



**GREEN GATHERINGS: PRODUCT
LAUNCH AND CONTENT MARKETING
CAMPAIGN**

Created by Omar Galarzo

SUMMARY OF TOPICS

1. Company Campaign overview and role
2. Deliverables
3. Target Market Research
4. Competitor Research
5. Branding
6. Blog and Landing Pages
7. Email Campaign: execution and analysis
8. Reflection



ABOUT GREEN GATHERINGS

Green Gatherings, a fictional European company, specializes in sustainable picnic and lifestyle solutions. Our debut product line includes biodegradable plates and bowls made from pressed leaves, catering to a community of eco-minded individuals.



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.

Key Values: Sustainability Solutions
Oriented Community Accessibility

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

CAMPAIGN OVERVIEW: ROLE

Content marketing campaign goals

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



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-through: 10



DELIVERABLES

Research:

- Extensive market and competitor research.
- Development of engaging buyer personas.

Branding:

- Crafting comprehensive branding guidelines.

Content Creation:

- Crafting a compelling blog post and product landing page.
- Executing a targeted 5-email campaign.

Execution:

- Precise keyword research and SEO analysis.
- Launching the Green Gatherings WordPress site with Mailchimp and Google Analytics integration.
- Implementing the email campaign via Mailchimp.

Analysis:

- Analyzing campaign results in relation to initial goals.



TARGET MARKET RESEARCH

Demographics:

- Our primary audience comprises primarily of middle-income Millennials, predominantly women, residing in urban areas.
- They are price-conscious but prioritize sustainability and are willing to invest in eco-friendly products.
- This audience often consists of full-time working individuals, with or without children

Consumer Needs:

- Their key requirements revolve around the convenience and quality of picnic ware, enabling them to spend more quality time with friends and family.
- Eco-friendliness is crucial to them, as it aligns with their desire to reduce their carbon footprint and make socially responsible purchasing decisions.

Social Media Channels:

- They are active on platforms such as Facebook, Instagram, and Pinterest.

Key Trends to Consider:

- Health concerns persist, and the use of disposable picnic ware is seen as a safe choice.
- The trend of online shopping is on the rise, making the presence of an online store essential.
- Post-pandemic, socializing with friends and family increasingly takes place outdoors, creating a significant opportunity for Green Gatherings plates to become a central part of these gatherings.



BRANDING

COLOR PALLETTE

Dark green: #698020
Light green: #495916

VOICE OF VOICE

- **Relatable**

Our communication is person-to-person.

- **Credible**

We strive to install trust in our customers, assuring them of our products' top-tier sustainability and biodegradability.

- **Welcoming**

We aspire to make our customers feel like valued members of a larger community committed to sustainability.

LOGO



**GREEN
GATHERINGS**



**GREEN
GATHERINGS**

TYPOGRAPHY

Main logo font: Cooper Hewitt Heavy
Possible pairing fonts: Open Sans, PT Sans

A vibrant, sunlit forest scene with tall, slender trees and a dense carpet of green undergrowth. Sunlight filters through the canopy, creating a warm, golden glow. The text is overlaid on the lower half of the image.

Welcome to Green Gatherings!

Blog and Landing Pages

Teaching Sustainability to Kids: Fun Activities for Conscious Parenting

BLOG

Goal (Blog)

- Encourage newsletter sign-up
- Cultivate interest and trust in Green Gatherings

Call to Action

"Sign Up for Our Newsletter"



Goal (Landing Page)

- Captivate visitors
- Convert visitors from search or paid social into customers, leading them to make a purchase. This involves using a click-through landing page.

Call to Action

Multiple CTAs placed strategically on different sections of the website, all linking to the product page for seamless conversion.



Join us on a journey of discovery, uncovering valuable insights and actionable tips that enrich family bonds, whether it's through organising an eco friendly picnic or engaging in nature conservation projects, all while sowing the seeds of lifelong environmental awareness.

LANDING PAGE

Elevate Your Sustainable Picnic Gathering with Our Biodegradable Picnic Kit



Enjoy Nature, Stay Hygienic, and Leave No Trace for Your Sustainable Picnic Gathering

What makes us the best choice for your Sustainable Picnic Gathering?

