



Green
Gatherings

Green Gatherings | Product Launch and Content Marketing Campaign

Case Study

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October 2023

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Overview

Company overview

About Green Gatherings

Green Gatherings is a **(fictional)** newly founded company based in Europe. The initial line of products are bio-degradable plates and bowls that are sustainably produced from leaves pressed into shape.

The brand thinks of itself as offering sustainable picnic and lifestyle solutions and views their customers as a community of sustainably-minded people.



Brand Elements and Values

Purpose

To make sustainability and caring for our planet both fun and accessible

Mission

To create the best sustainable and biodegradable solutions that connect people to each other through gatherings and to our planet through shared respect for nature. We aim for this sustainability journey to be inclusive, accessible, and empowering.

UVP

To make biodegradable products that are accessible, fun, and give back to Mother Nature.

Key Value

Sustainability – Solutions Oriented –
Community – Accessibility

Campaign Objective and Goals | My Role

Campaign Objective

- Set up content marketing campaign components: product landing page, blog article.
- Launch email campaign to generate leads for Green Gatherings product launch.

Content marketing campaign goals

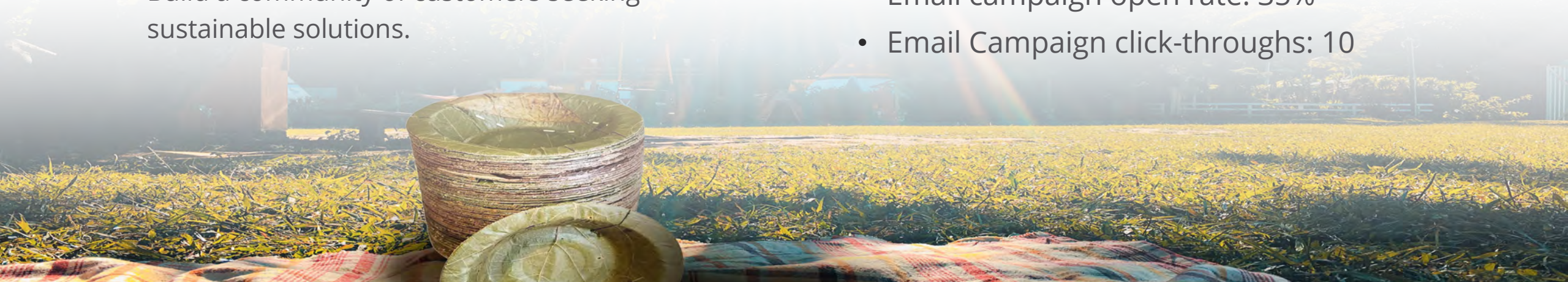
- Increase brand awareness and trust.
- Increase product sales.
- Build a community of customers seeking sustainable solutions.

My Role

- Content marketer as part of the overall marketing team

KPIs

- Blog pageviews: 20
- Pageviews on product landing page: 8
- Conversions from product landing page to thank you page (or cart): 4 conversions
- Email campaign open rate: 35%
- Email Campaign click-throughs: 10



Deliverables

Research

- Research of market and the competitors.
- Description and narrative of buyer personas.

Branding

- Branding guidelines including brand voice and tone, company logo, tagline and photography style.

Writing and art direction

- Writing and implementation of long-form blog post and product landing page.
- Email campaign: 3 emails.

Execution

- Keyword research and analysis, on- and off-page SEO, Google Analytics.
- Developing Green Gatherings WordPress site with integration of Mailchimp and Google Analytics.
- Email campaign executed with Mailchimp.

Analysis

- Result analysis and reflections on campaign results vs campaign goals.

Target Market Research

Demographics

- Target Demographics consists mostly of middle-income, Millennial women. More likely living in urban areas.
- Price conscious, but willing to pay more for sustainable products.
- Working full time, with or without children.

Consumer needs

- Convenience and quality of picnic ware to have more time to enjoy friends and family.
- Environmentally friendly to reduce carbon footprint and feel better about the purchased product.

Social media channels

- Facebook, Instagram, Pinterest

Overall trends to consider

- Health concerns remain. Using disposable picnic ware is playing it safe.
- Shopping online increases which makes the online store a must have.
- After the pandemic socializing with friends and family became an outdoor event. Green Gatherings plates can be a central part of the socializing.



Competitor Research

Main Competitor: [Bambu](#)

Company description

- Bambu produces sustainable home goods & eco-friendly dinnerware.
- Mission: Here at Bambu, we're committed to creating zero-waste solutions that make everyday sustainable living possible.

Competitor strength

- One-stop shop for a variety of sustainable, disposable products.
- High quality products that also look good.
- Active on social channels with a decent amount of engagement on posts.
- Customers love the products.
- Collaboration with like-minded businesses to increase customer engagement and brand awareness.

Competitor weakness

- High price makes it less affordable on a regular basis and restricts to special occasion use. This defeats the purpose of their mission to "make small changes with a big impact." Only replacing plastic every time for single-use will create a habit.



