

## Online Marketing Company Launches By Giving Away Free Carbon Credits

*By Soul Arch Media & Marketing*

*Dated: Apr 08, 2008*

*New Australian web video production and marketing services company, Soul Arch Media & Marketing, is offering carbon credits instead of discounts to entice “green” clients.*

Soul Arch Media & Marketing is a small boutique marketing service with big ambitions. Apart from supplying web video production and copywriting services to lifestyle brands, web designers, travel and real estate companies, small to medium enterprises, and even other marketing and advertising firms, Soul Arch Media & Marketing is initiating a groundbreaking scheme where clients are offered carbon credits to offset their carbon emissions instead of regular discounts. How does this work? Every time a customer orders more than one service or refers the company to a friend, Soul Arch Media & Marketing will offer them a 10% discount. The point of difference from regular run-of-the-mill discount schemes is instead of simply taking the cash - which might be an insignificant amount for many companies - clients can instead opt to have the same monetary amount transferred into a carbon credit certificate made out in their individual business's name.

“As a company that strives to be energy efficient ourselves, we understand that small steps like these can help other environmentally-conscious companies reach their carbon offset goals. Plus it's a real win-win for clients; they get a gift that keeps on giving as well as a job well done ” said Carolyn Ridings Emge, Soul Arch Media's Marketing Manager.

“We hope our carbon credit certificate offer draws like-minded clients to consider our services, which are also geared to their various eco-friendly marketing needs. But if clients prefer the discount in a different form, we can also suggest donations to the myriad of charities we admire instead. Whichever option they choose, we hope this simple scheme will spur an influx of donations that may never have otherwise happened.”

### About Soul Arch Media & Marketing:

Soul Arch Media & Marketing is based on the Gold Coast, Australia, and specializes in creating effective online campaigns for any budget with a strong focus on emerging technologies like web video production, online video tours, podcasts, vodcasts corporate video business cards and social media newsletters, whilst also incorporate tried-and-true marketing and P.R. tools like press releases, direct marketing e-newsletters, and customer loyalty schemes. All of these services give clients big results without breaking the bank, and are more socially responsible than mass flyer mail-outs or junk mail pamphlets destined for the trash pile. Apart from offering clients 'greener' marketing solutions, they also endeavour to minimize their own ecological impact. Soul Arch Media & Marketing uses green energy, recycles paper and waste, and keeps its own advertising material to a bare minimum. Visit them online at: <http://www.soularchmedia.com>

Category	Business, Environment, Multimedia
Email	<a href="#">Click to email author</a>
Phone	+ 61 7 55345507
Address	29 Teemangum St, Tugun Gold Coast
City/Town	Gold Coast
State/Province	Queensland
Zip	4224
Country	Australia