

## ADOPTING SUSTAINABLE MARKETING STRATEGIES: BENEFITS & CHALLENGES

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### ABSTRACT

*In today's environmentally concerned world, being a sustainable company and marketing a green mission is a requirement for every business to compete in the market place. It is crucial to communicate the brand's commitment to sustainability to the customers, employees, and other stakeholders. Sustainable marketing is the process of conveying corporate or brand values and commitment on sustainability to the public. It is a powerful tool that helps to magnify the sustainability efforts of a business. This way of marketing focuses on integrating environmental considerations into each and every aspect of a brand's identity and actions. Through this, companies can create a strong, positive relationship with customers who value environmental concerns, bolster brand reputation, foster customer loyalty, and ultimately drive business success. The present study explores the benefits of sustainable marketing and discusses why it should be the cornerstone of any business. In addition, the study talks about how a company can promote a more sustainable mindset and do sustainable marketing the right way.*

**KEYWORDS:** *Sustainable Marketing, Sustainable Business, Sustainability, Green-washing.*

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