Considerations for Green Gatherings positioning

- Play into the uniqueness of the Green Gatherings product and its visual appeal versus the standard paper plate.
- Consider a dedicated store on Amazon to accelerate product awareness and increase sales. Would allow for bulk production and a lower pricing.
- Collaborate with like-minded businesses that sell products complementing the Green Gatherings offering. This will grow the awareness of Green Gatherings and multiply the potential customer base.

Target Persona | Katie

Katie is first and foremost a mother of two young children – that is her priority. She works part-time job as marketing manager, struggling to keep that work/life balance. Family and friends are everything to her. She is the one organizing gatherings and parties – often in the park since the family is renting a city apartment with limited outdoor space.

Katie loves the outdoors. Hiking and camping, sleeping under the stars is her favorite. It is a way to get away from the city and recharge. Environmentally conscious, she tries to be a role model for her children and teach them to be good stewards of the earth. Even though Katie keeps a tight budget, eating organically grown food and buying sustainable products is important and she is willing to spend more money on it.

To stay up-to-date on “green” products, Katie spends time on Pinterest and YouTube. Facebook and Instagram are her connection to friends and family.



Target Persona | Katie

Background information

- Family Status: Married, 2 young children
- Profession: mid-level marketing manager
- Career Path: working part-time to take care of the children – family first

Demographics

- Gender: Female
- Age Range: 25-45
- Location: Lives in the city
- Household Income: Middle-class income combined with her husband
- Renters in city apartment with limited outdoor space

Lifestyle Trends & Key Values

- Has the family living close by and likes to spend time together
- Very social with friends that have kids the same age than her children
- She is the person that holds the family together, organizing gatherings and parties
- Likes the outdoors and loves to go hiking and camping
- She tries to be a role model for her children by being environmentally conscious. Buys organic food and is willing to spend more for it
- Embraces being “green” and socially responsible as a lifestyle

Online Behavior

- Does most of the shopping online
- Does not have much time for social media, but uses Facebook (Facebook Groups) for advice and Instagram to communicate with friends and family
- Looks at Pinterest and YouTube for inspiration

Life Goals and Dreams

- Wants to raise her children to be happy and healthy adults
- Wants to leave the world a better place
- Hopes to go back to her own career once the children are older

Challenges and Pain Points

- Struggle with work/life balance
- Would like to have some time for herself and for her goals in life
- Worries about finding products that are safe health wise and not harmful to the environment

Summery

- Green Gatherings offers a solution that makes Katie's life a bit easier when it comes to gatherings/parties and when going camping as well. Cleanup is a breeze and Katie has more time to enjoy friends and family
- Katie will also not have to worry about harming the environment
- The Green Gathering community provides Katie with tips & advice, recipes, and a group of likeminded people

Branding | Logo and tagline

The Green Gatherings logo is a word mark and visual combined.

The logo can be used in black or white. It needs to stand out from the background with enough contrast to make the logo legible and pass accessibility testing.

The required space around the logo is the height of the upper case "G".



Photography

Our photography is driven by our visual attributes: authentic, inclusive, positive and warm. It highlights our customers' experiences and captures the people's interaction with our product at the center. Images with product on its own or with food show the beauty of the product. Food styling is simple, but elegant.

- Reflects a clear, singular idea
- Shows authentic, captured moments of people in a community-oriented world
- Exudes positive energy and attitudes
- Features subjects lit by natural (sunlight) or existing (ambient) light
- Is full-color, bright, and warm
- Is genuine and avoids photographs of people posing in a staged environment
- Plates and food hero images are stylish and modern in a natural setting

People



Product



Branding | Brand Voice and Tone

Tagline

Nature's Tableware: Connecting People,
One Bite at a Time!

Brand Promise

1. We create high quality, sustainable products with mother nature in mind
2. We offer lifestyle solutions that make your life easier and give you time for family, friends and yourself
3. We foster community to make our world a better place

Tone of Voice

- **Approachable**
We speak as humans to humans.
- **Trustworthy**
We aim to give our customers the confidence that our products are the best sustainable and biodegradable solutions.
- **Inclusive**
We want our customers to feel as part of a larger community on a sustainability journey.

Branding | Tone and Communication Style Used in Content

Blog Post

Do

- Be informative and educational
- Keep the attention of the reader by clearly structuring the blog post – especially in the long form. Include callouts.
- Include quotes and reputable sources with citations

Don't

- No speculation
- No abbreviations or scientific terms that cannot be understood by our customers

Email Marketing

Do

- Short informative copy
- The top headline needs to grab the attention of the recipients and make the purpose of the email clear
- Include the call-to-action as high up as possible
- Use bullet points

Don't

- No long paragraphs
- Do not include important text in images – email clients often block images

Product Landing page

Do

- Keep the copy short and concise, use CTA headline and bullet points if the purpose of the landing page is to collect the email of the potential customer
- If the page is the product page, only include product name and description, price, buy-button.

Don't

- Do not include anything that distracts the visitor from the purpose of their visit (email sign-up or purchase)

Blog | writing, execution

Goal

- Call to action: Sign up for the newsletter
- Build interest and trust in Green gatherings

Targeted persona: Katie

Focusing on the buyer persona Katie. She is a dedicated mother and loves to bring the family together. She organizes parties all the time, but birthday parties for her kids are her favorite.

