



**GREEN
GATHERINGS**



GREEN GATHERINGS

PRODUCT LAUNCH

**CONTENT MARKETING
CAMPAIGN**

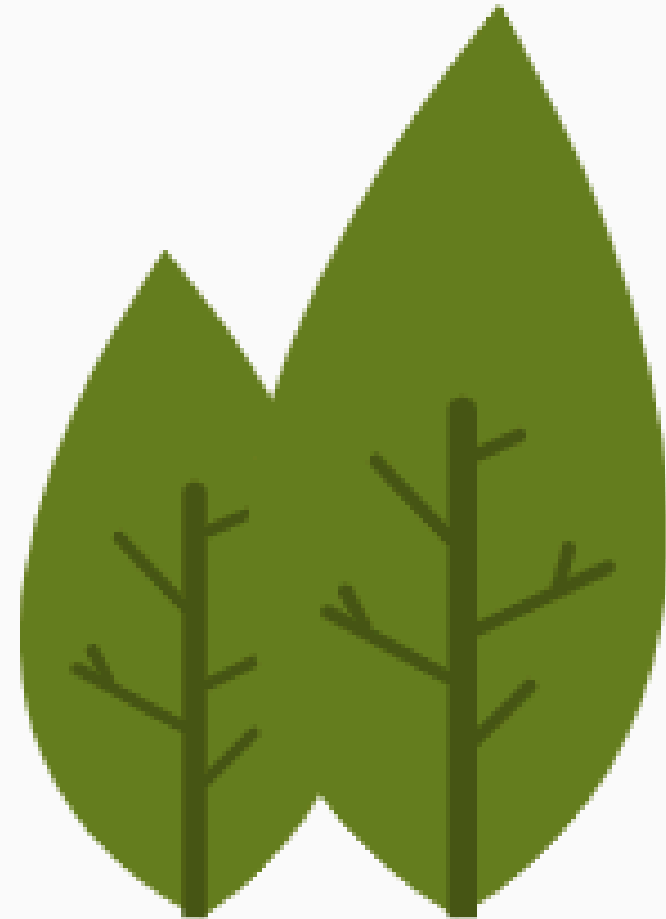
By Golsareh Esbomahali
www.gesbomahali.com



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ABOUT US



INTRODUCTION

Green Gatherings is a sustainable brand offering biodegradable picnic and lifestyle products to make gatherings eco-friendly. Founded during the COVID-19 pandemic in Berlin in response to rising picnic waste, the company creates fun, practical solutions like leaf-based plates, bowls, and utensils that are hygienic, convenient, and kind to the planet.

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.




CONTENT MARKETING STRATEGY

GOALS

- Raising awareness towards the brand and its products
- Generate leads by encouraging email sign-ups through engaging content.
- Support the product launch with a cohesive content marketing strategy

MY ROLE/DELIVERABLES

- Conducted market research, target market analysis and competitors analysis to understand trends and customer needs.
 - Defined the buyer persona to guide targeted content creation.
 - Wrote a blog article to raise awareness and engage readers and to generate leads for email marketing
 - Manage Technical Setup: Configure WordPress and Mailchimp for website and email campaigns
- 

MARKET RESEARCH

ASSIGNMENT

- Industry research
- Target market research
- Competitors Analysis

GOALS

- Identify target audience needs, preferences, and behaviours.
- Analyse competitors to understand market positioning and opportunities.
- Define a detailed buyer persona for focused marketing efforts.
- Explore trends and demand for sustainable picnic products.
- Gather insights to shape content strategies.

REFLECTION

- How important it is to conduct market research regularly, while the trends, preferences, social media platforms, and etc. can change and as digital marketer we should stay updated.
- Without an accurate market research it is not easy to target our potential customers in the right place, right time with the right message.





DEMOGRAPHIC

- location: Europe
- Age: 30 to 50 years old
- Gender: Primarily women
- Income: Middle income. Price conscious but willing to spend a bit more for sustainable products
- Family structure: Young families with children around 3 to 12 years old etc.).

