

SOCIAL MARKETING

**Socially Responsible Profits
While Saving The Planet**



By VICKIE HELM

Bestselling Author of "Ultimate Freedom"

Table Of Contents

Purposeful Business With Meaningful Profits	01
The Non-Toxic Revolution and Why Social Commerce Trends Matter	02
The End of Retail Therapy	03
The World Health Organization	04
The Regenerative Economy	05
The Regenerative Capitalism	06
The Basics Of Social Marketing	07
The Power Of Initiative Marketing	08
Socially Responsible Online Profits	09
Building Your Dream Business	10

Smart

All rights reserved. No portion of this ebook or book may be reproduced, stored, or transmitted in any form of by any means electronic, mechanical, photocopy, recording, scanning, or other, except for brief quotation in critical reviews or articles, without the prior written permission of the publisher. Published in Colorado by Smart Group Firm Press @ www.smartgroupfirm.com

The Social Commerce Revolution

Purposeful Business With
Meaningful Profits



Purposeful Business With Meaningful Profits

Maybe you've been thinking about starting a business this year, but really want to start something meaningful and profitable. Now you can be a part of the entrepreneurial world by having an online business that is profitable and solves some of society's biggest problems. **Having a meaningful business means that you have a philosophy by which you do business and that philosophy is, "First Do No Harm."**

It means you go into business to create "Value and Benefit" for everything. **You have profits that include the wellbeing of humanity and the Earth.** When your business creates profits by helping save the planet and the wellbeing of the consumer, you have a socially responsible business. **Maybe you are wondering if it is possible to have a business that doesn't pollute and is profitable.**

In a new study by Nielsen, "55% of global online consumers across 60 countries say they're willing to pay more for products or services from companies that are committed to positive and social-environmental impact." So YES, **you can absolutely have a business that will contribute ecologically without suffering economically** and NOT in just the green industries.

Moreover, two-thirds of eco-friendly consumers will choose products from sustainable sources over other products and **will be more likely to buy products repeatedly if they know the company is positively impacting the environment.** Socially responsible affiliate marketers are what consumers are passionate about.

This means Social Purpose, Social Retail, Social Marketing and Social Commerce are altering the future of businesses, making it profitable and thrivable. **Socially responsible business owners are creating meaningful six and seven-figure incomes by building socially responsible businesses...**

This is the new revolution where the regenerative economy, social retail, and social marketing are changing how business is done **while saving the planet. This is one of the fastest-growing business models because people want to live in a cleaner world.** It's based on the principle that a healthy economy should be designed to thrive, not grow and pollute.

Oxford Economist Kate Raworth said, "We need to reimagine the shape of progress because today, we have economies that need to grow whether or not they make us thrive and what we need, especially in the richest countries, is economies that thrive whether or not they grow."

What you will discover in this eBook, is the evolution of how socially responsible businesses are easily creating meaningful profits while saving the planet by becoming Social Retailers who are creating thrivability. You will discover the Social Marketing Revolution that is putting people, planet, prosperity, and peace at the forefront of entrepreneurship.