



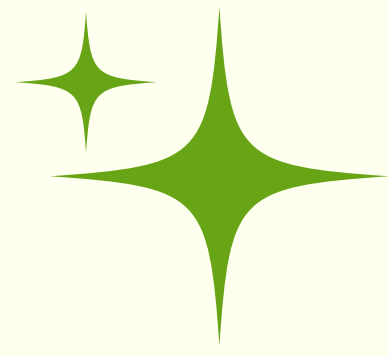
GREEN GATHERINGS

CONTENT MARKETING

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INTRODUCTION

01

Project's purpose

The aim of the project is to develop an all-encompassing content marketing campaign for Green Gatherings, emphasizing the promotion of sustainable outdoor experiences and eco-friendly picnic products.

Project Goal

The goals of the project include building brand awareness, actively engage the target audience, and generate interest specifically in biodegradable picnic products.



MARKET RESEARCH & ANALYSIS



▶ UVP Refinement

The Unique Value Proposition (UVP) of Green Gatherings, which is "To create biodegradable products that are easily accessible, enjoyable, and contribute to environmental conservation," can be adjusted based on insights from competitors and the target market

▶ Diverse Appeal

Place a strong emphasis on accessibility and enjoyment to attract a broad spectrum of consumers, including millennials, urban residents, and Baby Boomers.

▶ Competitive Edge

Emphasize the advantage of competitive pricing in comparison to rivals like BioFutura, targeting budget-conscious shoppers.

▶ Environmental Focus

Strengthen the commitment to environmental causes, aligning with the ethical preferences of the target market

BRAND GUIDELINES



▶ Key Values

Green Gatherings is committed to fostering sustainability through solutions-oriented practices, building a vibrant community, and ensuring accessibility for all

▶ Brand Voice & Tone

Conscientious, Caring and Fun. We believe in making sustainable choices enjoyable and engaging. Our brand exudes a sense of fun, inclusivity, and irreverence.

▶ Mission

Our mission is 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.

▶ Tagline

Celebrating Life, Preserving Nature



IMAGES SHOWCASING BRAND IDENTITY





BUYER PERSONA



Silvie, a well-educated professional and mother of three in Europe, seeks to be a positive example for her kids. Passionate about outdoor activities and reducing screen time, she follows nature and travel content on Facebook and Instagram. Politically liberal, Silvie values sustainability and wants to instill social and environmental consciousness in her children



Green Gatherings aligns with her goals by offering sustainable solutions and promoting outdoor experiences. By utilizing our products, Silvie can effortlessly integrate these values into her family's daily life, fostering a socially and environmentally conscious upbringing for her kids.