Trust in Quality: Our Commitment to Excellence



1. Biodegradable Certification
2. Hygiene and Safety Standards
3. Sustainability Champion
4. Circular Economy Partner
5. Environmental Stewardship

Type / to choose a block



GREEN GATHERINGS



Welcome to Green Gatherings!

Hello,

Welcome to Green Gatherings – your gateway to unforgettable outdoor experiences!

We invite you to take a moment and watch this short video that captures the essence of what Green Gatherings is all about. From picnics in the park to hiking adventures in the wilderness, our mission is to inspire you to embrace the joy of connecting with nature and loved ones.

Experience the magic, the laughter, and the sense of wonder that outdoor gatherings can bring. Join us on this journey as we explore the beauty of outdoor connections. Let's create memories that last a lifetime.

Watch the video and begin your outdoor adventure with Green Gatherings!

Warm regards,

The Green Gatherings Team

[Watch video](#)



GREEN GATHERINGS

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EMAIL #1

Topic

• Introducing Green Gatherings: Your Pathway to Unforgettable Outdoor Moments

Goal

• Familiarize our audience with Green Gatherings as a brand dedicated to sustainable products, while nurturing trust and awareness and boosting sales.

Subject Line

• Discover the Essence of Green Gatherings!

Preview

• Unveil the Magic of Outdoor Connections and Memorable Gatherings

EMAIL #2

Topic

• Dive into Nature's Splendor with Green Gatherings

Goal

• Immerse our audience in the beauty of nature and emphasize Green Gatherings as the avenue for these experiences, fostering trust, awareness, and sales.

Subject Line

• Embrace Nature's Allure with Green Gatherings!

Preview

• Capture the Essence of Outdoor Bliss and Shared Moments



GREEN GATHERINGS



Immerse in Nature's Beauty

Hello,

Nature has a way of captivating our senses and filling us with awe. Imagine the gentle rustling of leaves, the warmth of sunlight on your skin, and the joy of sharing these moments with friends.

At Green Gatherings, we're passionate about creating experiences that let you immerse in nature's beauty. Whether it's a tranquil picnic by the lake, a laughter-filled hike, or a cozy campfire under the stars, we invite you to taste the sensory pleasures only nature can provide.

Checkout some snapshots of our fellow nature enthusiasts enjoying the great outdoors. Ready to create your own beautiful memories?

Warm Regards,

The Green Gatherings Team

[Discover Outdoor Delights](#)



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EMAIL #3

Topic

• Craft Unforgettable Moments with Green Gatherings

Goal

• Inspire our audience with heartwarming tales of shared outdoor experiences, emphasizing Green Gatherings as the catalyst for creating lasting memories and driving trust, awareness, and sales.

Subject Line

• Embrace the Magic of Shared Moments with Green Gatherings!

Preview

• Explore Heartwarming Tales of Outdoor Togetherness and Inspiration

Craft Memorable Moments

Hi there,

We love stories that warm the heart and inspire us to create our own. Here are three heartwarming tales of memorable outdoor gatherings that will remind you of the magic of shared moments in nature:

1. The Lakeside Picnic: Discover how a simple lakeside picnic turned into an unforgettable day of laughter, good food, and connections.

2. Hiking Adventure: Join us on a journey up the mountains as a group of friends experienced the thrill of conquering a challenging trail.

3. Starlit Campfire: Immerse yourself in the coziness of a starlit campfire gathering where stories and marshmallows were shared under the night sky.

Each story reflects the value of creating memories that last a lifetime. Are you ready to craft your own unforgettable moments?

Warm regards,

The Green Gatherings Team

[Start Crafting Memories](#)



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Our Sustainable Picnic Gathering

1. Click on the link below
2. Select it and add it to your cart
3. Use the code "GREENJOY"
4. Enjoy the **EXCLUSIVE DISCOUNT**

EMAIL #4

Topic

• Unlock Exclusive Savings for Your Outdoor Adventures

Goal

• Drive engagement and conversion by offering an exclusive discount to our audience, reinforcing Green Gatherings' commitment to enhancing outdoor experiences.

