



Humane Marketing – a conversation with ASP Members & Guests



Humane Marketing & Selling

Humane Marketing reinvents marketing for the generation that cares.

For our clients, ourselves and the planet.

It's founded on the basis of truth-telling, human(e) connection, empathy and kindness and integrity.



The Humans in this conversation



What do clients want today?

1. More purpose and meaning
2. More human connection.
3. More community and belonging.

So old, pushy marketing doesn't resonate with them anymore...



How is Humane Marketing Different?

1. The intention is different
2. The language is different
3. It starts with ourselves, not our 'target audience'

Humane Marketing is about bringing more of us to our marketing!



Let's discuss

How do you currently perceive the role of marketing in today's business landscape, and what challenges do you see in aligning marketing with ethical and sustainable practices?



How can businesses communicate their values and commitment to transparency in their marketing efforts? What are some practical ways to demonstrate authenticity and integrity to customers?



Can Humane Marketing initiatives be measured,
and if so, how?

What can be used to evaluate the impact of ethical
and sustainable marketing practices?



How can Humane Marketing contribute to creating a positive social impact? Can you think of and share any examples of businesses that have successfully used their marketing efforts to drive meaningful change?



Let's discuss in breakout rooms

What can you as an individual do to incorporate the principles of Humane Marketing and drive positive change?

Whether you're an employee (Humane Marketing Impact Pioneer) or an entrepreneur (Humane Marketer).

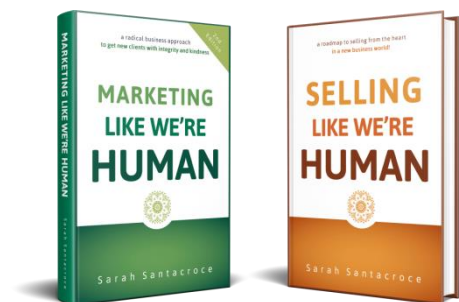


If what you heard today resonates... here are 2 options to go deeper

1. I'd love for you to read the books. Get a first chapter for free and see if it resonates!

www.humane.marketing/book1
www.humane.marketing/book2

2. Or start with my blog
www.humane.marketing/blog



2. Join us in the Humane Marketing Circle...



- The Circle is an intimate and global community of Humane Marketers who discuss what works for us in marketing.
- Go to www.humane.marketing/circle
Use coupon code ASP to save 15% on the monthly subscription!