LONG-FORM BLOG POST

06

URL: <https://dikshaportfolio2.wpcomstaging.com/blog/>

Title: 5 Simple Ways to Reduce Plastic Waste at Home



December 2, 2023

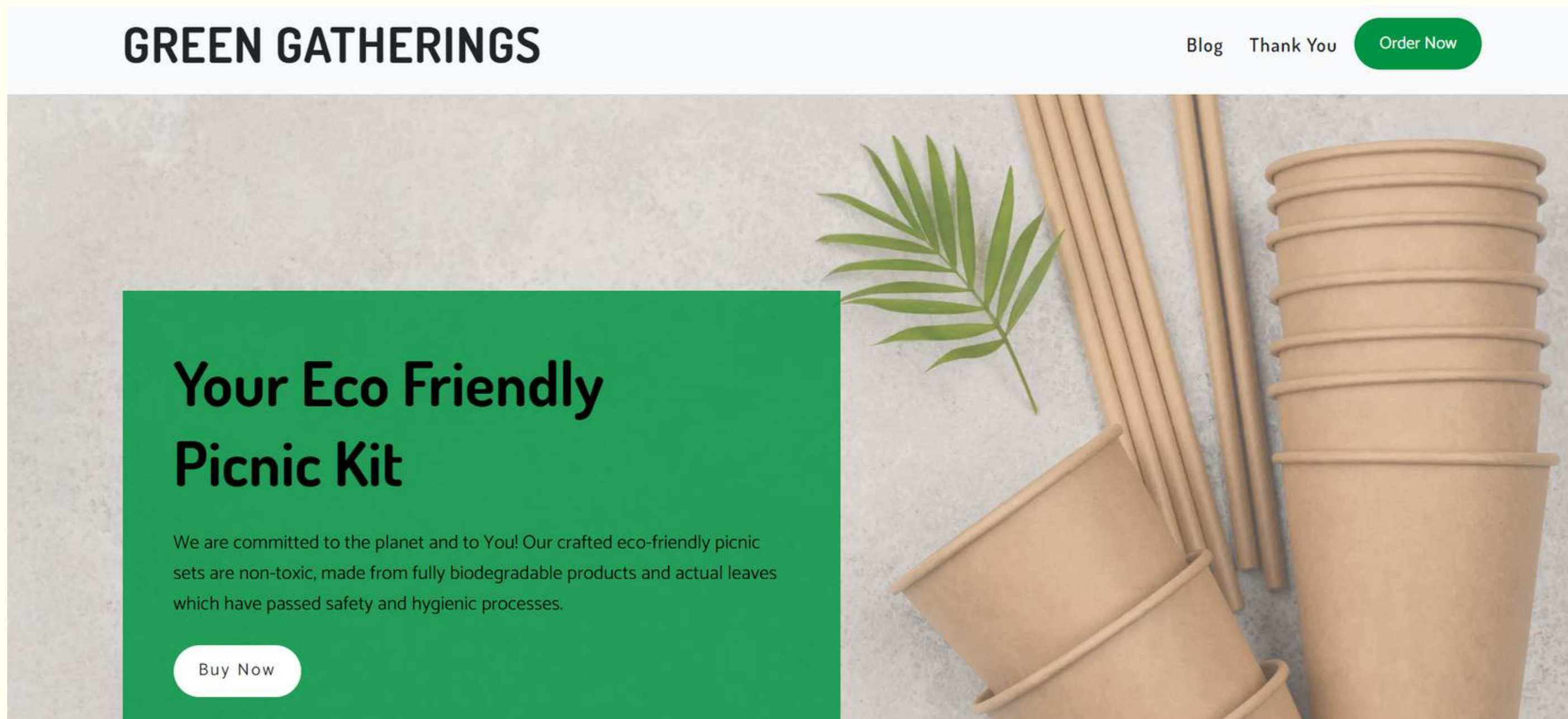
5 Simple Ways to Reduce Plastic Use at Home