Subject Line

• Your Exclusive Offer Awaits - Elevate Your Outdoor Adventures with Green Gatherings!

Preview

• Discover Exclusive Savings on Outdoor Gathering Essentials

Exclusive Offer Inside!

Hello,

We have something special just for you – **an exclusive offer** to make your outdoor experiences even more memorable!

Follow these simple steps to unlock your exclusive offer:

- Step 1: Click on the **link below** to explore the collection.
- Step 2: Browse through our curated **products for outdoor gatherings**.
- Step 3: **Select your favorites** and add them to your cart.

Use the code "**GREENJOY**" at checkout to enjoy your exclusive discount.

Don't miss out on this opportunity to enhance your outdoor adventures. Embrace the magic of the outdoors with Green Gatherings.

Warm regards,

The Green Gatherings Team

[Explore Exclusive Offer](#)



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GREEN GATHERINGS



Your Adventure Awaits - Green Gatherings Newsletter

Hi there,

It's been an incredible journey exploring the world of outdoor connections with you. From imagining the beauty of nature to crafting heartwarming memories, we've shared a wonderful adventure.

In this month's newsletter:

Recap: Explore the highlights of our outdoor journey so far.
Blog Highlights: Read our latest blog posts for outdoor tips and inspiration.
Customer Spotlight: Discover stories from fellow nature enthusiasts.
Product Updates: Stay updated on our latest outdoor products.

Are you ready to plan your next outdoor gathering? Let's continue this adventure together.

Warm regards,

The Green Gatherings Team

[Plan Your Gathering](#)



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EMAIL #5

Topic

- Monthly Outdoor Adventure

Goal

- Keep subscribers engaged, informed, and excited about upcoming outdoor events and activities.

Subject Line

- Stay Updated with Green Gatherings' Monthly Adventure Recap

Preview

- Discover the highlights of our recent outdoor journeys and get a sneak peek of what's to come in our next adventure-packed newsletter!



EXECUTION






Website
Development and
Email Marketing

Search Engine
Optimization

Google Analytics
Integration

WEBSITE DEVELOPMENT AND EMAIL MARKETING

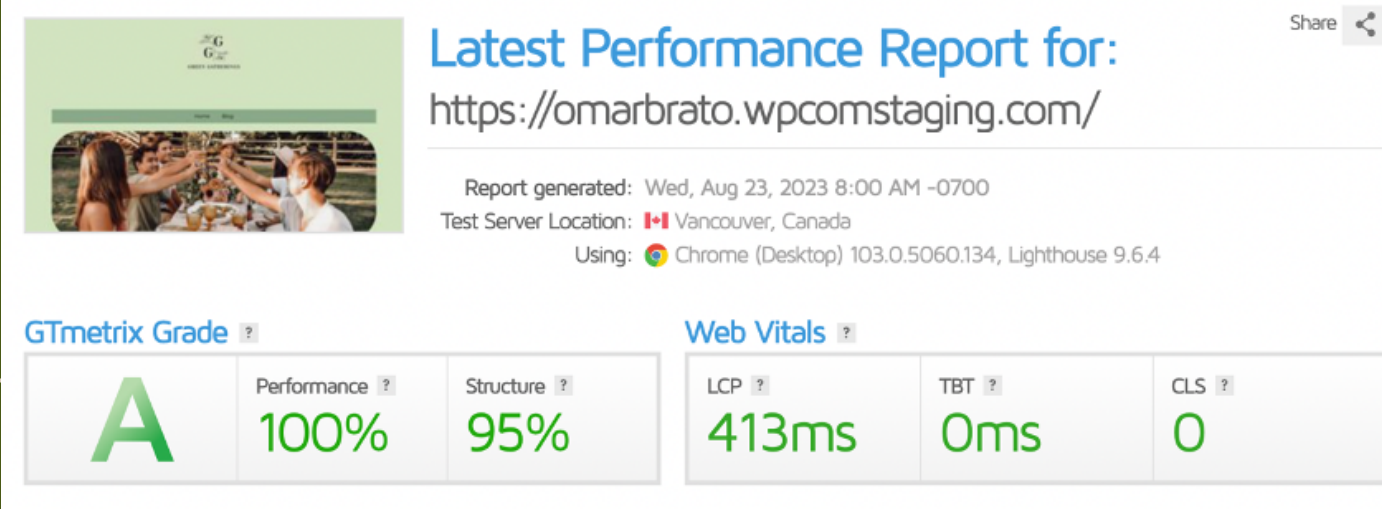
- Created a user-friendly WordPress website with a dedicated landing page and engaging blog.
- Implemented an effective welcome email automation for blog post subscribers using Mailchimp.
- Executed a comprehensive email marketing strategy through Mailchimp, ensuring consistent communication with subscribers.

