

The purpose-driven marketing starter pack

10 actionable steps for 2025

Introduction

Welcome to your starter pack for purpose-driven marketing. If you're looking to grow your business while making a real impact, you're in the right place.

This guide is packed with tips and real-world examples to help you build marketing campaigns that inspire, connect, and influence change. Whether you're new to purpose-driven marketing or ready to take things to the next level, this is your go-to resource to get started.

The author

I'm Maria, director, founder and marketing strategist at Soleil Marketing. I'm a marketing consultant with more than 12 years of experience working for trailblazing, ambitious organisations, from multinationals to start ups.



I started Soleil Marketing because I believe in the power of marketing as not just a force for growth, but a force for good. There is a better way to do marketing: a way that prioritises wellbeing of people and planet and focuses on meeting the core fundamentals that we need, without doing unnecessary damage to the environment.

This is the core of sustainable marketing and the ethos of Soleil Marketing.

Parts of this guide were developed using generative AI, but reviewed and edited by Maria. See our genAI policy for more details.

Strategic marketing, simplified

We work with leaders of purpose-driven organisations to guide sustainable growth through marketing strategy, day-to-day support and training.

How we help



Reduce the marketing confusion and overwhelm



Improve customer experience and satisfaction scores



Gain clarity, focus and structure in your marketing



Enhance processes and systems to free up time and save money



Generate more high quality leads to achieve sales goals



Eliminate greenwashing and reduce greenhushing

Services



Diagnosis & strategy



Day-to-day support



Training & mentoring

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1 - Define your purpose with clarity

Your purpose is the foundation of everything you do. Without a clear 'why,' your marketing risks feeling generic and disconnected.

Customers are drawn to brands that stand for something, so defining your purpose is the first step in building an impactful marketing strategy.

👉 **Tip:** Write a one-sentence mission statement that defines your purpose and how it connects to your customers.

🌍 **Example:** Patagonia's mission, "We're in business to save our home planet," is woven into every campaign they run—from their famous "Don't Buy This Jacket" campaign to their repair-and-reuse programs. It's clear, powerful, and deeply tied to their purpose.

**We're in
business
to save
our home
planet.**

patagonia

2 - Hone your positioning

Now comes the fun part—positioning. Effective positioning is about embedding one, two, or three key words into the mind of your target customer through consistent articulation across every brand touchpoint.

This is where the Three C's Test helps refine your positioning:

- ◆ **Customer** - What turns your customer on? What do they truly care about?
- ◆ **Competition** - How is your product different from or better than the competition?
- ◆ **Company** - Can you deliver the promise you make to your customers?

If you can answer all of these questions and articulate them using the following framework, you've nailed your positioning:

- ▶ What the customer wants + What you can deliver + Why it's better or different than the competition

With positioning, less is more. The more focused and crystal-clear your messaging, the stronger the connection with your audience.

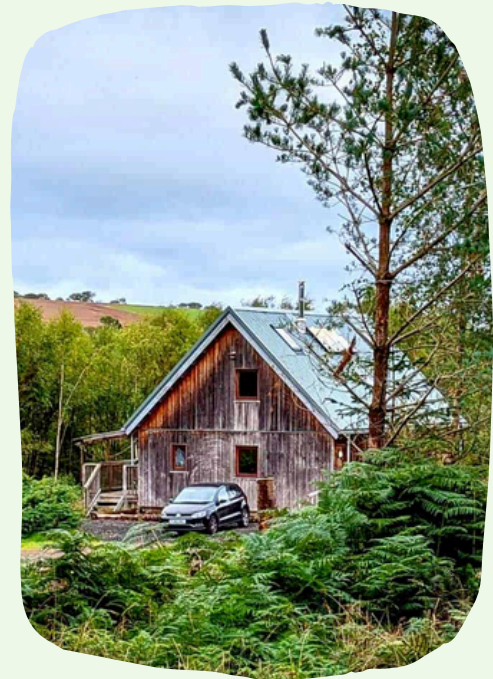
- 👉 **Tip:** Use the framework above to write an internal positioning statement for your brand

💡 **Pro tip:** Consistency is key. Articulate your purpose and positioning on your website, in social media bios, email signatures, and across all brand touchpoints for maximum impact.

3 - Create a sustainability plan for your marketing

Your marketing should not only align with your sustainability goals, sustainability should be embedded throughout your marketing. This means finding ways to not only reduce the carbon footprint of your marketing activities, but also the brainprint.

Brainprint is about the influence your brand messaging has on people. Does it make them feel like they need to buy more to feel better about themselves? Or will your products and services truly support their wellbeing?



Webmart's Scottish eco lodge

👉 **Actionable step:** Audit your current marketing materials and identify opportunities to be more sustainable, both from a carbon and a brainprint perspective

🌍 **Example:** [Webmart](#), a B Corp sustainable marketing agency, has a 4-step approach to sustainability, one which is focused around reducing their collective impact on the environment rather than simply offsetting

Tools like [Website Carbon Calculator](#) can help measure the environmental footprint of your website

💡 **Pro tip:** Take a look at Alexis and Paul's [Sustainable Marketing Compass](#) for more guidance on how to embed sustainability into marketing

4 - Use positive messaging that inspires and uplifts

Fear or guilt might grab attention traditionally, but in the Global North where most people have more than enough to satisfy their wants and needs, it feels more and more unethical. Inspiring and uplifting your audience creates lasting trust and loyalty.

👉 **Actionable step:** Reframe your communications to focus on solutions and empowerment. Swap terms like 'second-hand' for 'renewed' or 'pre-loved'.

🌍 **Example:** The Body Shop's 'Return, Recycle, Repeat' program used approachable language and makes recycling feel accessible and rewarding, rather than guilt-inducing.