LANDING PAGE

07

URL: <https://dikshaportfolio2.wpcomstaging.com/blog/>

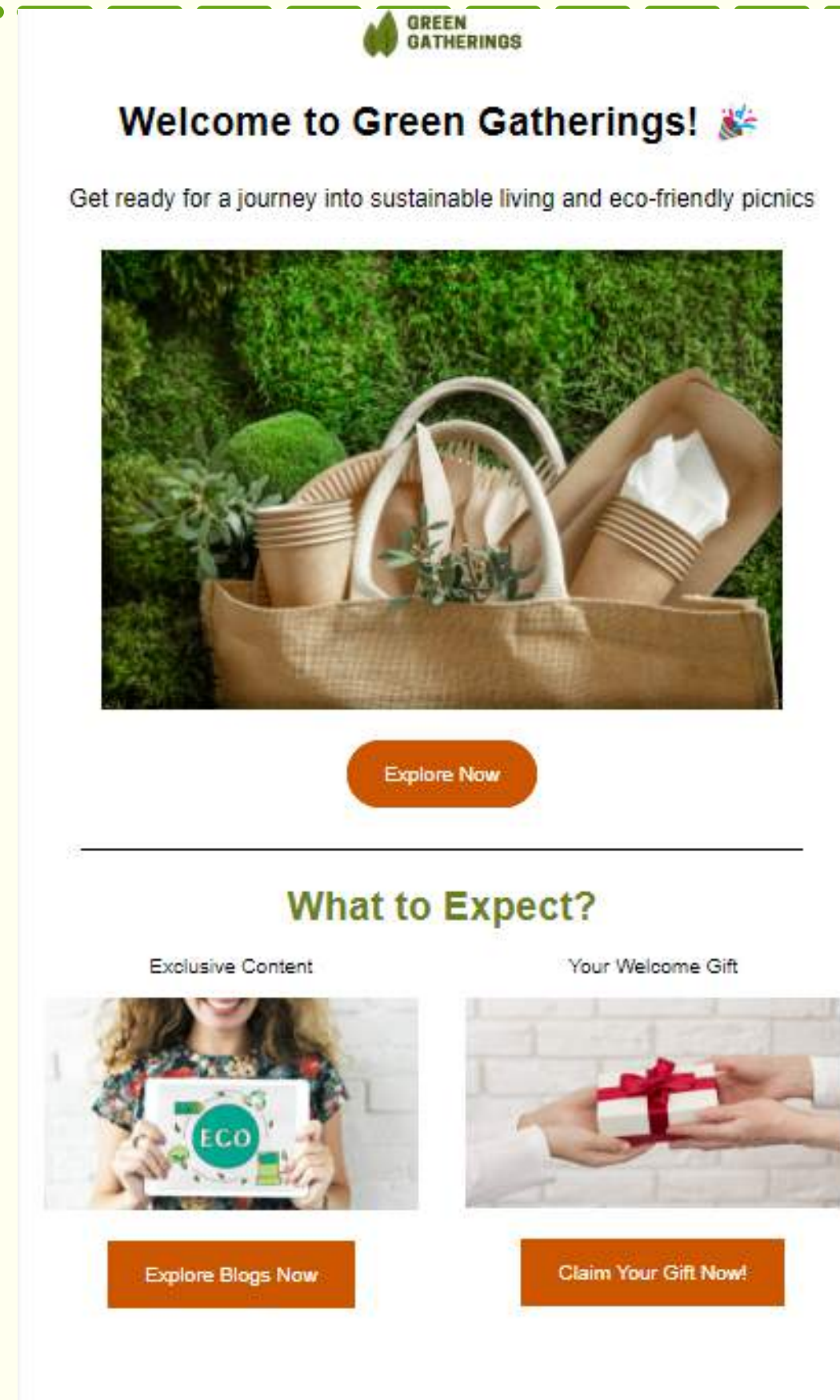


EMAIL 1

07

Green Gatherings welcome email

Subject Line: Introducing Green Gathering
- For Sustainable Picnics



EMAIL 2

07

Green Gatherings Discount Email

Subject Line: Because We Love You –
Flash Sale Today

GREEN GATHERINGS

BUY ONE GET ONE FREE

We'd love to welcome you with a special offer: Buy one full-priced Picnic Set and get an additional Set Free!

Explore our popular picnic products and customer favorites.
Act fast to make sustainable picnics even more rewarding!

[GET OFFER](#)

[View in browser](#) | [Update your preferences](#) | [Unsubscribe](#)

The email content is set against a background image of various picnic items including bowls of food, a bottle of sauce, and wooden utensils on a white wooden table.

EMAIL 3

07

Green Gatherings Christmas Email

Subject Line: Sustainable Christmas Gift Packages for Your Loved Ones




This Christmas, make your gift-giving more meaningful with Green Gathering's Sustainable Christmas Gift Packages.

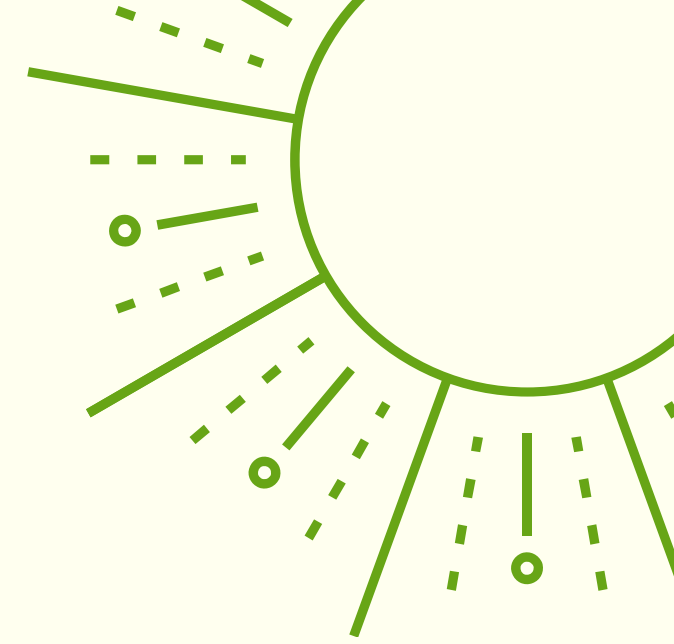
Share the joy of sustainable living with your loved ones by choosing eco-friendly, beautifully crafted presents.

Snag incredible deals at our biggest sale of the year.