<input type="checkbox"/>		Craft Memorable Moments Regular · Green Gatherings Sent Tue, September 12th 1:04 PM to 7 recipients by you	Sent New Builder	71.4% Opens	0.0% Clicks
<input type="checkbox"/>		Immerse in Nature's Beauty Regular · Green Gatherings Sent Thu, September 7th 9:20 AM to 7 recipients by you	Sent New Builder	57.1% Opens	0.0% Clicks
<input type="checkbox"/>		Welcome to Green Gatherings! Regular · Green Gatherings	Sent New Builder	85.7% Opens	14.3% Clicks

SEARCH ENGINE OPTIMIZATION

- Conducted extensive research on both long-tail and short-tail keywords relevant to our niche.
- Successfully integrated and optimized SEO using the Yoast SEO plugin within the WordPress platform.

Short Tail	Important metrics (i.e., difficulty or volume)
Sustainable product	Volume: 390, Difficulty: Possible (49)
Nature dinnerware	Volume: 50, Difficulty: Possible (35)
Compostable plates	Volume: 1600, Difficulty: Possible (38)
Long Tail	
Eco friendly party supplies	Volume: 110, Difficulty: Easy (19)
Zero waste party ideas	Volume: 20, Difficulty: n/a
Eco friendly picnic	Volume: 20, Difficulty: n/a

Latest Performance Report for: <https://omarbrato.wpcomstaging.com/>

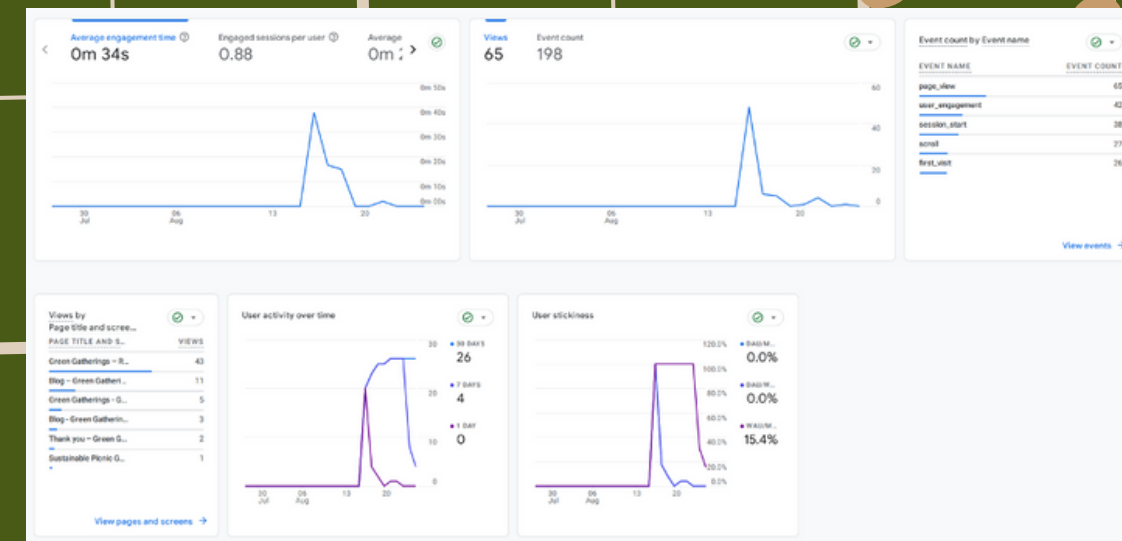
Report generated: Wed, Aug 23, 2023 8:00 AM -0700
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ? **A**

Performance ?	Structure ?	LCP ?	TBT ?	CLS ?
100%	95%	413ms	0ms	0

GOOGLE ANALYTICS INTEGRATION

- Seamlessly integrated Google Analytics with the WordPress website to track user behavior and engagement.
- Set up a conversion event to monitor click-through rates from the website to the product purchase page.