Highlight how your audience can contribute to change, for example: 'Together, we've saved 10,000 bottles from landfill this year.'



Words which begin with RE are very important when it comes to achieving sustainability goals. They indicate that something needs to go back into a cycle, something needs to change or something needs to be looked at from a different angle. The grammar enthusiasts will know that RE is a prefix derived from the Latin language and is used with the meaning “again” or “again and again” to highlight repetitive actions.

Reimagine Sustainability

5 - Track your marketing performance beyond traditional ROI



Purpose-driven and sustainable marketing isn't just about financial ROI, ROAS and all the other acronyms; it's about tracking metrics that reflect your broader purpose-driven business goals, like environmental and social impact.

Work alongside your sustainability lead (that might even be your responsibility - even better!) to cement this measurement into your monthly or annual reports.

👉 **Actionable step:** Start tracking key metrics such as waste, carbon, social impact and more

🌍 **Example:** Allbirds calculates their products' carbon footprint and includes it on labels. They've made tracking their impact a core part of their brand story.

💡 **Pro tip:** Tools like [Ecochain](#) can help you measure and share the carbon impact of your products, while Webmart's carbon calculator can calculate the impact of your campaigns

6 - Build partnerships for amplified impact

Collaborations with like-minded brands or organisations can expand your reach and make a bigger difference together. Co-branding is really powerful when your mission and purpose align, and you're working toward the same goals while reaching the same target audience.

Building partnerships goes for your internal colleagues too. You'll have more impact in improving social and environmental impact through marketing when working together with your sustainability lead.

👉 **Actionable step:** Identify three potential partners whose goals align with yours and consider some ways you can collaborate. Could you pitch your idea to them?

💡 **Pro tip:** If you're a B Corp, use your B Local network to find brands that align with your values to form partnerships that feel authentic and impactful

🍦 **Example:** Ben & Jerry's partnered with fellow B Corp Tony's Chocolonely to create an ice cream to celebrate joining their mission - the mission to end modern slavery in cocoa farming



7 - Avoid greenwashing - be honest and transparent

In 2025, customers are savvy, and they demand proof. Every claim you make about sustainability should be backed by data.

It doesn't need to be complicated - just make sure you follow industry guidance, get your advertising copy looked over by an expert, and always reference reliable sustainability data which is publicly accessible.

👉 **Actionable step:** Sign up to the [Anti-Greenwash Charter](#) to publicly demonstrate your commitment to be truthful and transparent

🌍 **Example:** IKEA publishes annual sustainability reports that detail their progress toward becoming fully circular by 2030. They don't shy away from highlighting areas where they're still working to improve.

Instead of vague claims like 'eco-friendly,' and 'greener,' say: "This product is made with 85% recycled materials, saving 20 litres of water per item."

💡 **Pro tip:** Follow the Green Claims Code and the ASA's guidance around environmental claims



8 - Educate your customers and teams



Purpose-driven brands know education is key - both for customers and internal teams. People need to understand the 'why' behind your actions so they can buy into your mission.

For customers, you could create a series of simple videos woven throughout your communications, focusing on impactful storytelling throughout - maybe you could include positive stories of impact from across your supply chain.

👉 **Actionable step:** Run a Carbon Literacy training session, Climate Fresk or Small99 Carbon Reduction workshop for your internal teams

🌍 **Example:** Faith in Nature produces content about flora and fauna in the form of blogs and videos that don't directly sell their products - but educate their audience

9 - Focus on effective, low-waste campaigns

Instead of throwing resources into every channel, double down on the marketing activities that generate the best results to reduce spend, carbon, and waste.

More effective advertising not only generates better ROI but also reduces its carbon impact by cutting unnecessary energy usage, ad waste, and excess production.



To be more effective, go back to your positioning framework and ensure your messaging deeply resonates with your audience.

Ask yourself: Does this campaign solve a real customer pain point? Is it emotionally compelling? Is it aligned with your purpose? The best marketing isn't just efficient - it's meaningful and memorable.

👉 **Actionable step:** Audit your marketing channels and focus on building for the ones with the highest effectiveness.

🌍 **Example:** Who Gives a Crap, a B Corp that donates 50% of their profits to help people gain access to clean water and a toilet, uses referrals, email marketing, and Instagram to focus on engaging their audience rather than spending heavily on mass media ads.

10 - Stay curious and keep learning

Sustainability and purpose-driven marketing are constantly evolving. New regulations, customer expectations, and industry best practices emerge all the time, making continuous learning essential. Staying informed not only keeps your brand relevant but also helps you innovate and make a greater impact.

👉 **Actionable step:** Dedicate 30 minutes a week to reading, attending webinars, or engaging with purpose-driven communities. Seek out expert-led training sessions that provide real-world insights into sustainable marketing strategies.

🌍 **Example:** Unilever's Sustainable Living Plan is a great case study of how a massive company adapts and learns to improve sustainability efforts over time.

🎓 **Training: Sustainable marketing: What marketers need to know** - Sharing your sustainability story in your marketing and communications is full of pitfalls, and the risks are only growing as new legislation passes.

Learn how to avoid greenwashing with [Maria](#), who holds a qualification in sustainable marketing from CISL and is certified Carbon Literate. This practical training helps marketing teams navigate sustainability claims with confidence, ensuring transparency and compliance.

💰 From £250 plus VAT per team member. Email maria@soleilmarketing.co.uk for more information.

Let's get started

Share your challenges and let's work on finding the right solutions for your business.

Book a free intro call

[Book now](#)

Book a Marketing Impact Hour

For £150 plus VAT

[Book now](#)