CONSUMER TRENDS:

- Sustainability Focus
- Value-Driven Purchasing
- Outdoor Gatherings
- Price Sensitivity
- Transparency and Social Responsibility
- Video Influence

NEEDS

- Sustainability Concerns
- Product Attributes
- Price Sensitivity
- Ease of disposal and eco-friendly attributes



TARGET MARKET






COMPETITOR RESEARCH

Chosen Competitor: EcoSoul Life
<https://www.ecosoulife.com>

STRENGTH

- Wide range of biodegradable and compostable products.
- Strong commitment to sustainability and a low-carbon, circular economy.
- Positioned as pioneers in reducing plastic waste.
- Competitively priced, making eco-friendly options affordable.
- Clear, eco-friendly brand messaging on their website.

WEAKNESS

- Low engagement rates on social media.
 - Inconsistent and less visually appealing social media content.
 - Durability issues with single-use cups (e.g., leaking problems).
 - Limited lead generation tactics beyond basic email signups.
- 

BRAND GUIDELINES



GOALS

- Communicate the brand's purpose, mission, and UVP effectively.
- Define the brand's voice and tone to align with the target audience's preferences.
- Provide clear messaging for each stage of the marketing funnel (awareness, consideration, decision).
- Highlight the brand promise and ensure it resonates with the audience.
- Ensure visual and emotional consistency across all marketing materials.

ASSIGNMENT

- Brand Elements
- Voice & Tone
- Communication Style in Content
- Key Messaging
- Imagery

REFLECTION

I've learned the importance of defining a brand guideline to ensure consistency across all decisions in marketing and other departments. There is not the best UVP out there, we can improve UVPs by time and collecting more real time data from our actual customers.





BRAND GUIDELINES



UVP

Our fully biodegradable, eco-friendly products designed to make every outdoor occasion enjoyable and affordable, all while protecting our planet.

VOICE & TONE

Voice: direct, warm, trustworthy, positive and informative

Tone: Casual, Inclusive, Inspiring, Encouraging, Passionate about the nature

PURPOSE

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

TAGLINE

Enjoy Nature, Enjoy the Food—
Protect the Planet!

BUYER PERSONA



SVENJA MULLER

- Age: 45, married with 2 children (12 and 7)
- Location: Southern Germany, employee at the local municipality
- Values: Sustainable living, family bonding, eco-friendly choices
- Lifestyle: Enjoys outdoor family activities, healthy eating (vegan meals), avoiding waste
- Challenges: Balancing sustainability with family budget and time
- Goals: Create a sustainable, healthy lifestyle for her family, teach children responsible consumption
- Pain Points: High cost of eco-friendly products, guilt about not doing more
- Solution: Affordable, biodegradable products for family picnics, aligning with her sustainability values



LINA HOLZMAN

- Age: 30, single, social worker
- Location: Mid-sized town, lives independently
- Values: Zero-waste lifestyle, sustainability, outdoor activities
- Lifestyle: Passionate about hiking, biking, traveling, cooking plant-based meals
- Challenges: Finding truly sustainable, affordable products, greenwashing
- Goals: Transition to a fully sustainable, zero-waste lifestyle, inspire others
- Pain Points: Difficulty in finding affordable, eco-friendly products, excessive waste during outdoor activities
- Solution: Sustainable, eco-friendly products to reduce waste and align with her environmental goals



ASSIGNMENT

- Blog Article Planning & Research Template Target market research
- Listicle Blog Article Template
- Post the article on WordPress, including a strong conclusion and call to action. Embed a Mailchimp sign-up form to capture emails.

GOALS

- Create content that resonates with the target audience.
- keep Brand Consistency with the brand's tone and style.
- Publish on WordPress to attract and engage readers.

REFLECTION

to me, having templates and structured work are so important and its better to write down all my reflections during every steps to get the best results and save time for publishing the posts or designing the pages.



BLOG POST



The Ultimate Checklist for an eco-friendly Picnic

Introduction

Did you know each person in Europe produces nearly half a ton of waste each year—and it's rising? If you're one of the many who feel a little guilt about adding more to that mountain, good news: small changes really can make a big difference.

After a beautiful day in the park or at a local nature spot, it's hard to ignore all the waste piling up by the trash cans. As busy mom Denis reflects "I love taking the kids to the park for our weekend picnics, but every time we use disposable cups and wrappers, I can't help but feel a bit guilty about all the waste." Thankfully, going green with your picnic doesn't have to be difficult—or expensive! With a little planning, you can enjoy a zero-waste day that's easy on the planet and on your wallet.