Connected Apps 1

Connected Google Analytics Category Analytics, Marketing

Other connections

Connected Made by Mailchimp

Google Analytics

Google Analytics

Enhance tracking and reporting data in Mailchimp campaigns

Free plan available

ANALYSIS



Goal: 35%
Actual: 76.64%

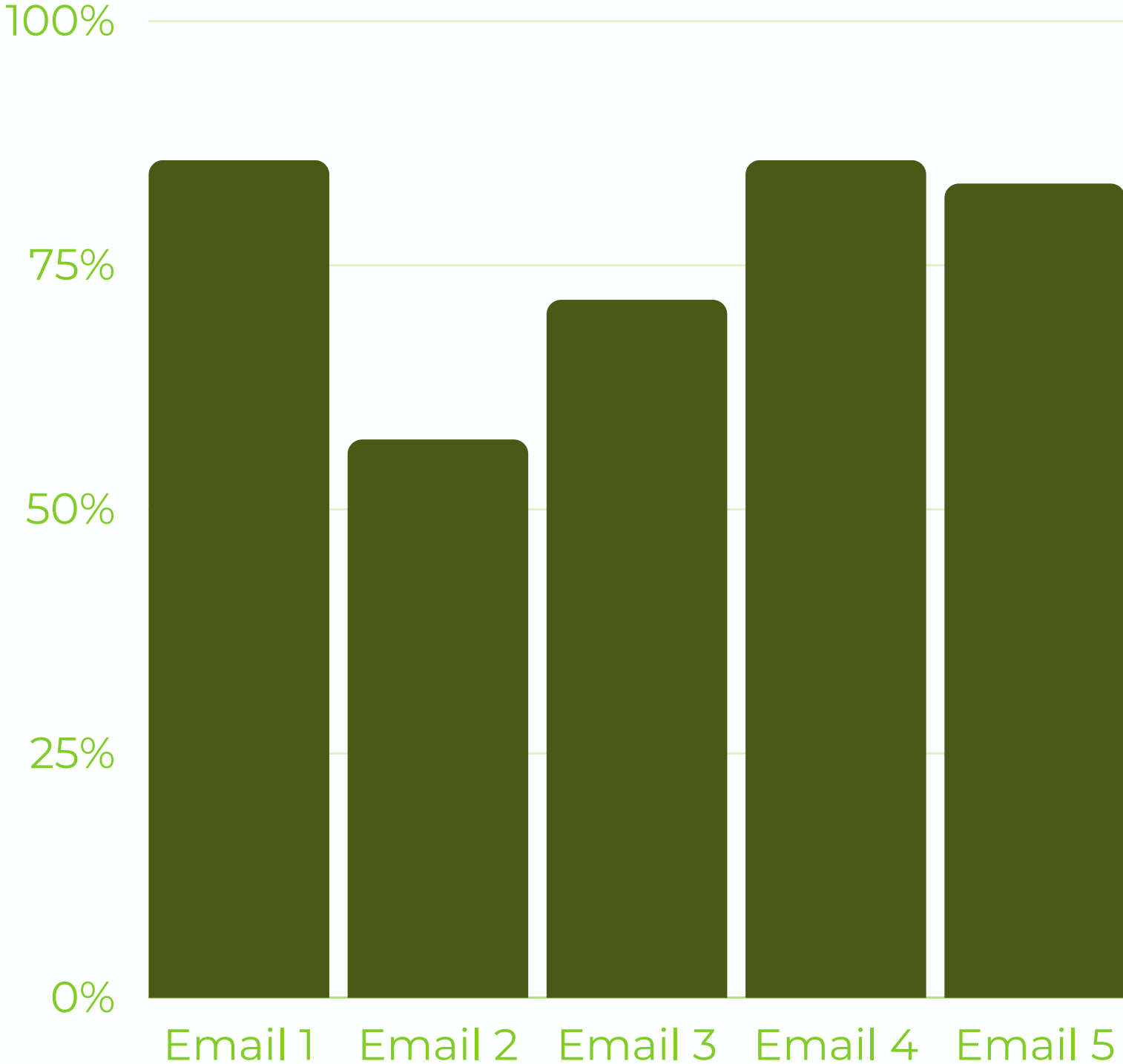
1st and 4th Emails
(85.7%)

