



**GREEN
GATHERINGS**

Green Gatherings Product Launch: Content Marketing Campaign

Achievements 1 & 2



Presented By:
Andrea Heisinger

Overview

1. Brand overview
2. Product launch & content marketing campaign
3. My role in the project
4. Deliverables
5. Achievement 1 reflections
6. Achievement 2 reflections

Brand Overview

Green Gatherings offers picnic products made from sustainable, biodegradable leaves. Our goal is to create accessible biodegradable products and inspire people to live more sustainable lives while respecting the planet.



Product Launch

- Green Gatherings launched a range of biodegradable picnic products made of leaves.
- This includes bowls, plates, cups and picnic kits.

Content Marketing Campaign

- Goal is to **increase brand awareness, generate leads** for an email list and **produce sales leads**.
- Includes content at attraction, consideration and decision parts of the funnel.

What I Delivered



Market Research

I researched the target market and competitors.



Brand Messaging

I decided on the tone and voice of the brand and chose imagery.



Buyer Personas

I came up with 2 buyer personas and a target customer story.



Blog Article

I wrote a long-form blog article to appeal to our target buyer persona.



Product Landing Page

I produced a landing page for one of the Green Gatherings products.



What I Delivered



Keyword Analysis

I researched and chose keywords to SEO optimize the blog post and landing page.



Website Analytics Reports

I set up analytics and produced reports on KPIs.



Email Automation & Planning

I made a welcome email, set it to go out for new newsletter signups, and planned a course of 4 emails.



Email Course

I wrote and designed 4 emails and planned when they would be sent.



Deliverable 1: Market Research & Analysis



- We were asked to do target market research, competitor research and industry research for Green Gatherings.
- The goal is to better understand our target market and competitors in order to customize the content for our campaign.

What's In the Market Analysis?

- Target market research that will make it easier to focus the content in the campaign.
- I also did competitor analysis and found the top competitor. Then I looked at their website and social media presence.
- Based on the research I came up with 2 personas and a main buyer persona.

Reflections

- I found researching the target market and writing a synthesis was difficult.
- Next time I would put more effort into researching the target market. If I did this it might be easier to write the target market synthesis.
- Doing market research is something I need more practice with, and I hope it would be easier to do with a product that's not so niche.

Deliverable 2: Brand Messaging



- We were asked to come up with abbreviated brand messaging guidelines. This included brand tone and voice, values and imagery.
- The goal is to consistently and effectively communicate the Green Gatherings brand in the content marketing assets.

What's In the Brand Messaging?

- Our purpose is to make sustainability and caring for our planet fun and accessible.
- The voice and tone are empathetic, authentic, action-oriented, community-focused and collaborative.
- The tone and style vary according to type of content.
- Imagery evokes nature, being outdoors, spending time with other people, having a picnic.



Reflections

- I had a hard time coming up with the words to use for the voice and tone.
- I used ChatGPT to help get me started, but in the future, I would look online for examples and help instead.
- Coming up with the brand voice and tone, colors and visuals is difficult but rewarding when you're done and have a brand that looks and sounds great.

Deliverable 3: Buyer Personas



- We were asked to create 2 buyer personas based on our market research and target market.
- The goal was to use the persona we chose to turn into a story as the focus of our content marketing campaign.

What's in the Buyer Personas?

- I summarized 7 categories to define 2 buyer personas.
- This included background, demographics, lifestyle, goals and dreams and challenges.
- Our chosen persona is a 45-year-old female teacher worried about climate change and her role in it.



Reflections

- Filling in the demographic and background information for the personas was difficult because we don't have customers yet and are only going off research.
- More practice and research into building buyer personas would be helpful.
- By the end I could visualize the personas and think of them when building the web page and writing the blog article.

Deliverable 4: Blog Article



- We were asked to write a blog article to appeal to the Green Gatherings buyer persona goals.
- The goal is to measure pageviews, as well as provide a place to embed a sign-up form for our email list.

What's In the Blog Article?



- It's a listicle of 5 things you can do to live more sustainably.
- Before writing, a lot of research was done for sustainability tips and facts.
- Green Gatherings is mentioned a few times throughout.
- At the end, there is an embedded MailChimp block to collect people's email addresses.

Looking for more sustainable living tips?

Sign up for the Green Gatherings email newsletter and they'll be delivered to your inbox.

Sign me up

By clicking submit, you agree to share your email address with the site owner and Mailchimp to receive marketing, updates, and other emails from the site owner. Use the unsubscribe link in those emails to opt out at any time.



