



lead
agencyTM

**Ethical
Marketing
& Your B2B
Business**

What Is Ethical Marketing?



Ethical marketing is simply the process of applying ethics to your marketing campaigns and strategies.

Ethical marketing practices should be engrained into business processes and campaign strategies.

The following are some examples of behaviour and conduct that should be considered from an ethical standpoint.

Misleading & Deceptive Conduct

When promoting your products or services, you need to ensure that any branding, statement or quote is not false or misleading.

Competitions

Competitions, lotteries and promotions that offer a prize over a certain amount are regulated by each state and territory.



Direct Marketing

Most direct marketing activities are regulated by federal or state laws, so it is vital to ensure you comply with privacy legislation and spam regulations before proceeding with any campaign.



Email Marketing

Before you send out any email marketing material, you must ensure you comply with the Spam Act 2003, which states that it is illegal to send unsolicited commercial electronic messages without consent.

Privacy

Extreme care must be taken when you collect, use, secure and disclose a customer's personal information to ensure you comply with the Privacy Act.

Pricing

When you price your products or services, you need to comply with pricing regulations and display the price clearly and accurately.

Personal Ethics

While B2B marketing may not make us feel like we're positively contributing to society, we can still stand by our personal ethics.



The Challenges of Monitoring Ethics in B2b Marketing



The B2B sales process is vastly different from B2C. In general, B2B sales processes have fewer controls than B2C, which makes ethical practices more difficult to monitor. This is due to a number of reasons:



- B2B sales tend to be more personal and relationship based, and often the seller will adapt sales processes in order to suit the specifics of the business, or individual they are selling to.
- B2B sales are typically more expensive and more complex, so the entire marketing mix is often tailored to suit the individual buyer.



- With B2B purchases, pricing is most often not set, but rather negotiated between the buyer and seller.
- Communication about the product and pricing is mostly verbal, taking place mainly through informal or formal presentations and discussions.

Developing An Ethical B2B Marketing Plan





The foundation of any successful business is based on three principal elements – commitment, trust and integrity.

In order to maintain commitment, trust and integrity, ethical business practices should be applied at all times, and in every touch point between businesses.



Consider Stakeholders

B2B organisations should always consider each & every stakeholder and supplier in their dealings. It is vital to involve these parties in any decisions that may affect the relationship or the generation of profit for either party.

Be Honest

Every employee in the business should be honest at all times when it comes to the business dealings that they are involved in. Any promises that are made should always be kept.



Remain Transparent

Businesses should maintain transparency with clients in order to increase their credibility. This applies to the documentation of work as well as monetary transactions.

Open Communication

It is important to communicate all aspects of business dealings in advance before making a work agreement.

Ethical marketing is a vital part of the overall strategy of any B2B business, in order to maintain brand image and reputation, as well as a strong client base. Talk to the Lead Agency for more information.