Selected topic:

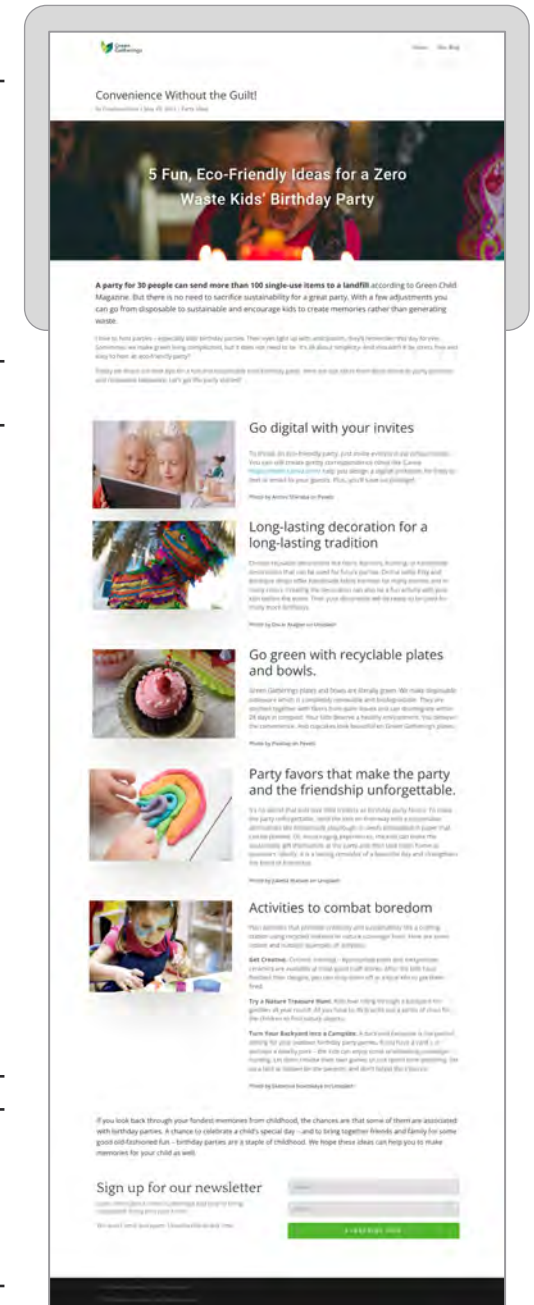
Birthday party for your kids – 100% fun – zero waste

Birthday parties for kids are a big deal. A lot of effort goes into it to make it fun for the kids and the adults that come along. For the environmentally conscious mom there is also the pressure to make the event sustainable and avoid waste.

Header and intro

Listicle: 5 ideas

CTA: sign up for newsletter



Landing page | writing, execution

Goal

- Engaging visitors
- Convert visitors that clicked through from search or paid social to become customers by completing the purchase. In this case we are using a click-through landing page.

Target persona and product

- Target persona is Katie.
- The featured product the Picnic Kit.

Call to action

Multiple CTAs in sections of the website for easy conversion linking to the product page.

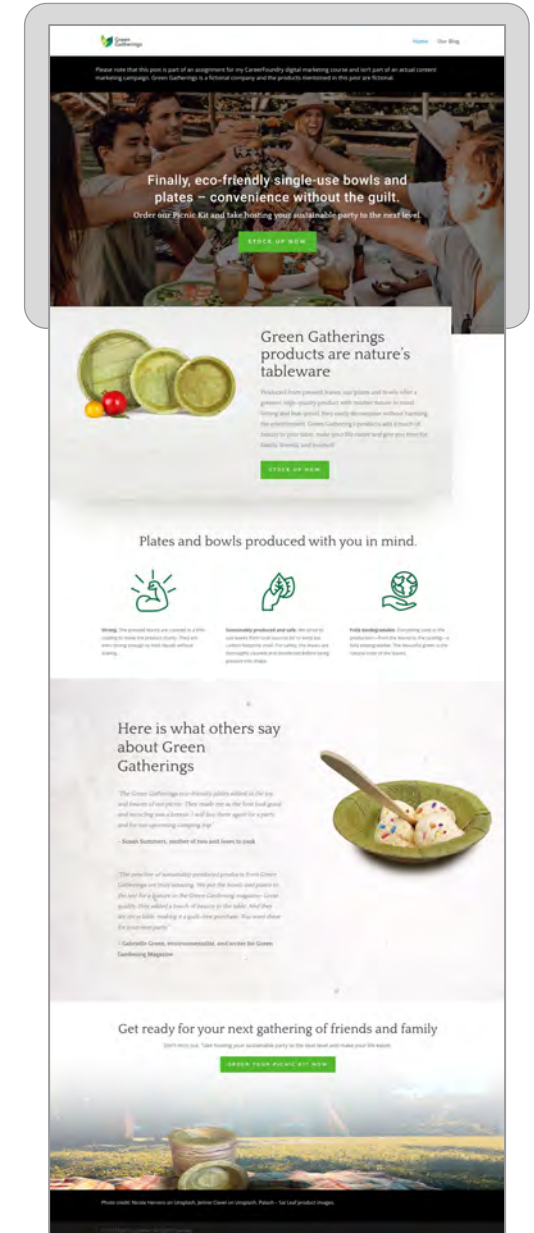
Header with CTA

Product description with CTA

Product feature

Customer and expert quotes as social proof

CTA: sign up for newsletter



Email #1 | writing, execution

Topic

- Using Green Gathering plates to make your 4th of July party a success.