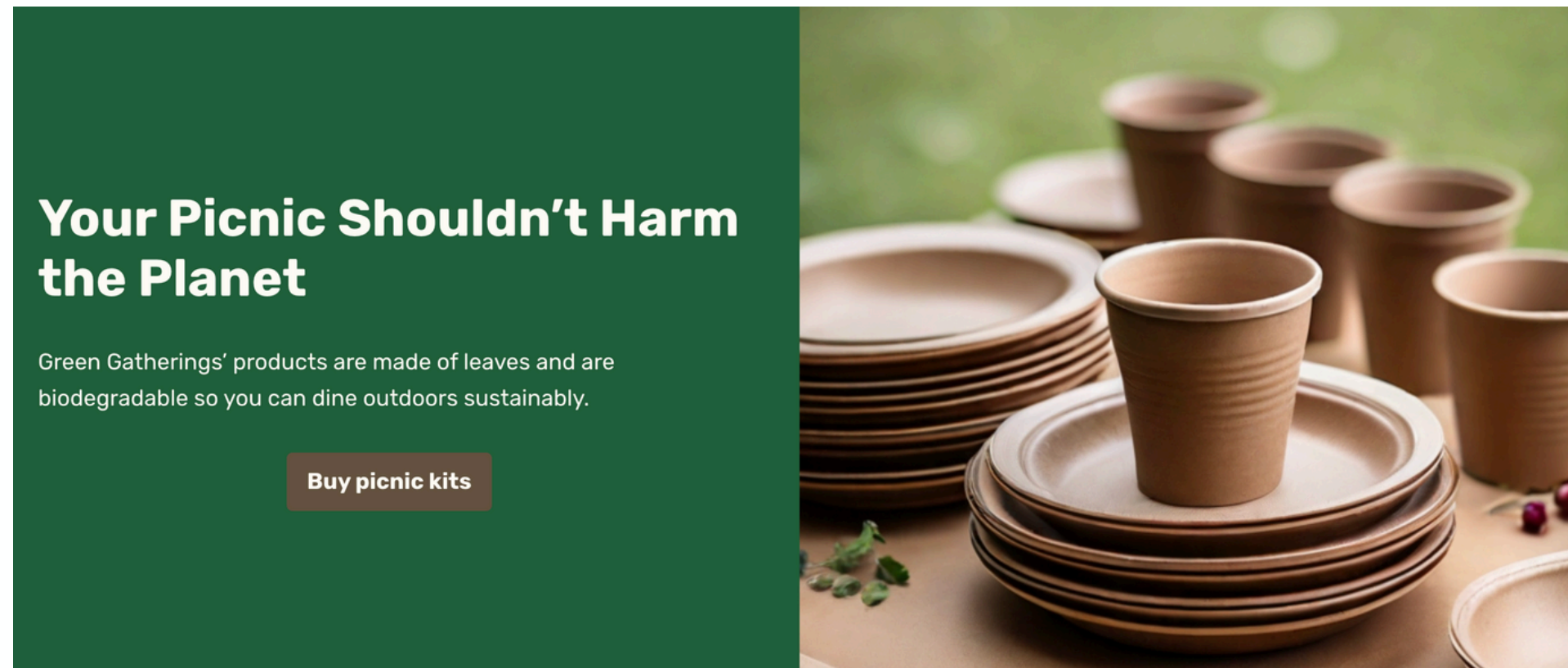
Reflections

- Researching and writing the blog article was a good exercise in focusing on the buyer persona.
- Keeping the content marketing campaign goal of the blog post in mind while writing made it easier to decide what to include.
- Once I did that it was easier to figure out what sustainable living tips to include in the text.



GREEN
GATHERINGS

Deliverable 5: Product Landing Page



- We were asked to make a product landing page for one of Green Gatherings's products. I chose the picnic kits.
- The goal is conversions by people clicking on the CTA buttons.

What's on the Landing Page?

- The page includes a product description, product features, and testimonials.
- I focused on finding appealing (fictional) pictures of the products.
- There are 2 CTA buttons to encourage people to take action.



Landing Page Features

Your Picnic Shouldn't Harm the Planet

Green Gatherings' products are made of leaves and are biodegradable so you can dine outdoors sustainably.

[Buy picnic kits](#)

- A catchy heading, subhead and CTA grabs attention.

Product Features



Fully Biodegradable:

Everything from the leaves to the coating on our products is fully biodegradable.



Sustainable: We use leaves sourced from local parks as much as possible and

monitor our carbon emissions and sustainability of operations.



Hygienic: The leaves are thoroughly cleaned before being pressed and molded to make our products.



Seasonal Colors: Just as the color of leaves on the trees changes with the seasons, the hue of our products varies due to different kinds of leaves and times of year.




Strong: Thanks to a thin coating covering the pressed leaves, the plates, bowls and cups are sturdy enough to handle liquids.

- Clear features show the product strengths.

- Testimonials give customers confidence.

★★★★★


I discovered Green Gatherings during the pandemic and immediately ordered a picnic kit. I'm trying to do small things to combat climate change and I'm happy I found a product that I can bring to a park for a picnic and not feel guilty about throwing it away because it's all biodegradable.



Marc M.

★★★★★

Fantastic product! I ordered a bunch of things for my daughter's birthday party that was in our backyard. I hate those plastic plates that all go in the garbage, so I used Green Gatherings plates and bowls and they held up really well, even with the chili we served. Plus, I didn't feel guilty for throwing it all away after. I was hesitant to switch to a new software platform, but I'm so glad I did. This software has exceeded all my expectations. It's intuitive and easy to use, even for someone who isn't tech-savvy.