[Explore Christmas Gift Packages](#)

Check out our Website and stock up on best sellers

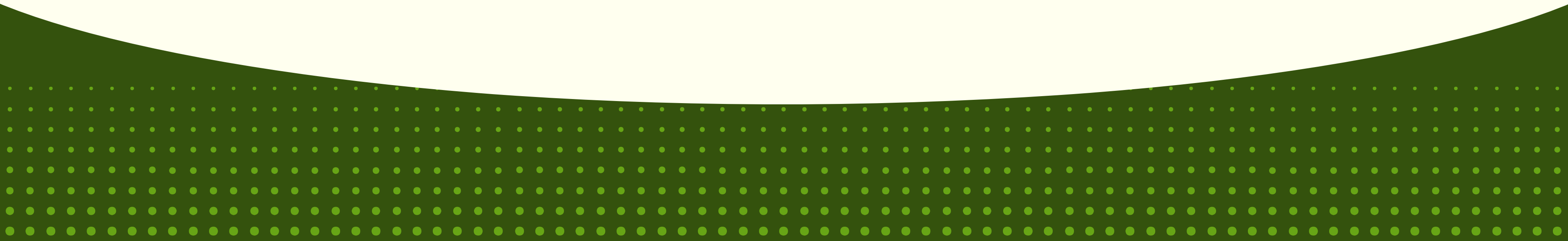
 <p>Organic Picnic Set \$220 \$170</p> <p>Shop</p>	 <p>Organic Disposable Tableware \$90 \$70</p> <p>Shop</p>
 <p>Custom Packaging \$90 \$65</p> <p>Shop</p>	



DATA &



REPORTS



EMAIL 1

07

Email Campaign Report					
Title:	Green Gathering Welcome Email (copy 01)				
Subject Line:	Introducing Green Gathering - For Sustainable Picnics				
Delivery Date/Time:	Wed, Dec 20, 2023 10:35 am				
Overall Stats					
Total Recipients:					12
Successful Deliveries:					12
Bounces:	0 (0.0%)				
Times Forwarded:					0
Forwarded Opens:					0
Recipients Who Opened:	8 (66.7%)				
Total Opens:					9
Last Open Date:	1/3/24 4:53AM				
Recipients Who Clicked:	0 (0.0%)				
Total Clicks:					0
Total Unsubs:					0
Total Abuse Complaints:					0
Times Liked on Facebook:					0
Clicks by URL					
URL	Total Clicks			Unique Clicks	

EMAIL 2

07

Delivery Date/Time:	Wed, Dec 20, 2023 10:50 am	
Overall Stats		
Total Recipients:		12
Successful Deliveries:		12
Bounces:	0 (0.0%)	
Times Forwarded:		0
Forwarded Opens:		0
Recipients Who Opened:	7 (58.3%)	
Total Opens:		10
Last Open Date:	12/27/23 11:12AM	
Recipients Who Clicked:	6 (50.0%)	
Total Clicks:		8
Last Click Date:	12/20/23 11:56AM	
Total Unsubs:		0
Total Abuse Complaints:		0
Times Liked on Facebook:		0
Clicks by URL		
URL	Total Clicks	Unique Clicks
https://dikshaportfolio2.wpcomstaging.com/?utm_source=Diksha+Portfolio&utm_campaign=bd763662f6-EMAIL_CAMPAIGN_2023_12_19_02_18&utm_medium=email&utm_term=0_-bd763662f6-%5BBLIST_EMAIL_ID%5D	7	6
https://facebook.com/?utm_source=Diksha+Portfolio&utm_campaign=bd763662f6-EMAIL_CAMPAIGN_2023_12_19_02_18&utm_medium=email&utm_term=0_-bd763662f6-%5BBLIST_EMAIL_ID%5D	1	1
https://instagram.com/?utm_source=Diksha+Portfolio&utm_campaign=bd763662f6-EMAIL_CAMPAIGN_2023_12_19_02_18&utm_medium=email&utm_term=0_-bd763662f6-%5BBLIST_EMAIL_ID%5D	0	0
https://x.com/?utm_source=Diksha+Portfolio&utm_campaign=bd763662f6-EMAIL_CAMPAIGN_2023_12_19_02_18&utm_medium=email&utm_term=0_-bd763662f6-%5BBLIST_EMAIL_ID%5D	0	0
https://tiktok.com/?utm_source=Diksha+Portfolio&utm_campaign=bd763662f6-EMAIL_CAMPAIGN_2023_12_19_02_18&utm_medium=email&utm_term=0_-bd763662f6-%5BBLIST_EMAIL_ID%5D	0	0