Goal

- Establish Green Gatherings as a company committed to sustainable products. Build trust and awareness for the brand. Increase sales.



Subject Line

- You'll be the hero

Preview

- Recipe for side dish that everyone will love

[View this email in your browser](#)



Make you 4th of July party a success

Everyone will love this side dish

Well, 4th of July is almost here. Don't you love the traditions that come with our annual celebration? The gathering of family and friends around the BBQ, the backyard games and waiting for the fireworks to start.

For this year we want to introduce you to an easy to make side dish: Watermelon Salad with Feta. It is our favorite hereat Green Gatherings. It is great for hot summer days!

And speaking of easy... go easy on yourself and try our Picnic Kit. This is truly nature's tableware – the guilt-free, zero-waste solution – no clean-up for you.

[Order your Picnic Kit now](#)

Watermelon Salad with Feta & Mint

This refreshing watermelon salad is one of our favorite summer sides. Feta, mint & avocado are the perfect tangy, creamy, and fresh counterpoints to the juicy watermelon.

Ingredients

Dressing

- 2 tablespoons extra-virgin olive oil
- 3 tablespoons lime juice
- ½ garlic clove, minced
- ¼ teaspoon sea salt

For the salad


- 5 cups cubed watermelon
- 1 heaping cup sliced English cucumber
- ¼ cup thinly sliced red onions
- ½ cup crumbled feta cheese
- 1 avocado, cubed
- ¼ cup torn mint or basil leaves
- ½ jalapeño or serrano pepper, thinly sliced, optional
- Sea salt

Instructions

Make the dressing: In a small bowl, whisk together the olive oil, lime juice, garlic and salt.

Arrange the watermelon, cucumber, and red onions on a large plate or platter. Drizzle with half the dressing. Top with the feta, avocado, mint, and serrano pepper. If using, and drizzle with remaining dressing. Season to taste and serve.

Credit:
<https://www.bonappetit.com/recipes/2014/07/04/watermelon-salad/>




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Email #2 | writing, execution

Topic

- Using Green Gathering plates on your next camping trip.

Goal

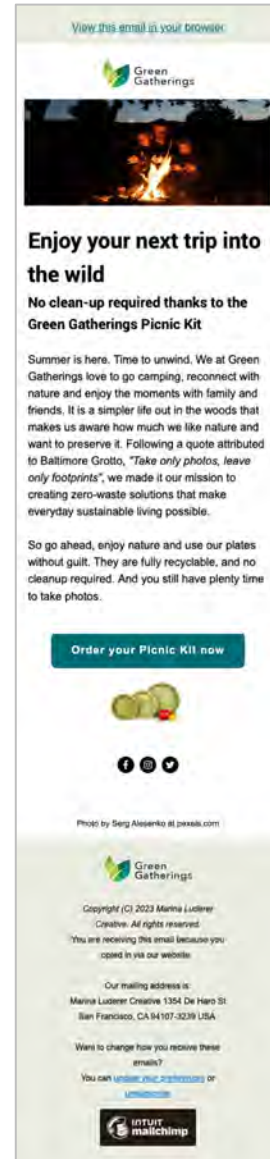
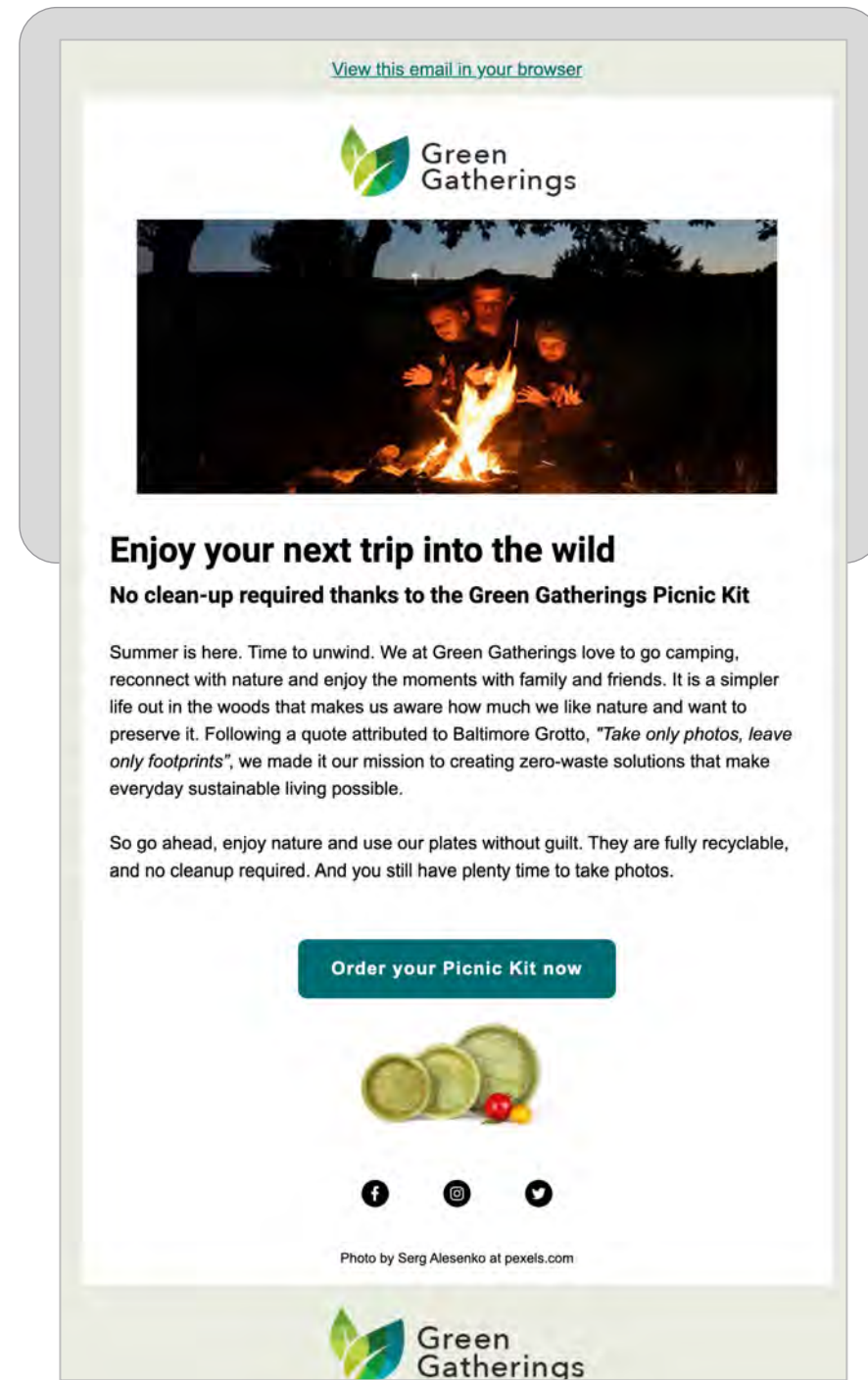
- Establish Green Gatherings as a company that cares deeply about the environment and wants to make sustainable living possible. Build trust to increase sales.