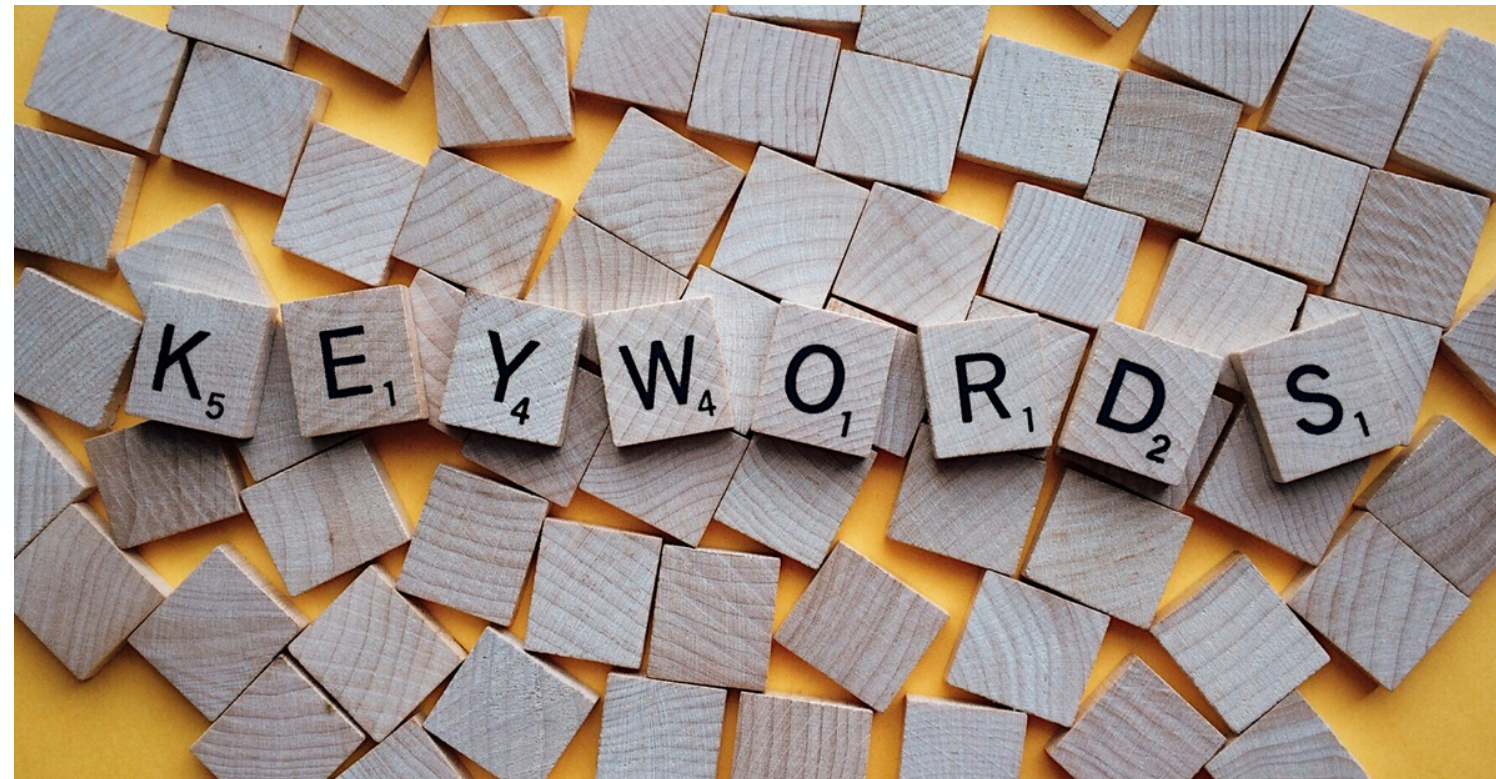


Sarah T.

Reflections

- Trying to present the product on a landing page to convince someone to click and buy was an interesting challenge.
- I tried to only include information the buyer persona might want, but it was hard.
- I might cut down the product feature descriptions because they appear too long on the page.

Deliverable 6: Keyword Analysis



- We were asked to create a keyword strategy and do keyword research based on Green Gatherings buyer personas.
- I chose 3 long-tail and 3 short-tail keywords based on the research.

What's in the Keyword Analysis?

- The analysis includes who we're targeting and what problems they're trying to solve.
- I also researched the search habits for the buyer persona's demographics.
- From the research, I compiled a keyword master list.
- The list was narrowed down to long-tail and short-tail keywords.



