companies
- 154 industries

- OXO
- Patagonia
- Nature's Path

Carbon Calculator

Thank you!

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