



## **The Cause Effect: Ethical Marketing & Communications Policy**

### **Marketing and Promotional Communications**

When it comes to marketing and communications that promote our products and services, we take the approach of promising only what we intend to deliver.

Our policy is to represent our products and services truthfully and transparently and provide prospective clients and customers with a genuine understanding of what we offer and what outcomes they can expect.

We don't offer over-inflated incentives or make promises that we know we cannot keep.

### **Client/Customer Communications**

Our client working relationships are vitally important to our organisation. We carry our policy of transparency through to our client and customer communications.

Again, we don't offer what we know we cannot deliver, and we endeavour to keep our clients informed of progress and any important developments with our work.

If we receive a request or enquiry from a client, we respond to that request within 24 hours either with an update or an acknowledgement of the request and our intended actions.

### **Client/Customer Feedback**

At the end of each project it's important for us to know what the client's experience was in working with us and whether they feel we could improve or add to our service.

We send each client a feedback survey and follow up any comments or questions provided as well as obtaining anecdotal feedback to help us shape our offering as we go forward.

### **Client/Customer Impact**

Because our work is all about impact and Purpose we are always curious to see the ways that our work has helped our clients to create a positive impact in the world.

Our Path to Purpose Program is specifically designed to create lasting impact. Six months after we have completed this program with our clients, we set up a formal check in to measure the impact across the different touch points of the program. This sets up the benchmark of our program.

We follow this up with a twelve month check in to see how the results compare. We then deliver this to the client as an Path to Purpose Impact Report to inspire them to continue the good work or check in with where things aren't working so well.