Our Ultimate Eco-Friendly Picnic Checklist helps you gather, snack, and relax while caring for the Earth. Let's dive in!



A listicle long blog post ends up with clear CTA and sign up forms.

BLOG POST

Title:
The Ultimate Checklist for an eco-friendly Picnic

CTA and sign up form

Ready to join us in going green? Sign up for our newsletter for more simple eco-tips, affordable gathering ideas, and inspiration for sustainable living. Let's make every outing a little greener, together!

Join Our Green Community for Tips & Inspiration!

Struggling to make your gatherings more sustainable and still stay on budget? Join our community for expert tips, practical solutions, and inspiration to make eco-friendly choices easy and achievable. Whether you're hosting a picnic or just starting your green journey, our emails will guide you every step of the way.

Start Your Green Journey!

By clicking submit, you agree to share your e-mail address with the site owner and MailChimp to receive marketing, updates, and other e-mails from the site owner. Use the unsubscribe link in those e-mails to opt out at any time.





PRODUCT LANDING PAGE

ASSIGNMENT

- Create a Product Landing Page
- Highlight product features
- Add a clear CTA
- Publish the landing page with WordPress
- Set Up Mailchimp: Integrate a sign-up form to collect emails.

GOALS

- Design the product landing page based on the standards with minimum distractions
- Use appealing design, colors, and images that resonates with target customer
- Converts potential customers into buyers

REFLECTION

I learned how important it is to show the products in a way that solves customer's problems or helps them to achieve what they wish for rather than just pick some fancy pictures.

Ready for a Greener Picnic?

Green Gathering makes it easy!

All-in-one essentials for a zero-waste, guilt-free, green gathering!

Get Your Eco-Friendly Picnic Kit Now!

[SHOP NOW](#)



PRODUCT LANDING PAGE

Maya P.

"I love my Eco-Friendly Picnic Kit! They are perfect for our family outings. We feel good knowing we're reducing waste!"

Alex J.

"The best part of this kit is how convenient it is. No more plastic waste, just sustainable fun!"

CUSTOMERS QUOTE



100% Earth-Friendly



100% Natural colors



Strong & Liquid-Resistant



Safe and clean to use

Join the Green Gathering – Order Your Eco-Friendly Picnic Kit Today!

[SHOP NOW](#)

PRODUCT FEATURES



ACHIEVEMENT 1 REFLECTIONS

During these exercises and tasks, I learned the importance of:

- planning, outlining and conducting a structural work,
- market research and define buyer personas to align campaigns with customer needs and using reliable sources,
- the need to understand and adhere to brand guidelines for consistency across the campaigns
- Efficient time management and using structured templates to record insights to ensure clarity and completeness.

These lessons can be applied to any professional context, especially in campaign planning and project management.

KEYWORD & SEO



Assignment:

- Research and select suitable keywords for the Green Gatherings content marketing campaign.
- Optimize content using on-page and off-page SEO strategies to improve organic search visibility.
- Analyze competitors and identify opportunities to position Green Gatherings as a top eco-friendly brand.

Goals:

1. Identify high-impact, low-competition long-tail keywords that resonate with target audience.
2. Improve search engine rankings to drive organic traffic to the website.
3. Enhance content relevance and structure for both users and search engines.
4. Utilize SEO tools and Google Analytics to track keyword performance and campaign success.

Reflections:

- Challenges: Selecting the most relevant keywords from numerous options and interpreting data like search volumes and competition rates.
- Solutions: Focused on using long-tail keywords with lower competition for better ranking opportunities.

KEYWORD & SEO



Keywords list

Long Tail	Important metrics (i.e., difficulty or volume)
Compostable picnic set	Competition: N/A, Volume: <100
eco-friendly picnic tips	Competition: N/A, Volume: <100
compostable plates and cups	Competition: High, Volume: <100
Short Tail	
eco friendly product	Competition: High, Volume: 100-1k
reducing waste	Competition: Low, Volume: <100
Compostable packaging	Competition: High, Volume: 100-1 k

Website Performance after SEO Optimizations

The image displays two screenshots of GTmetrix performance reports. The top report is for the URL <https://golsi-esbo.com/blog/> and shows a GTmetrix Grade of 'A' with a Performance score of 95% and a Structure score of 98%. The Web Vitals section shows Largest Contentful Paint (LCP) at 1.2s, Total Blocking Time (TBT) at 0ms, and Cumulative Layout Shift (CLS) at 0.01. The bottom report is for the URL <https://golsi-esbo.com/> and shows a GTmetrix Grade of 'A' with a Performance score of 91% and a Structure score of 100%. The Web Vitals section shows LCP at 1.4s, TBT at 0ms, and CLS at 0. Both reports were generated on Sun, Dec 8, 2024 at 2:24 AM -0800, using Chrome 117.0.0.0 and Lighthouse 11.0.0.