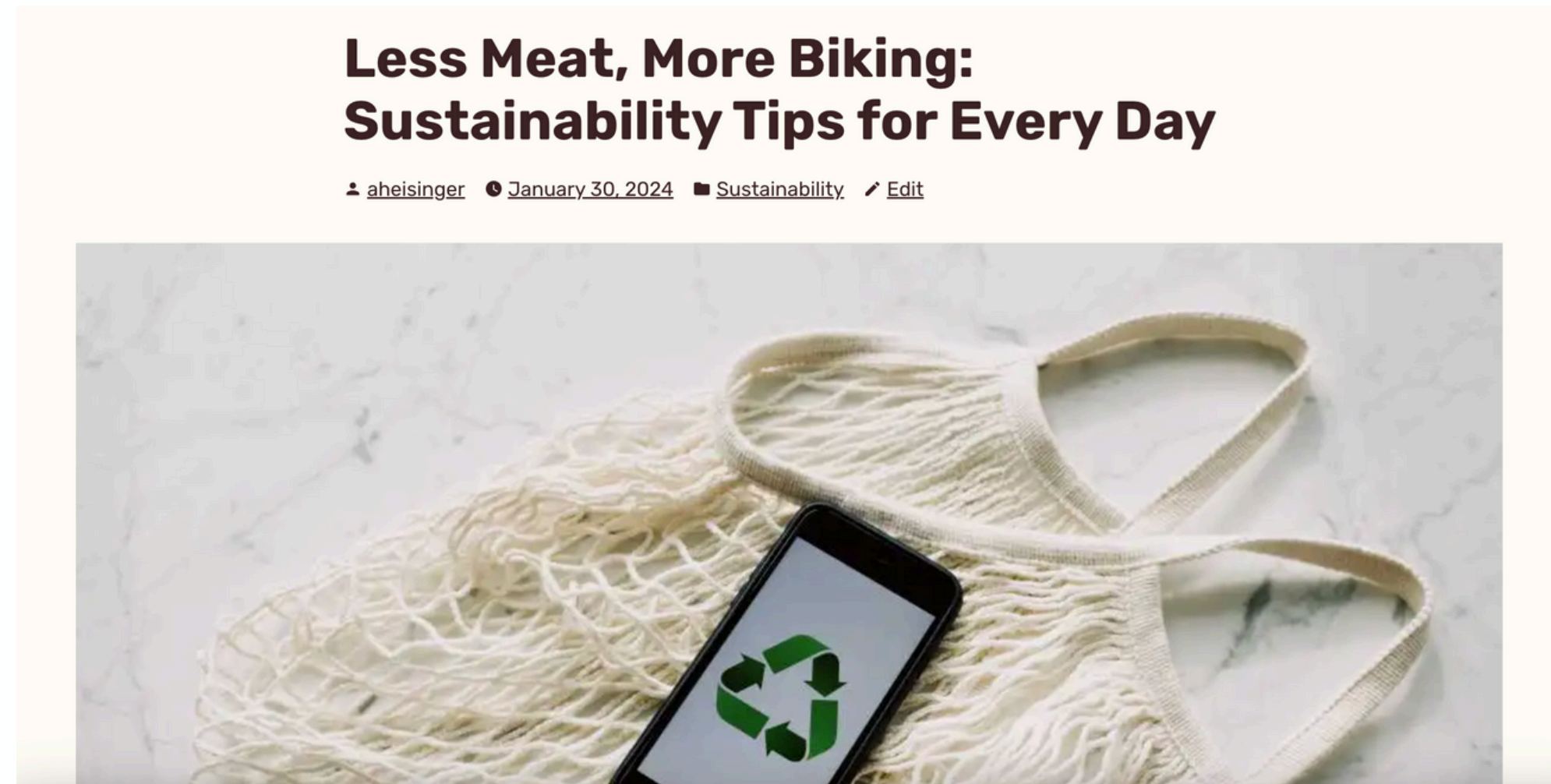
6 Chosen Keywords

Long Tail	Important metrics (i.e., difficulty or volume)
Eco-friendly picnic supplies	Difficulty: 24%, volume 0 (UK)
How to live more eco friendly	Difficulty: 51%, volume 54 (UK)
How to live more sustainably	Difficulty 48%, volume 70 (UK)
Short Tail	
Sustainable living	Difficulty 64%, volume 880 (UK)
Sustainability tips	Difficulty: 58%, volume 110 (UK)
Sustainable picnic	Difficulty: 21%, volume 1 (UK)

Reflections

- Doing keyword research in English for Europe was difficult.
- I had a limited number of searches available on Moz and SemRush, so I made the most of them.
- I was able to choose my keywords by looking at the search volume for the UK.

Deliverable 7: SEO Optimization



- We were asked to SEO-optimize our blog article and landing page.
- The goal is to improve the ranking in search engines for greater visibility of Green Gatherings.

What's in the SEO Optimization?

- The content was updated to include keywords like “sustainable picnic”.
- The blog post and landing page were changed to improve the Yoast SEO readability.
- Images had alt tags added and the size was reduced to improve page speed if necessary.
- Outbound links were added to the blog post.



Reflections

- I enjoyed optimizing the pages and hope it improves the ranking.
- It was a good challenge to fit the keywords in the text and headlines in a natural way.
- There was not a lot of organic search volume for the main keyword in the UK, but hopefully, other text and page improvements improve the rankings.

Deliverable 8: GA Reports



- We were asked to configure a custom pageview event and conversion event in Google Analytics.
- I also created a funnel in GA for the email campaign.

What's in the GA Tracking?

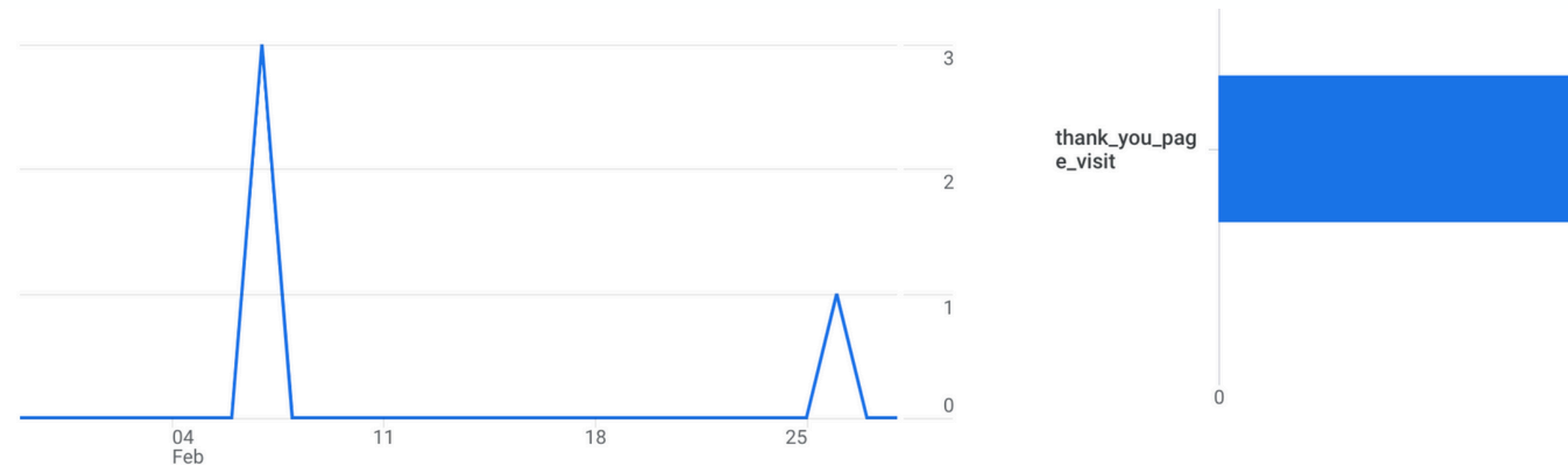
- I set up events in GA to track pageviews and conversions when people click on a CTA on the Green Gatherings landing page.
- I also set up a 2-step funnel to view when people visit the landing page.