Subject Line

- Enjoy your next trip into the wild – no clean-up required

Preview

- Thanks to the Green Gatherings Picnic Kit



Email #3 | writing, execution

Topic

- Join the Green Gatherings community

Goal

- Instead of a discount to promote sales, we appeal to the environmental conviction of our customers to support Green Gatherings which donates a part of their proceeds to support the environmental causes. Establish Green Gatherings as a force for good. Build trust to increase sales.



Subject Line

- Making a difference – one plate at a time

Preview

- Join the Green Gatherings community

[View this email in your browser](#)



Join the Green Gatherings community


And help the environment

We are committed to making a difference – one plate at a time by providing 100% sustainable and biodegradable plates and bowls. But it takes a community to have a big impact. **For every Picnic Kit you purchase we donate 25% of our proceeds to environmental organizations.** Your support provides much needed help for environmental research and community cleanup groups. But it does not end there. Green Gatherings Picnic Kit are produced with YOU in mind

- High quality, strong plates that even hold hot liquid without leaking
- Fully compostable guilt-free single-use plates that make your party cleanup a breeze
- Adding a sense of beauty to the table
- More time to enjoy gatherings with family and friends

Go ahead, join the Green Gatherings community. We help making your life easier. You help the environment.



[Order your Picnic Kit now](#)



"The new line of sustainably produced products from Green Gatherings are truly amazing. We put the bowls and plates to the test for a feature in the Green Gardening magazine. Great quality, they added a touch of beauty to the table. And the best part: Green Gatherings donates 25% of their proceeds to environmental organizations. You want these plates for your next party."

– Gabrielle Green, environmentalist, and writer for Green Gardening Magazine

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Execution

WordPress and Mailchimp

- Build out the website with landing page and blog in WordPress
- Set up welcome email for email sign-ups from blog post
- Email strategy and execution with Mailchimp

Search Engine Optimization

- Keyword long tail and short tail research.
- SEO implementation and optimization through Yoast SEO in WordPress.

