



# AP360 Marketing Approach to Doing Good

Small Businesses  
Toolkit + Insights

**AP360** Empowering  
Good Business

# WHY IT MATTERS

Doing business for good isn't about occasional acts of charity or chasing trends. **It's about embedding values into every touchpoint** — from your brand voice to your backend systems. We call this a 360-degree approach to doing good — because your impact shouldn't stop at your products or services. It should ripple through every part of your business.



## GEN Z LEADING CONSUMERS

Consumers — especially younger generations — are actively seeking out businesses that reflect their values. According to recent research:

- 73% of Gen Z consumers are willing to pay more for sustainable products (First Insight, 2023)
- 79% of Australians want businesses to take a stand on social and environmental issues (EY Future Consumer Index, 2024)
- 84% of Australians expect businesses to act ethically even if it reduces short-term profits (Roy Morgan, 2023)

# OUR 360<sup>0</sup> APPROACH TO DOING GOOD

Doing good isn't a campaign — it's a strategy. One that adds value to your brand and supports long-term sustainability (in every sense of the word).



## AT AP360 MARKETING

we support small and medium businesses to take a 360 approach to operations — integrating good business practices into marketing, customer care, team dynamics, and data.

We help you ask the right questions:

- Are we communicating our values clearly?
- Do our marketing strategies reflect who we are?
- Are our systems helping us reduce waste, stress, and inefficiency?
- Are we creating meaningful connections with our customers?

Use this toolkit to review and strengthen your values across every area of your business.

# FREE TOOLKIT: 360° BUSINESS FOR GOOD CHECKLIST

**Bonus Tip:** Use ethical marketing strategies — focus on impact, not fear or FOMO. Authenticity goes a long way with Gen Z and Millennial customers.



## 1. BRAND & MARKETING

- ☐ Is our brand story clear, human, and values-driven?
- ☐ Are we being honest and transparent in our messaging?
- ☐ Are we avoiding greenwashing and buzzwords that don't mean anything?
- ☐ Do our marketing channels reflect our purpose (socials, website, packaging)?



# FREE TOOLKIT: 360° BUSINESS FOR GOOD CHECKLIST

**Bonus Tip:** Add an Impact or Our Values section to your website. It builds trust and helps with SEO by including terms like “ethical small business” and “sustainable operations.”



## 2. CUSTOMER EXPERIENCE

- ☐ Are we making it easy for customers to find out how we're doing good?
- ☐ Do we provide accessible, inclusive experiences online and in-store?
- ☐ Are we educating our customers on how to support ethical practices?

# FREE TOOLKIT: 360° BUSINESS FOR GOOD CHECKLIST

**Bonus Tip:** Even switching to digital invoices, second-hand office gear or eco printers counts — and it's worth telling your customers about these choices.



## 3. OPERATIONS & SUPPLY CHAIN

- ☐ Are we choosing local, ethical or circular suppliers where possible?
- ☐ Are we actively reducing waste, energy use, or unnecessary packaging?
- ☐ Do we have systems in place to monitor the efficiency of our operations?

# FREE TOOLKIT: 360° BUSINESS FOR GOOD CHECKLIST

**Bonus Tip:** Gen Z and Millennial customers care how you treat people behind the scenes. If you're fair and transparent, make it part of your story.



## 4. PEOPLE & CULTURE

- ☐ Do our policies support flexible work and fair pay?
- ☐ Are we fostering inclusion — across gender, ability, culture and background?
- ☐ Do our contractors, VAs or casuals feel valued and informed?

# FREE TOOLKIT: 360° BUSINESS FOR GOOD CHECKLIST

**Bonus Tip:** Partnering with community organisations or like-minded small businesses can grow your audience and your credibility — no ads required.



## 5. COMMUNITY & PARTNERSHIPS

- ☐ Are we supporting local initiatives or community causes?
- ☐ Are there industry collaborations that align with our values?
- ☐ Can we donate time, skills or goods instead of just dollars?



# WHAT NEXT?

**Remember:** you don't have to do everything. Start with what's doable, document your progress, and keep it real. This approach not only builds trust — it also boosts your SEO, strengthens your brand, and attracts loyal, socially conscious customers.


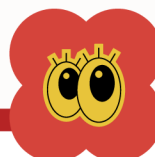

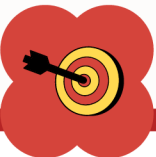


## MAKE IT VISIBLE, MAKE IT CONSISTENT

Once you've reviewed your 360-degree business impact, tell people about it! Customers want to know what you stand for, but they won't always go digging to find out. Add your values to your marketing content, create regular updates, or even start a blog series about your sustainability journey.

**EXPLORE OUR LATEST GUIDES IN  
THE [AP360 LEARNING HUB](#)**

Plan it, make it it doable, document your progress, and keep it real.

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Area	Action	KPIs (Make it SMART)	Environmental or Economic Impact	Impact to our consumers/customers	How we will tell people about it?
1. Brand & Marketing	Write here	Write here	Write here	Write here	Write here
2. Customer Experience	Write here	Write here	Write here	Write here	Write here
3. Operations & Supply Chain	Write here	Write here	Write here	Write here	Write here
4. People & Culture	Write here	Write here	Write here	Write here	Write here
5. Community & Partnerships	Write here	Write here	Write here	Write here	Write here