GA Pageview Report

Landing page +		↓ Sessions	Users	New users	Average engagement time per session	Conversions All events ▼	Total revenue
		62 100% of total	24 100% of total	24 100% of total	1m 04s Avg 0%	4.00 100% of total	€0.00
1	/	27	10	7	1m 06s	1.00	€0.00
2	/2024/01/30/sustainability-tips	14	8	7	53s	0.00	€0.00
3	/2024/01/30/sustainable-living-tips	11	10	9	1m 57s	0.00	€0.00
4	(not set)	5	3	0	12s	0.00	€0.00
5	/blog	3	2	1	6s	0.00	€0.00
6	/thank-you	2	1	0	13s	3.00	€0.00
7		1	1	0	31s	0.00	€0.00

- From Jan. 30 - Feb. 28, 2024
- 27 pageviews of the landing page/home page

GA Funnel Report



<input type="text"/> Search...		Rows per page: 10 ▾ 1-1 of 1	
Event name	Conversions	Total users	Total revenue
	4.00	1	€0.00
	100% of total	100% of total	
1 thank_you_page_visit	4.00	1	€0.00

- 4 conversions from Jan. 30-Feb. 28, 2024

Reflections

- I faced challenges setting up the events in GA, but after doing online searches in forums I found answers to my questions.
- I also had a problem with creating the funnel, but after I got some feedback on which URL to use, I was able to figure it out.

Deliverable 9: Welcome Email



Thanks for subscribing!

We'll keep you up to date on the latest products from Green Gatherings and share tips and inspiration for living your best sustainable life.

- To increase the visibility of Green Gatherings, we wanted to add to our newsletter subscriber list.
- A welcome email was created in MailChimp and set to send out when new people sign up.

What's in the Welcome Email?

- The email is automatically sent to new newsletter subscribers, thanking them for signing up.



Reflections

- The welcome email was sent to 7 of the 14 people on my subscriber list.
- Of those 7 emails sent, there was a 100% open rate, which is a good result.

Deliverable 10: Email Course Flowchart



- We were asked to come up with a series of emails to deliver quality content to our subscribers.
- Four emails were created to target people in different stages of the funnel.

What's in the Email Flowchart?

- Ideas were brainstormed for information that would get people to click on the CTA and convert.
- A series of 4 emails was created.
- These cover sustainable living tips and how Green Gatherings products are made.



What's in the Email Flowchart?

Email 1

Topic: Easy swaps for single-use plastic items

Format: Listicle of 5 items you can use instead of their plastic equivalents.



Email 2

Topic: What is conscious consumption?

Format: Image and text explaining what conscious consumption is.



Email 3

Topic: Tips for a sustainable picnic

Format: Image and series of bullet points of how to eat outside without hurting the environment.



Email 4

Topic: How leaves become picnic products

Format: Ideally this would be video, but for this purpose it's an infographic.

Reflections

- Deciding on what was included in the emails was challenging. It helped to go back to the buyer persona.
- The 4 emails contain quality content that will hopefully lead people to click on the CTA button to go to the landing page.

Deliverable 11: Email Course



- We had to create the emails for our email course in MailChimp.
- We were also tasked with setting up tracking for these emails in Google Analytics.

What's in the Email Course?

- Topics include single-use plastic reduction, conscious consumption, picnic tips and introducing how our products are made.
- The emails will go out at least 2 days apart and we'll track open and click-through rates.



Email No. 1

That Plastic Cup Is Here to Stay

But it doesn't have to be this way



- Talks about plastic waste and gives tips on how to reduce single-use plastic use.

Email No. 1

All those plastic items in the landfill take between 20 to 500 years to break down, according to the United Nations. Even then they don't disappear, but exist in smaller pieces.

So what can we do to help keep all this plastic out of the environment?

- **Reusable shopping bags:** Bring these with you instead of getting a bunch of plastic bags.
- **Refillable razors:** Bonus points if it's made of metal or a sustainable material!
- **Reusable water bottles:** Get in the habit of taking a water bottle with you when you're out and about.
- **Sustainable picnicware:** Avoid using plastic tableware or silverware at home or for picnics.

There are a lot of solutions out there to avoid using single-use plastic. **Green Gatherings** has a biodegradable solution for your next picnic or outdoor gathering.

