

16.8: Key Terms

consumer-oriented marketing | marketing strategies focused on customer needs and solving their problems

corporate social responsibility (CSR) | sustainable business strategy where companies use their platform to do good, improve the world, and be socially accountable to their customers and other interested parties

customer-value marketing | marketing strategies in which a company works to provide the customer with maximum value compared to competitors

economic pillar (governance pillar) | the sustainability pillar that concerns profitability and business ethics

environmental | a strategy that holds companies accountable for a sustainability strategy

environmental pillar | the sustainability pillar that focuses on reducing a company's impact on the environment

ESG pillars | the three pillars of environmental, social, and governance that guide corporate sustainability work

innovative marketing | marketing strategies that use media as the method for capturing prospects' attention and converting them into customers

mission-driven marketing | marketing strategies that align purpose and brand by using the corporate core mission and purpose as their focus

purpose-driven strategy | strategy in which companies work to make a difference in their communities through their decisions and support of environmental programs

social pillar | the sustainability pillar that focuses on creating an inclusive environment for the community

societal marketing | a marketing strategy focused on fulfilling social responsibility obligations while also satisfying customer needs

sustainable marketing | a marketing strategy that infuses purpose into socially conscious products and services

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