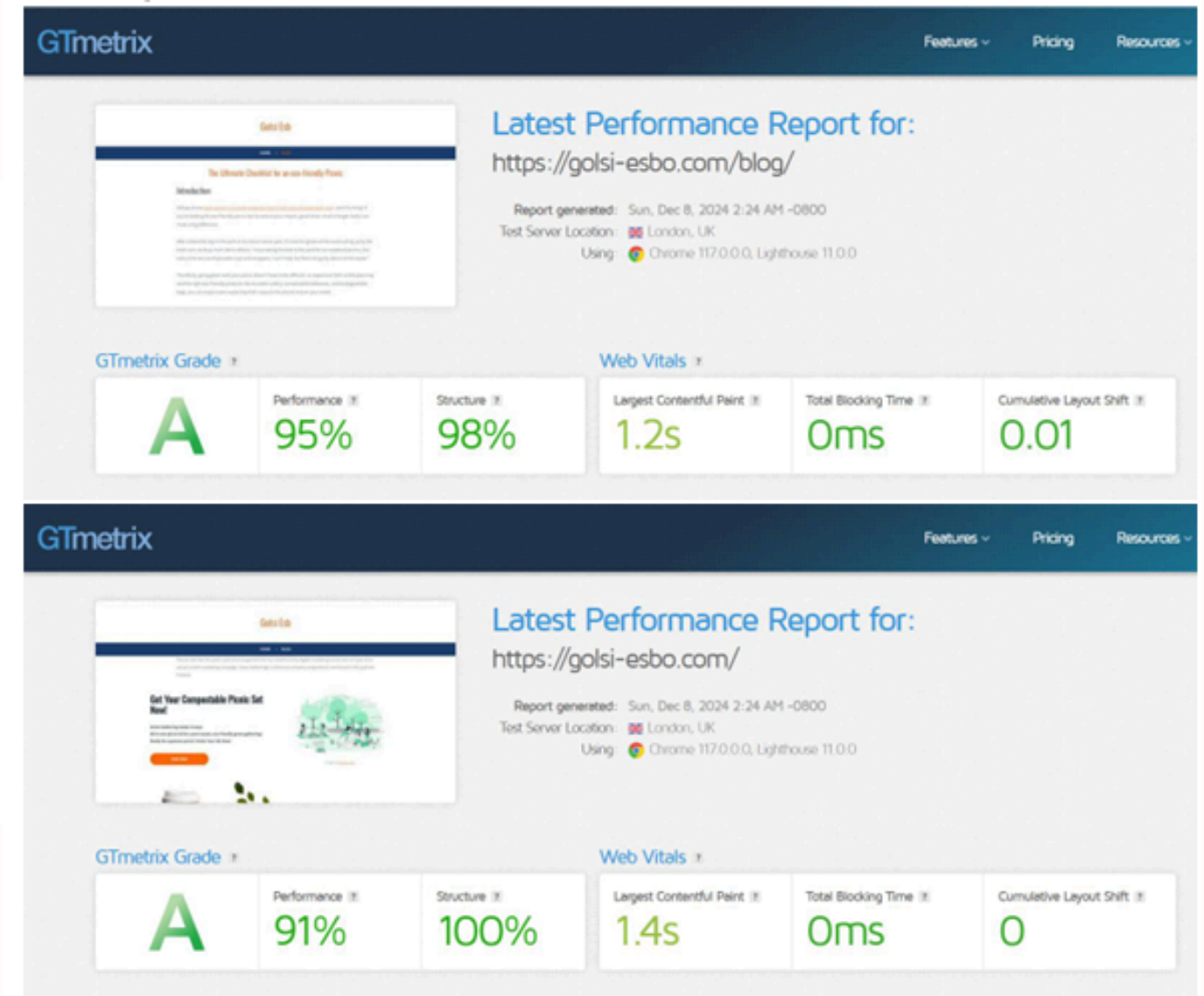
KEYWORD & SEO



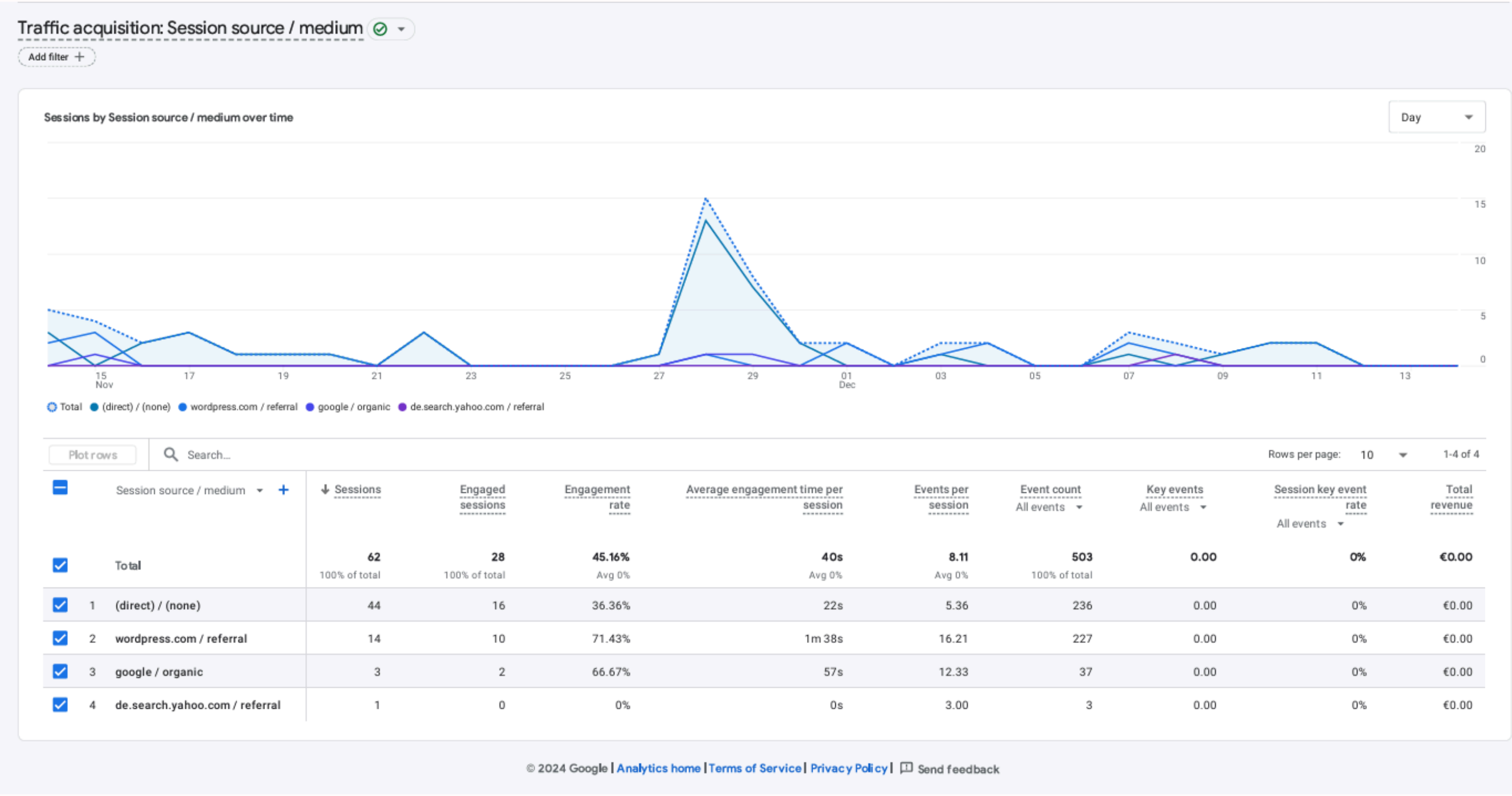