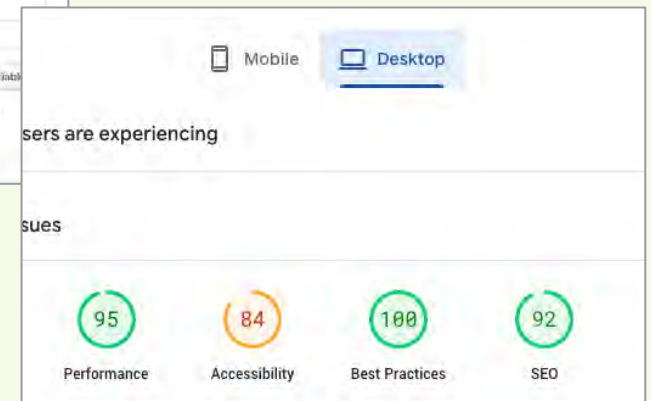
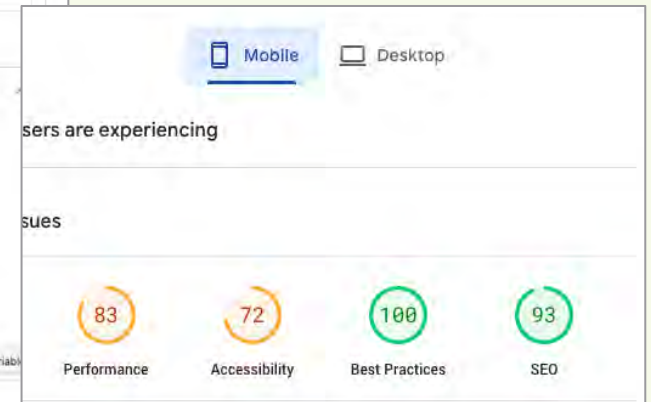
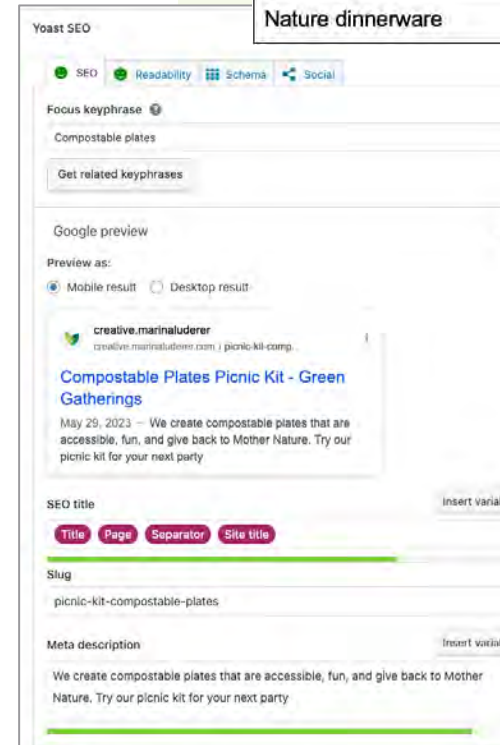
Google Analytics

- Integration with WordPress.
- Set up conversion event to track click-through to purchase.

Improved page speed in WP

- Used GTmetrix and Page Speed Insight to check page speed
- Improved page speed through image optimization and with the help of WP Rocket plugin

Long Tail	Important metrics (i.e., difficulty or volume)
Eco friendly plates	Monthly searches 100-200, difficulty 36
Zero waste party ideas	Monthly searches no data, difficulty 24
Eco friendly party supplies	Monthly searches 50-100, difficulty 39
Short Tail	
Compostable plates	Monthly searches 851-1.7k, difficulty 37
Kids party	Monthly searches 851-1.7k, difficulty 57
Nature dinnerware	Monthly searches 11-50, difficulty 35