[Explore picnic kits](#)

Email No. 1

10 Opened	3 Clicked	0 Bounced	0 Unsubscribed
--------------	--------------	--------------	-------------------

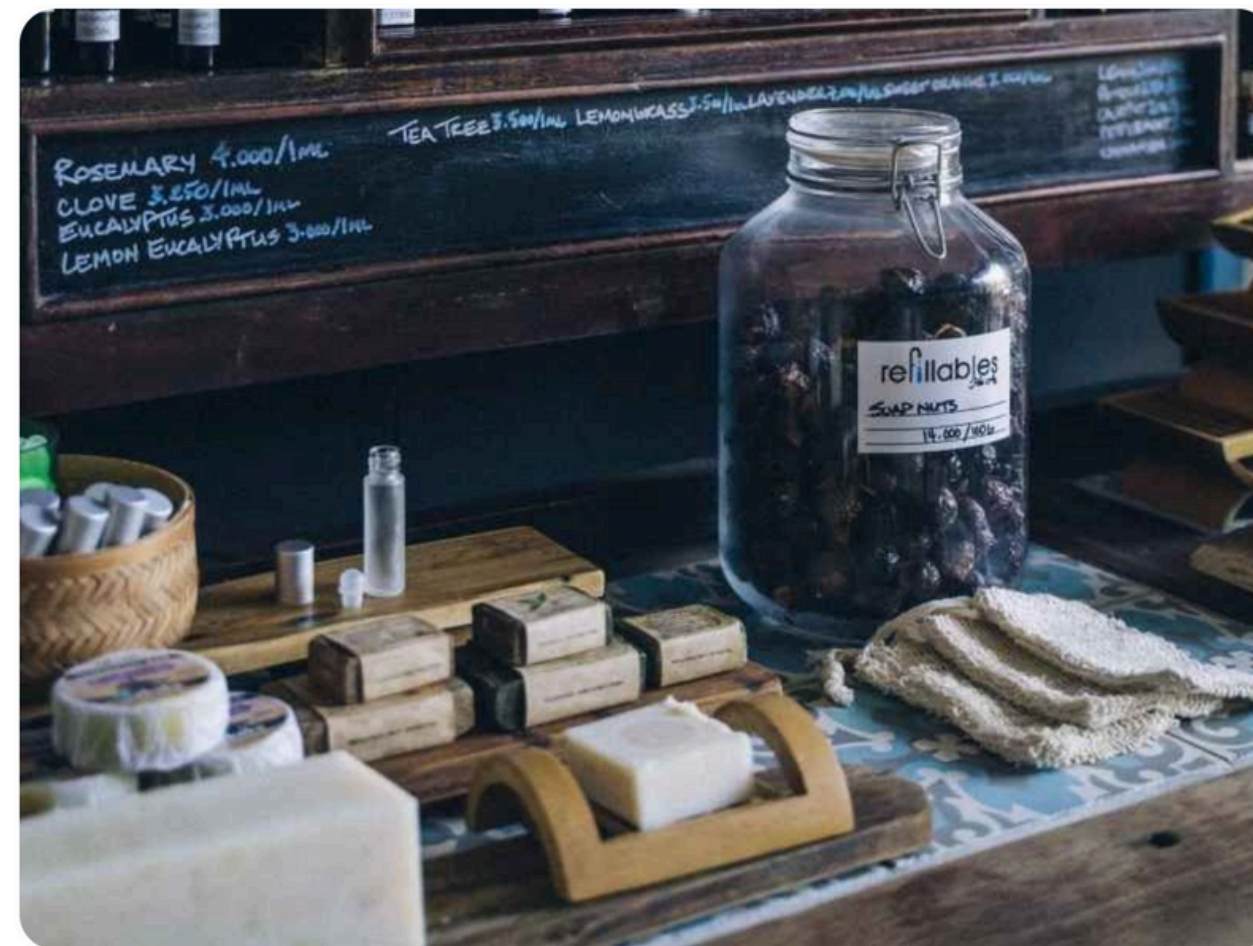
Successful deliveries	12 100.0%	Clicks per unique opens	30.0%
Total opens	28	Total clicks	4
Last opened	5/15/24 1:28AM	Last clicked	2/29/24 4:48PM
Forwarded	0	Abuse reports	0

- 83% open rate
- 3 click-throughs

Email No. 2

Change the Way You Shop

Buy sustainably and maybe save a little money



- Informational email about how to become a conscious consumer.

Email No. 2

Be honest: How often do you buy something because you're bored?

Conscious consumption is basically doing the opposite of that, thinking about what you buy, where it comes from and how it was made. You can buy things from companies with ethical, transparent manufacturing practices (like Green Gatherings), focus on purchasing better-quality items that last longer or be repaired.

Or instead of doing either of these things, you can ask yourself the question, "Do I really need this?"

If you have the time, do a little research on the company you're considering buying from. You can look for these things:

- **Eco-conscious certifications on their website**
- **Transparency about working conditions**
- **Materials they use to make their products**
- **How they package their goods**

Whether you're trying to avoid fast fashion or cut down on single-use plastic, there are many ways you can start being a conscious consumer today!

For a good start, check out **Green Gatherings'** biodegradable picnic kits.

Shop consciously

Email No. 2

8 Opened	0 Clicked	0 Bounced	0 Unsubscribed
-------------	--------------	--------------	-------------------

Successful deliveries	13 100.0%	Clicks per unique opens	0%
Total opens	12	Total clicks	0
Last opened	2/27/24 1:20AM	Last clicked	N/A
Forwarded	0	Abuse reports	0

- 62% open rate
- 0 click-throughs

Email No. 3

3 Steps to a Better Picnic

Enjoy eating outdoors without hurting the environment



- Tips for having a more sustainable picnic.

Email No. 3

A picnic or outdoor barbecue is a good way to spend time with friends and family. But one thing it's not always good for is the environment. It's easy to grab some plastic plates, cups and silverware at the store and not think about what happens to all of it after you throw it in a trash can.