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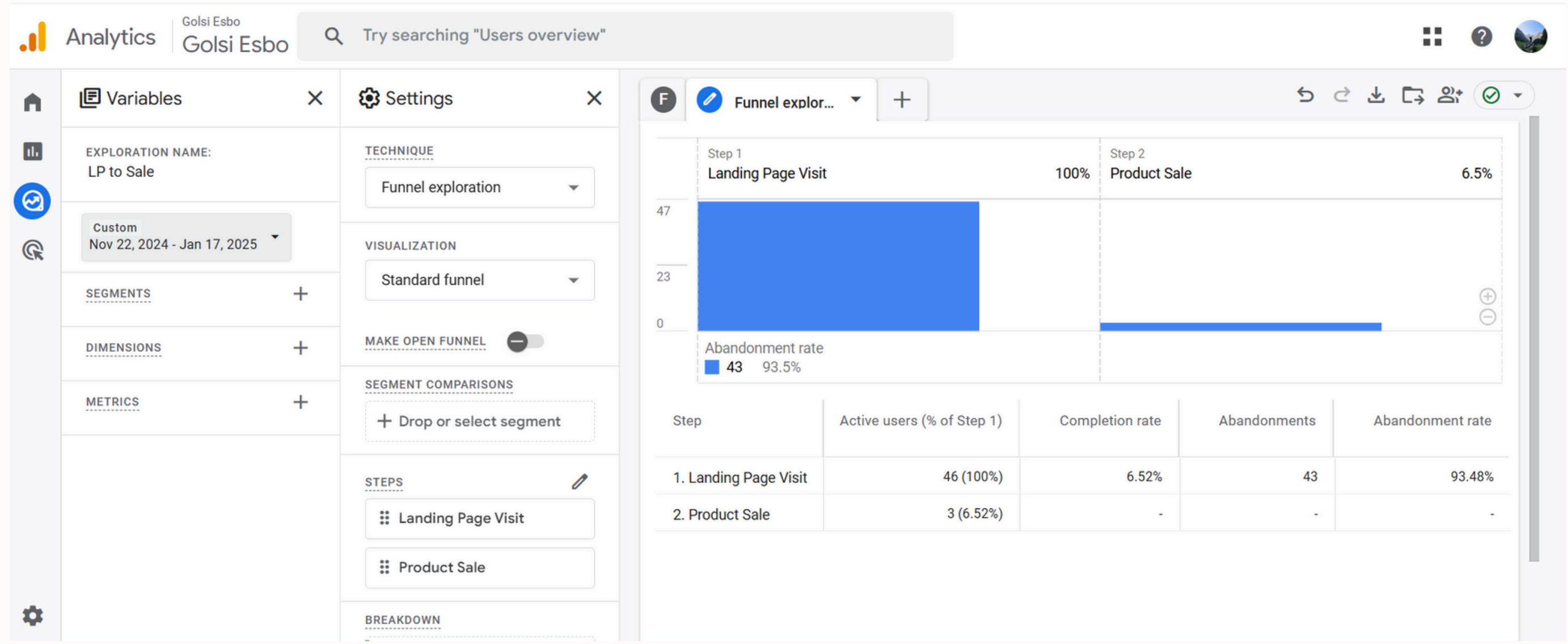
Website Performance after SEO Optimizations