3rd and 5th Emails
(71.4% and 83.3%)

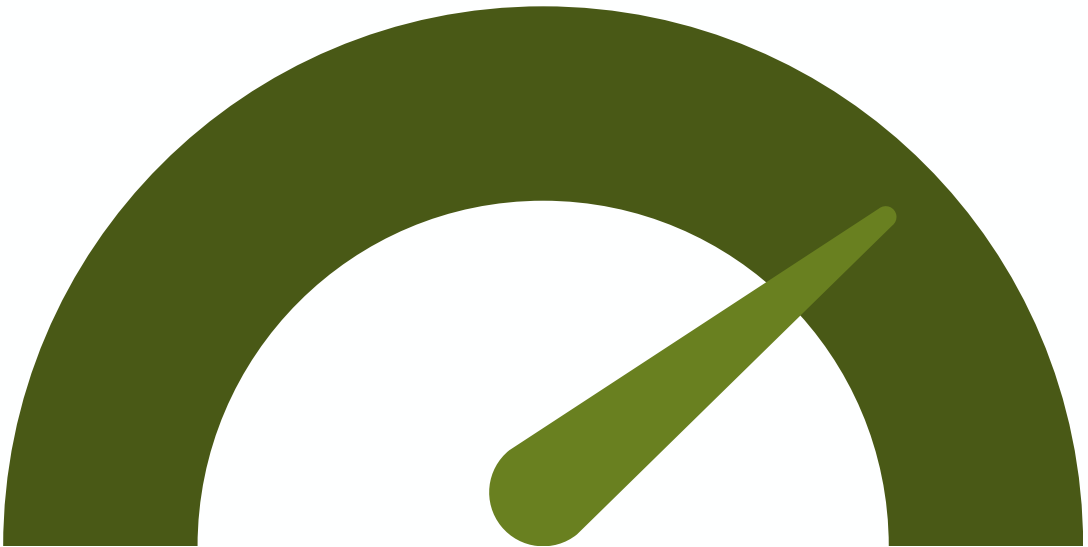
2nd Email (57.1%)

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	27
Email Signups	Number of subscribers	Mailchimp Audience	15	9
Email Campaign	Open rate	Mailchimp Campaign Report	35%	
Email 1				85.7%
Email 2				57.1%
Email 3				71.4%
Email 4				85.7%
Email 5				83.3%
AVERAGE				76.64%
Email Campaign	Click throughs	Mailchimp Campaign Report	10	
Email 1				0
Email 2				0
Email 3				0
Email 4				0
Email 5				0
TOTAL				0
Landing Page	Pageviews	GA Pageview Report	8	41
Landing Page	Pageviews (from a particular source)	*Optional* GA Acquisition Report		Direct: 41
Thank You Page	Conversions	GA Funnel Report[Step 2 Total U	4	4

EMAIL OPEN RATE



Target: 35%



Actual: 76.64%



None of the emails included clickable links, which is why there were no click-throughs recorded for any of them. As a result, we couldn't measure the effectiveness of any specific email in terms of driving traffic or engagement through links. In the future, it's important to include links strategically to encourage readers to take action, and this will enable us to assess the performance of each email more effectively.

CLICK-THROUGH RATE



Goal: 10

Average: 0

01



Diversify Content Formats

02



Leverage User-Generated Content

03



Enhance Email Personalization



RECOMMENDATIONS

04



Analyze Conversion Rate Discrepancies

05



Acquisition Strategy Optimization

06



Measure and Optimize



Omar Galarzo for Green Gatherings

**THANK
YOU!**

