



# Ways Of Finding THE EVER-GROWING ECO-AUDIENCE

How to find an ever-growing eco-audience? The outlook of shoppers is changing. Instead of shopping for regularly used products, people are shifting towards greener alternatives. This is because eco-products or green products are healthy, of higher quality, preserve the environment, and save money.

Today, running an eco-supplier business is the wisest course as it not only generates good revenue but also gives one the self-satisfaction of doing something good for humanity and the environment. In the remaining part of this content, we will focus on the business side of eco-suppliers. We will show you the ways to find an ever-growing eco-audience.





## What is an Eco-Audience?

Before searching for ways to attract an eco-audience, it is necessary to understand what an eco-audience is. An eco-audience is comprised of people who we commonly call eco-individuals or green consumers. They bear the following characteristics:

- These people have honest intentions and are committed to an eco-lifestyle.
- When it comes to their contribution towards the environment, they judge it as inadequate.
- A 'green' or 'eco-friendly' business for them is one that takes substantial steps and is committed to preserving the environment.
- They want environmental protection to be necessary and easy to obtain.
- They do not trust the environmental claims of a company unless verified independently or by a trusted source.
- They are well aware of environmental issues but sometimes lack in-depth knowledge about them. In such conditions, they look toward a trustworthy informant such as **RLGS (Radio Live Green Smart)** to gain scientific information about the impact on the environment.
- They are always eager to gain an understanding of environmental issues and how living an eco-lifestyle can neutralize those issues.



## How to Find an Ever-Growing Eco-Audience?

Being an eco-supplier does not mean that you should be proficient in marketing strategies and tactics. The most important thing is that your eco-products and services are free from ozone-depleting characteristics and toxic materials. They should be manufactured by following eco-friendly guidelines and must be able to be recycled. The products should be biodegradable, eco-friendly, and can be used conservatively. If your eco-products meet all these qualities, you are never far away from finding an ever-growing eco-audience.

When you are sure that your eco-products have these qualities, you should start finding ways to increase your visibility. The easiest way to be visible to an ever-growing eco-audience is to join hands with some organization which already has an ever-growing eco-audience base.

Let us make it easier for you. If you partner with **RLGS** for the advertising of your eco-products, you not only get access to an ever-growing eco-audience, your name will also be united and associated with a true **“Peace of Mind Focused Eco-Lifestyle Resource”**. With years of experience, we can say that by being genuine and educating/informing eco-individuals about the eco-lifestyle, eco-suppliers can gain hugely.

You, as the eco-supplier, are genuine in your offerings and we are the best informative source that our ever-growing eco-audience looks forward to – so your decision to promote your brand via **RLGS** will do wonders for your business and for eco-individuals. Here are a few unique ways we will advertise your brand or eco-products:



**RADIO SPOT ADVERTS:** All the programs broadcast on our radio channel, feature radio spot adverts in-between them. We give the opportunity to our eco-suppliers to promote their eco-products and services in between these programs.

**RADIO DISCUSSIONS:** One of the most sought-after programs on our channel is radio discussions. These discussions are about living an eco-lifestyle, raising concerns about current environmental issues and are full of informative methods to solve them. We promote our eco-suppliers by mentioning their products and brands in-between the discussions.

**WEB BANNER ADVERTS:** A large number of people visit our website to gain information about eco-lifestyles. We place the website banner adverts of our eco-suppliers on our website and give them the proper visibility and opportunity to promote their eco-products to an ever-growing eco-audience.

**OMNI-CHANNEL PROMOTION:** RLGS is available on all the platforms that eco-

There are many other different ways we help our eco-suppliers interact with our ever-growing eco-audience. All they need is to join our unique advertising services.

individuals visit the most. Our eco-suppliers are promoted on all these platforms. For example, besides our Radio Channel, they are promoted in our blogs, social media posts, etc. Their high visibility positively impacts their sales and profit.

**GREEN EVENTS CALENDAR:** We have a Green Events Calendar for our ever-growing eco-audience. Within this calendar, we give eco-suppliers much-desired exposure. We mention their eco-products and create a link which when clicked redirects the visitors to their selling page.

**ECO-HEALTHY EATING:** The first step taken by most eco-individuals while living an eco-lifestyle is to start eco-healthy eating. If the eco-products of our eco-suppliers are food items, we mention them in different eco-friendly recipes offered by us.



## Discounts for Eco-Suppliers and Advertising Agencies

When eco-suppliers or advertising agencies sign up now for the Unique Advertising Membership of RLGS, they get the following discounts:

When you opt  
**TO PAY MONTHLY,**  
you will get a discount  
**OF 30%** for the **FIRST MONTH.**

When you opt  
**TO PAY ANNUALLY,**  
you will get a discount  
**OF 35%** for the **FIRST YEAR.**

So, a win-win situation in both cases. Other good news is that the DISCOUNT OF 35% is on top of the already discounted annual fee.