There are some easy things you can do that will make your next outdoor gathering more environmentally friendly. That way you can enjoy the event and know you did your part to not harm the environment.

1. **Buy biodegradable picnic products:** There are so many choices of sustainable disposable tableware and cutlery that you don't need to buy plastic. Options like Green Gatherings are fully biodegradable whether you throw them in the trash or your compost bin.
2. **Compost & recycle:** Make sure that whether you're picnicking in a backyard or national park that you take everything you brought with you when you leave. Bring a bag to put compostable picnic products or food in, and take any glass or plastic containers to a recycling bin.
3. **Make food yourself:** With a little planning you can avoid bringing pre-packaged food and snacks to your picnic by making things at home. Whip up a batch of hummus and toast some pita bread or cut up some vegetables and fruit. Add a bottle of homemade lemonade and everyone at the picnic will be wowed!

If you want to start planning your next green picnic, check out what **Green Gatherings** has to offer.

[Shop now](#)

Email No. 3

10 Opened	1 Clicked	0 Bounced	0 Unsubscribed
--------------	--------------	--------------	-------------------

Successful deliveries	14 100.0%	Clicks per unique opens	10.0%
Total opens	30	Total clicks	1
Last opened	5/15/24 12:20PM	Last clicked	2/26/24 7:00AM
Forwarded	0	Abuse reports	0

- 71% open rate
- 1 click-through

Email No. 4

Meet Our Eco-Friendly Picnic Products

Say goodbye to plastic and hello to Green Gatherings



- Goes through how Green Gatherings products are made and encourages sales.

Email No. 4

Did you know that our range of picnic products were inspired by a trip to India? The founder of Green Gatherings saw how street food was served in a bowl made from pressed leaves and wanted to make the same thing happen in Germany.

But how do leaves get turned into picnic products strong enough to hold food and even liquids without breaking down? Let's take a look.

Step 1: We partner with local parks when possible to source fallen leaves.

Step 2: The leaves are thoroughly cleaned before being pressed into shape.

Step 3: The pressed, shaped leaves are covered in a thin coating that makes them strong enough to hold liquids.

Step 4: The products are shipped to you for your next picnic.

This entire process is made as sustainable as possible, and we monitor our carbon emissions so we can continue to be environmentally friendly.

Interested? Try **Green Gatherings** products for your next picnic and take a step toward more sustainable living.

Shop now

Email No. 4

9 Opened	4 Clicked	0 Bounced	0 Unsubscribed
-------------	--------------	--------------	-------------------

Successful deliveries	14 100.0%	Clicks per unique opens	44.4%
Total opens	34	Total clicks	6
Last opened	5/15/24 12:20PM	Last clicked	2/28/24 11:09AM
Forwarded	0	Abuse reports	0

- 64% open rate
- 4 click-throughs

Reflections

- I sent out 4 emails and they all had open rates better than the KPI of 35%.
- The best-performing email was No. 1, with an 83% open rate and 3 click-throughs.
- Email No. 2 was the worst performing of the course, with a 62% open rate and 0 click-throughs.