GA PAGEVIEW



GA FUNNEL





EAMIL COURSE

Assignment:

- Design and execute an email marketing campaign using Mailchimp.
- Create email templates aligned with the Green Gatherings brand and campaign goals.

Goals:

1. Develop consistent and professional email designs to enhance brand recognition.
2. Encourage the target audience to click the button and visit the product landing page and hopefully convert.
3. Measure email performance through key metrics like open rates, click-through rates, and engagement.

Reflections:

- Challenges: Initially adapting to Mailchimp's design platform and navigating its features.
- Solutions: Dedicated time to tutorials, experimentation, and practice, which helped me complete the tasks efficiently.
- Understanding how to measure performance metrics is critical for assessing the success of email campaigns.





Thanks for joining us

We're thrilled to have you here. Together, we'll inspire eco-friendly celebrations that make memories while caring for the planet.



*P.S. Got any questions or ideas? We'd love to hear from you!
Just hit reply. 🌱*



EMAIL COURSE

WELCOME EMAIL



Email course flowchart

Email 1

Topic: 5 Simple Steps To A Sustainable Lifestyle	Format: Listicales of 5 practical tips
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Email 2

Topic: Plastic Waste: Shocking Facts About Its Destructive Impact on Our Planet	Format: Informative Single image with short caption
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Email 3

Topic: The Eco-Friendly Party Secret: 10% Off Your First Purchase!	Format: Single image of our products with short caption
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CTA for all: Explore Products That Make a Difference, Claim Your 10% Off Now

EMAIL COURSE

EMAIL COURSE FLOWCHART





EMAIL

#1

LISTICLE



Email #1 Outline


Topic: a listicles and guideline for a sustainable lifestyle

Format: Listicles of 5 practical tips

Main Points:

- Reduce, Reuse, Recycle
- Save That Energy!
- Get Moving, Sustainably
- Eat Green Goodness
- Shop with Purpose

Goal: Raise awareness and increase engagement, Educate and inspire subscribers about easy, actionable ways to adopt a sustainable lifestyle.



EMAIL #1

LISTICLE

[View this email in your browser](#)



Small Steps, Big Impacts 🌱

Want to make the world a little greener and a whole lot happier? 🌍✨ It's easier than you think! Here's how you can jumpstart your sustainable journey (and feel amazing doing it):



Reduce, Reuse, Recycle

Say bye-bye to waste! Swap single-use stuff for reusable bottles, bags, and containers. Oh, and don't forget to recycle like a pro. ♻️

Save That Energy!

Unplug those sneaky energy vampires, switch to efficient appliances, and if you're feeling ambitious, explore solar power—your future self will thank you! ☀️

Get Moving Sustainably

Email #2 Outline

Topic: Shocking Facts About Destructive Impact of Plastic Waste

Format: Informative Single image with short caption

Main Points:

- There are about 50-75 trillion pieces of plastic and microplastics in the ocean.
- 100,000 marine mammals and turtles and 1 million sea birds are killed by marine plastic pollution every year.
- Only 9% of plastic ever produced globally has been recycled.

Goal: Raise awareness about plastic waste and drive emotional engagement to motivate action.



EMAIL
#2

INFORMATIVE



Plastic Waste: 3 Shocking Facts!

- There are about **50-75 trillion pieces of plastic and microplastics** in the ocean.
- **100,000 marine mammals and turtles** and **1 million sea birds** are killed by marine plastic pollution every year.
- **Only 9% of plastic** ever produced globally has been recycled.



The scales are overwhelming? We believe by taking individual and collective action, we can reduce its impact and work toward a cleaner, healthier planet.

EMAIL

#2

INFORMATIVE





EMAIL

#3

Email #3 Outline

Topic: Party Secret: 10% Off Your First Purchase!

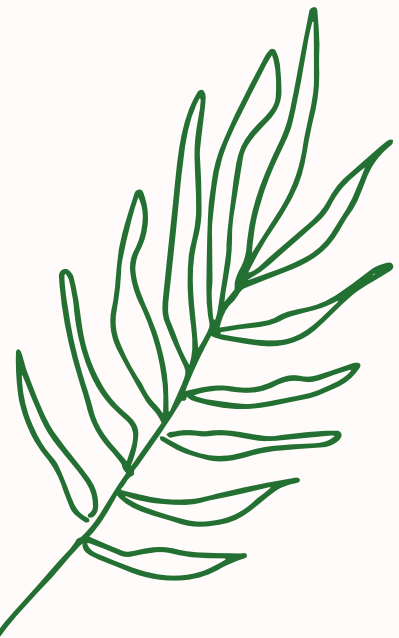
Format: Single Image with Caption

Main Points:

- Showing products and features

PRODUCT

Goal: Conversion, encourage our audiences to make purchase



EMAIL

#3

PRODUCT



Party Secret: 10% Off Your First Purchase! 🎉🌱

Host stylish, sustainable gatherings without the guilt—your journey to greener celebrations starts here!