Reflections

Analysis

Main accomplishment

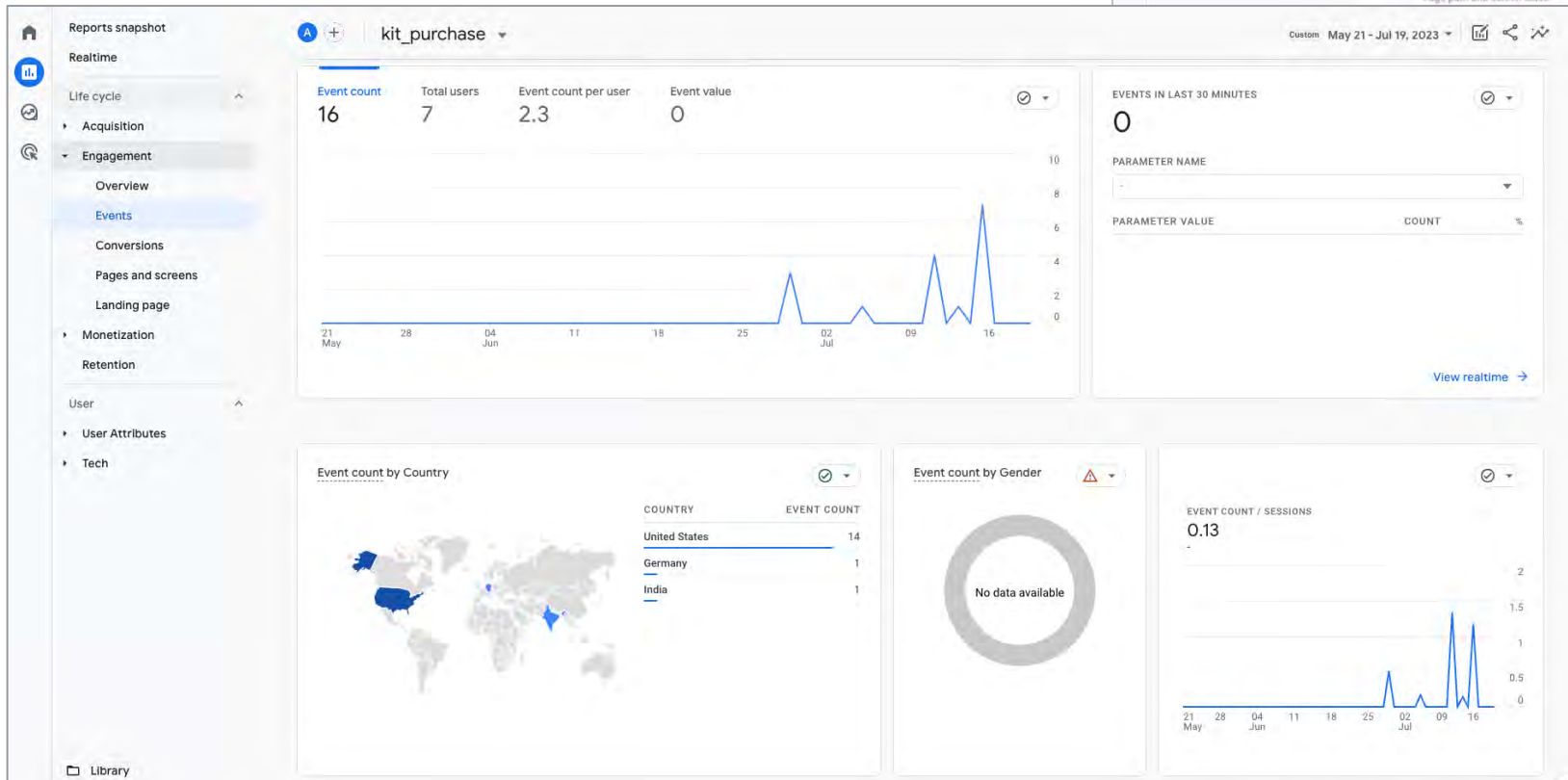
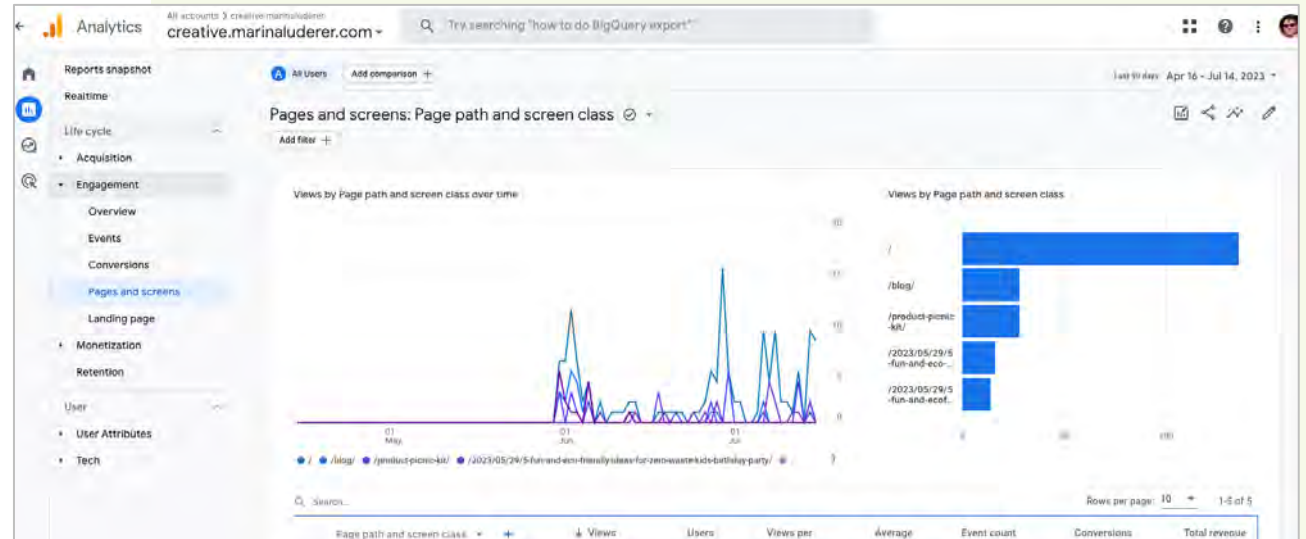
- Met or exceeded the KPIs set as campaign target values

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	34
Email Signups	Number of subscribers	Mailchimp Audience	15	14
Email Campaign	Open rate	Mailchimp Campaign Report	35%	
Email 1				71.40%
Email 2				64.30%
Email 3				57.10%
AVERAGE				64.26%
Email Campaign	Click throughs	Mailchimp Campaign Report	10	
Email 1				4 / 28.6%
Email 2				3 / 21.4%
Email 3				5 / 35.7%
TOTAL				12
Landing Page	Pageviews	GA Pageview Report	8	189
Thank You Page	Conversions	GA Funnel Report [Step 2 Total Users]	4	16 events / 7 users

Analysis

Main accomplishment

- Conversions to purchase: two-step funnel to track users from your landing page to your conversion page: email campaign, direct hit and referral resulted in 16 conversions of 7 users.