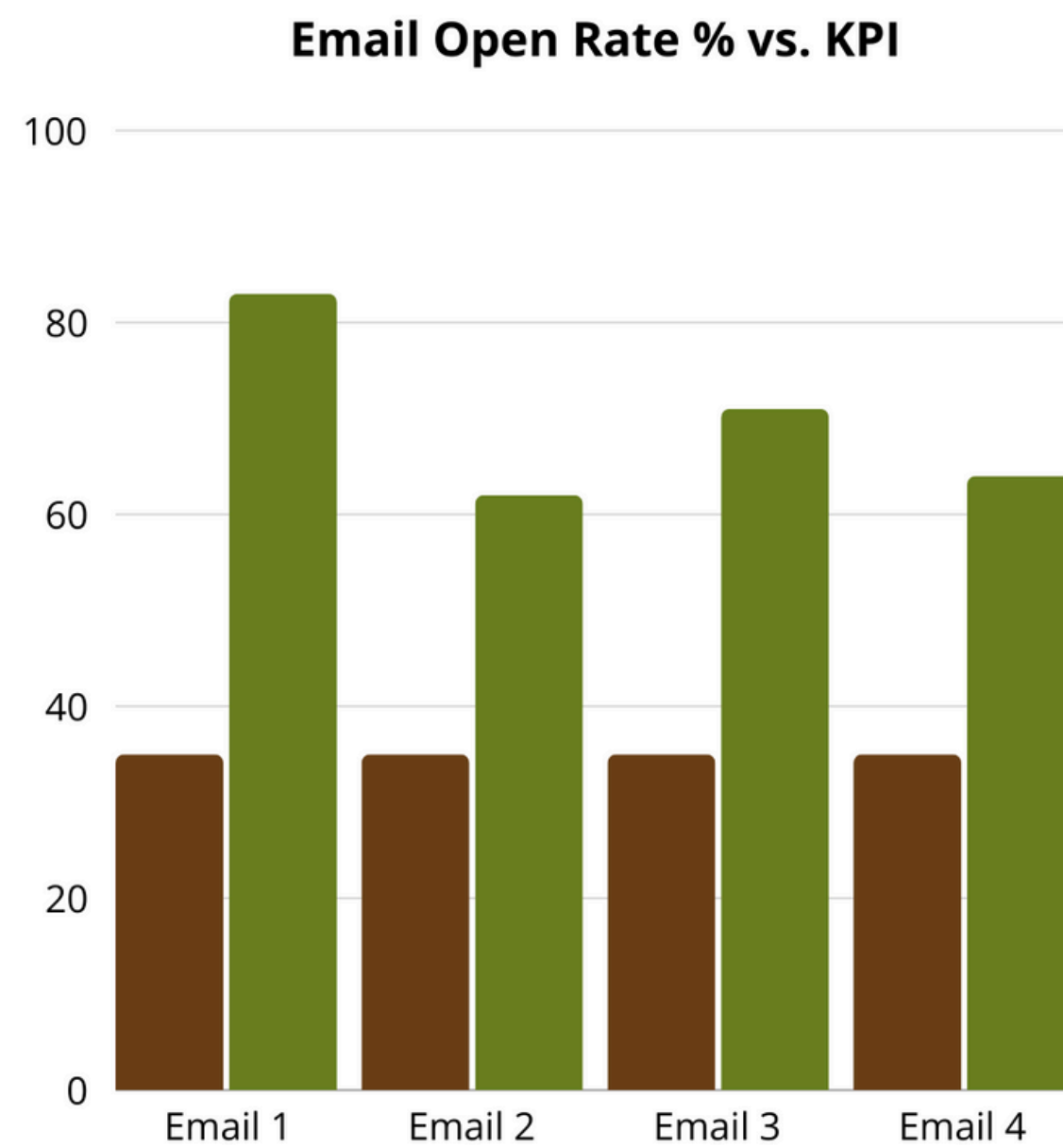
Achievement 1 Reflections

- My main achievement is learning how to produce deliverables for a content marketing campaign.
- I learned how to use tools like WordPress, MailChimp and Google Analytics to meet the KPIs and goals of the campaign.
- Learning how to create buyer personas was a useful skill to know who you're marketing to.

Achievement 2 Reflections

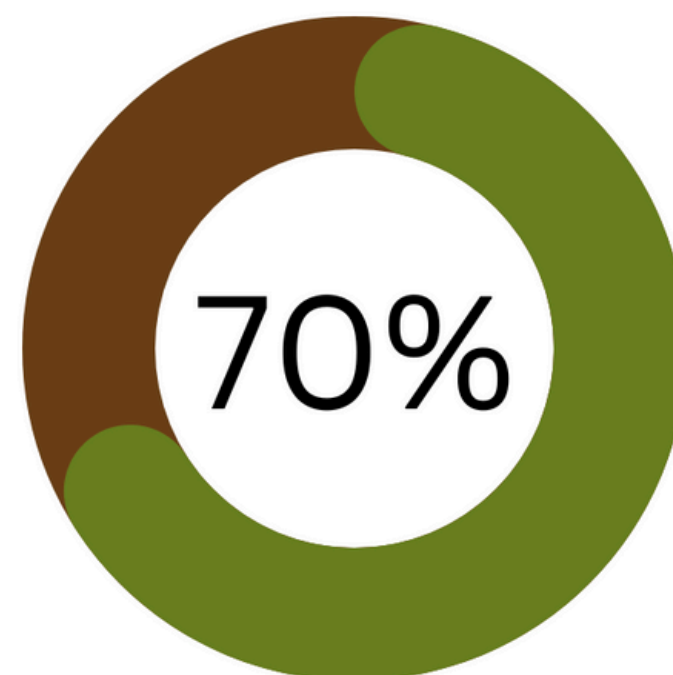
- My main achievement is learning how to produce optimized content and trackable emails for a marketing campaign.
- I learned more about using tools like MailChimp, Yoast SEO and Google Analytics to meet the KPIs and goals of the campaign.
- Learning how to build and send emails, while also tracking things like open rates, were challenging but exciting skills to learn.

Achievement 2 Data



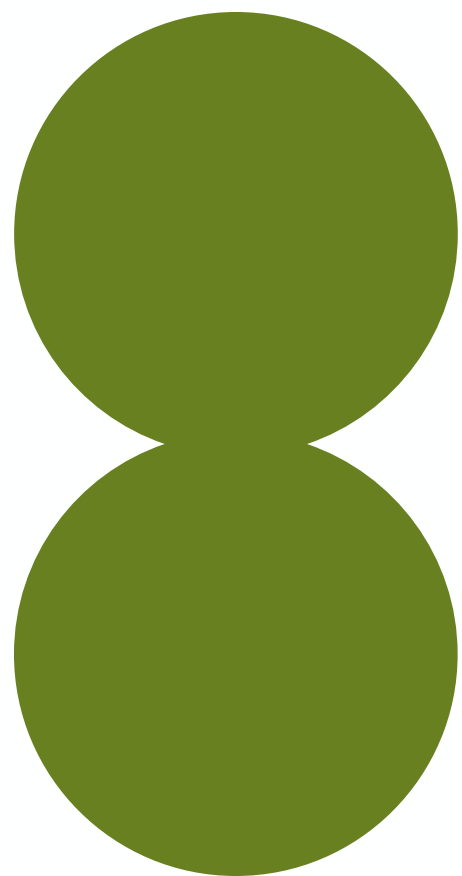
Achievement 2 Data

Click-through Rate vs. Goal



Recommendations

- In future email courses, I would move the CTA up in the email to improve the click-through rate.
- We should produce more like the first and most successful email that was short and informational.
- Readers liked the listicle blog post, so we should write more in this style.
- We barely reached our conversion KPI so we can think about new email formats and the landing page layout.



THANK
YOU