PAGE VIEW REPORT

07

Schritt (Step)	Geratekategorie (Device Category)	Aktive Nutzer(Active user)	Abschlussrate (Completion rate)	Ausstiege (Abandon ments)	Ausstiegsrate (Abandonment Rate)
# -----					
# Diksha Portfolio					
# Funnel-Funnel exploration 1					
# 20231211-20231229					
# -----					
1. Landing Page Visit	Insgesamt	19	0.3157894736842105	13	0.6842105263157895
1. Landing Page Visit	desktop	15	0.3333333333333333	10	0.6666666666666666
1. Landing Page Visit	mobile	4	0.25	3	0.75
2. Poduct Sales	Insgesamt	6			
2. Poduct Sales	desktop	5			
2. Poduct Sales	mobile	1			

CONVERSION FUNNEL DATA

07

# -----				
# Berichtexport (CSV)				
# Konto: Diksha Portfolio				
# Property: Diksha Portfolio				
# -----				
#				
# Alle Nutzer				
# Startdatum: 20231217				
# Enddatum: 20240113				
Ereignisname	Conversions	Nutzer insgesamt	Gesamtumsatz	
thankyou_page_visit	5	5	0	

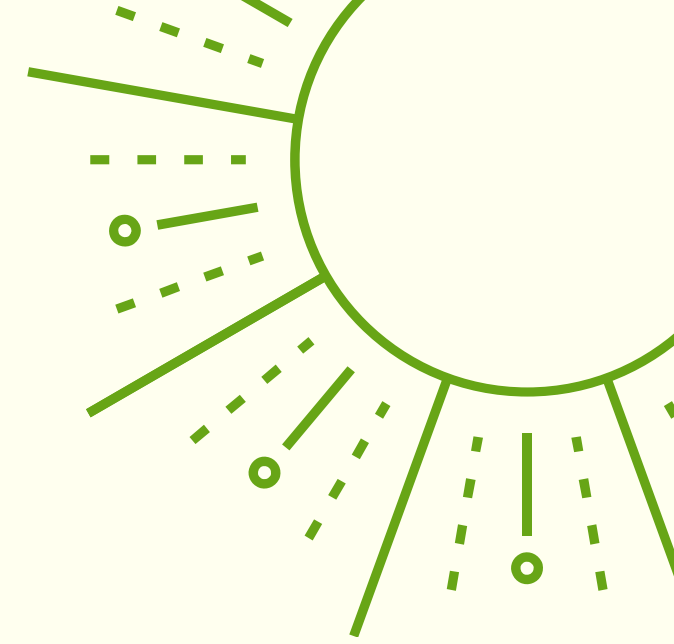
COMPLETE REPORT ANALYSIS

07

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	27
Email Signups	Number of subscribers	Mailchimp Audience	15	13
Email Campaign	Open rate	Mailchimp Campaign Report	35%	
	Email 1			66.7%
	Email 2			58.3%
	Email 3			66.7%
	Email 4			
	Email 5			
	AVERAGE			63.9
Email Campaign	Click throughs	Mailchimp Campaign Report	10	
	Email 1			0
	Email 2			800%
	Email 3			9
	Email 4			
	Email 5			
	TOTAL			17
Landing Page	Pageviews	GA Pageview Report	8	48
Landing Page	Pageviews (from a particular source)	*Optional* GA Acquisition Report [Referral + Email Users]		Direct: 6, Referral: 2, Email 1
Thank You Page	Conversions	GA Funnel Report[Step 2 Total]	4	5



DATA



INTERPRETATION



SUMMARY



- For the "Green Gathering Welcome Email," the open rate was 66.7%. This suggests that the subject line and content were compelling, capturing the attention of the majority of recipients. Factors contributing to this rate could include a relevant and appealing subject line, personalized content, and the audience's interest in sustainable gatherings.
-
- For the "Discount Email," the open rate is not explicitly provided, but we can assume it was successful since there were 7 opens out of 12 recipients. Contributing factors might include a sense of urgency implied by the "Flash Sale Today!" subject line and engaging content.
-
- For the "Sustainable Christmas Gift Packages" email, the open rate was 66.7%. Similar to the first email, this high open rate indicates that the subject line and content were compelling, likely appealing to the audience's interest in sustainable Christmas gifts.

CONCLUSION

Throughout the project, I've advanced through various phases, such as executing market research, establishing brand messaging guidelines, developing buyer personas, and posting blog content and product landing pages on WordPress.

Key accomplishments involve consolidating market insights, fine-tuning brand messaging, constructing adaptable buyer personas, and effectively utilizing WordPress to publish compelling content. These successes have significantly contributed to strengthening my understanding of digital marketing fundamentals, equipping me with a structured approach for its execution.

This experience has not only enhanced my hands-on skills but also deepened my proficiency in navigating the technical intricacies of digital marketing.





THANK YOU