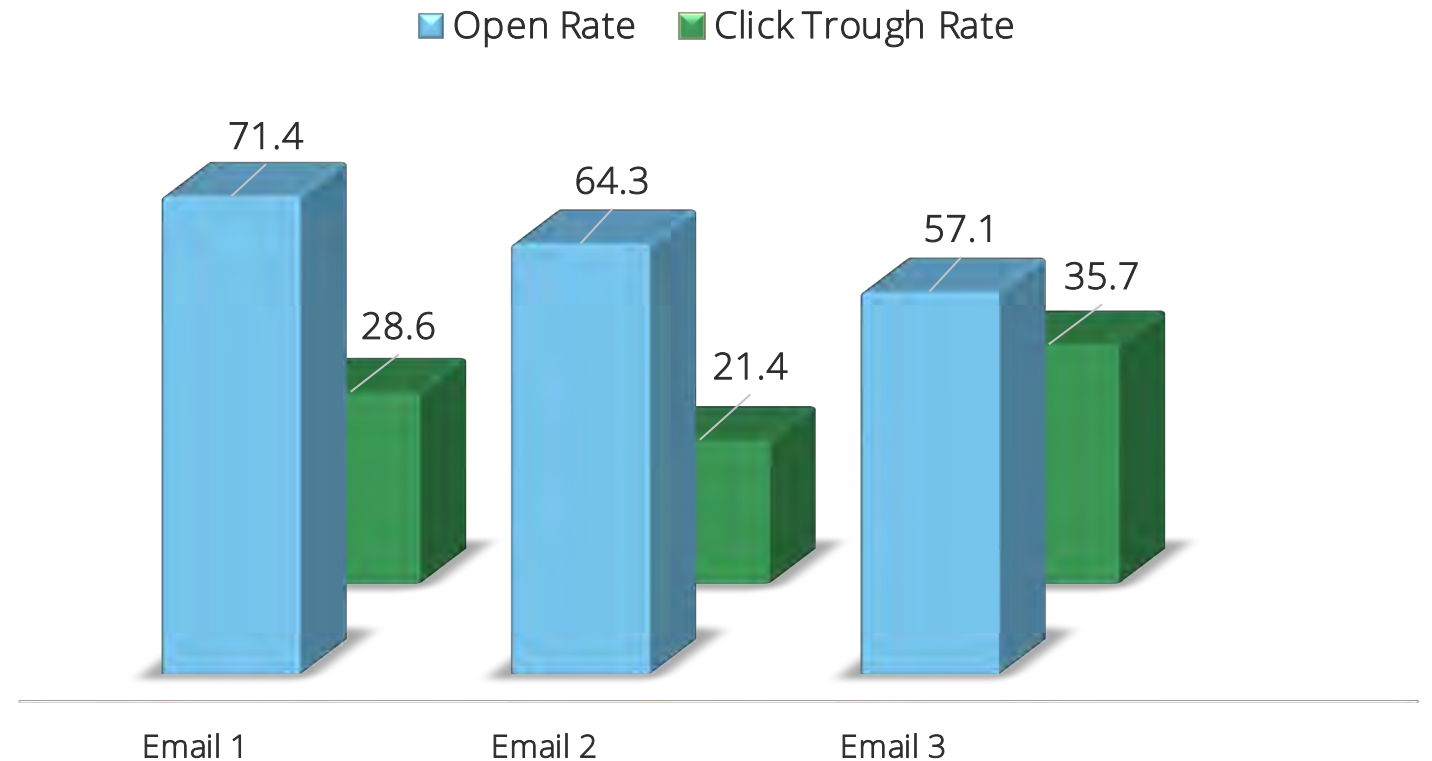
Page path and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
/	222	52	4.27	0m 41s	674	7.00	\$0.00
/blog/	196	46	2.96	0m 21s	388	0.00	\$0.00
/product-page=48/	28	15	1.87	0m 20s	85	0.00	\$0.00
/2023/05/29/5-fun-and-eco...	28	16	1.75	0m 10s	93	7.00	\$0.00
/2023/05/29/5-fun-and-ecof...	16	10	1.60	0m 31s	65	0.00	\$0.00
/2023/05/29/5-fun-and-ecof...	14	8	1.75	0m 47s	43	0.00	\$0.00

Analysis

Email Campaign

- Despite the low number of subscribers and the spacing of the emails only being 2 days apart, there does not seem to be an email fatigue. In fact, the last email had the highest open rate.
- Email #3 is about community. Maybe we need to explore further if community is a subject that resonates with our customers more than anticipated.

Email open and click-through rates (in %)



Recommendations

Learnings

- We at Green Gatherings have come a long way to better understand our audience and customers and how we can help them. We also learned where we stand in the market compared to our competitors.
- This was a successful product launch. We met or exceeded all KPIs that we set in the beginning

Next steps

- To fill our funnel, we **need to collect more customer data**. This will allow us to communicate directly and to learn more about the customers' needs and behaviors.
- **Create a content delivery plan** around seasons, vacation time and holidays. These are the times our product is used most.
- **Create additional blog posts** optimized for organic search to increase the number of subscribers.
- Since the community-related email had the highest click-through rate, the focus should be on **developing the Green Gathering community** further.
- Community can also be the community of companies producing sustainable products. Let's consider **joint campaigns** with these companies offering both, Green Gatherings' and their products. This would also allow for a larger, combined email list.

Thank you

Marina Luderer

creative.marinaluderer.com

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