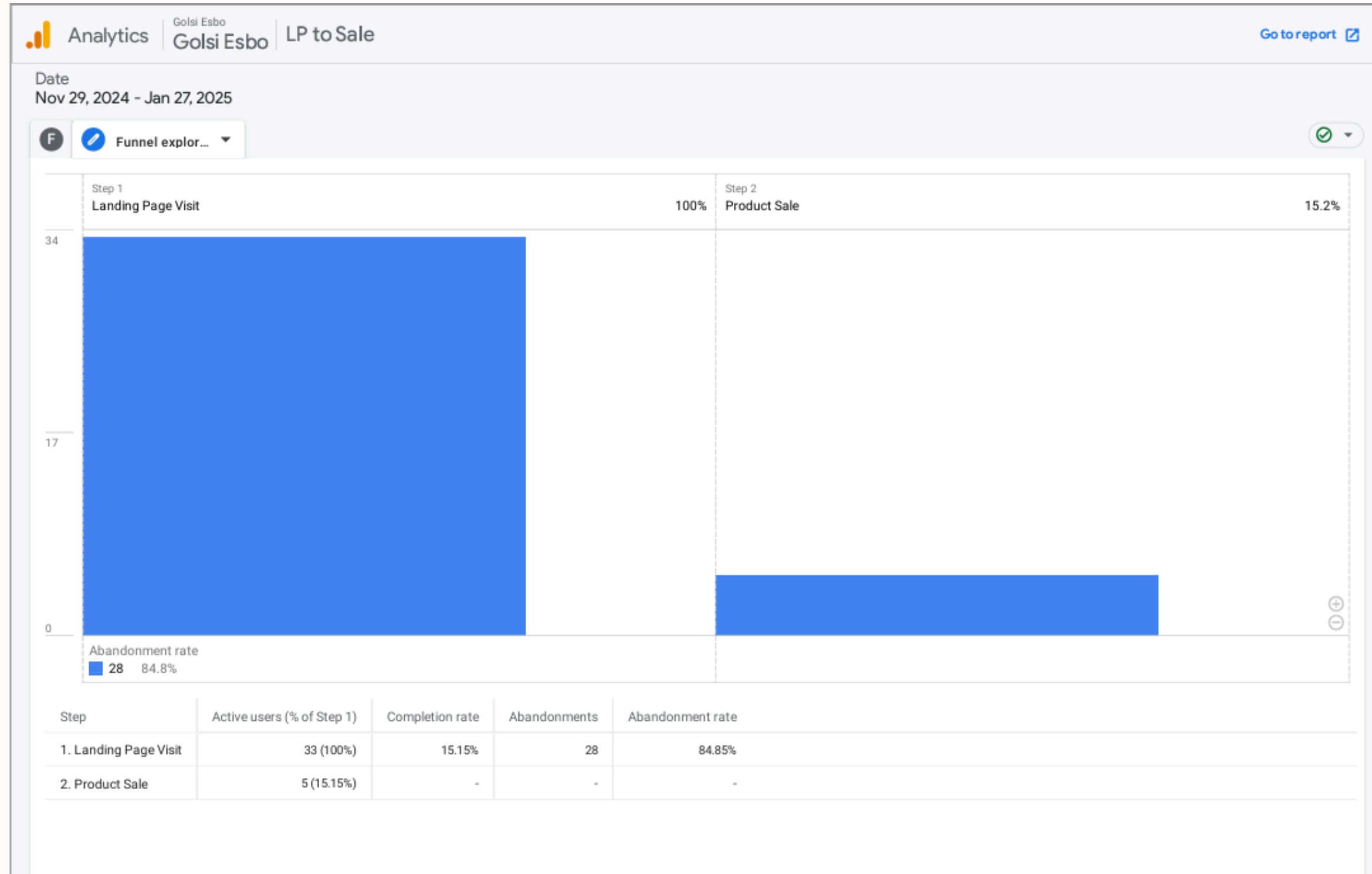
[Claim Your 10% Off Now](#)



EMAIL CAMPAIGN RESULTS:

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	67
Email Signups	Number of subscribers	Mailchimp Audience	15	18
Email Campaign	Open rate	Mailchimp Campaign Report	35%	
Email 1				37.5%
Email 2				35.3%
Email 3				35.3%
AVERAGE				35.3%
Email Campaign	Click throughs	Mailchimp Campaign Report	10	
Email 1				1
Email 2				3
Email 3				4
TOTAL				8
Landing Page	Pageviews	GA Pageview Report	8	33
Thank You Page	Conversions	GA Funnel Report	4	5

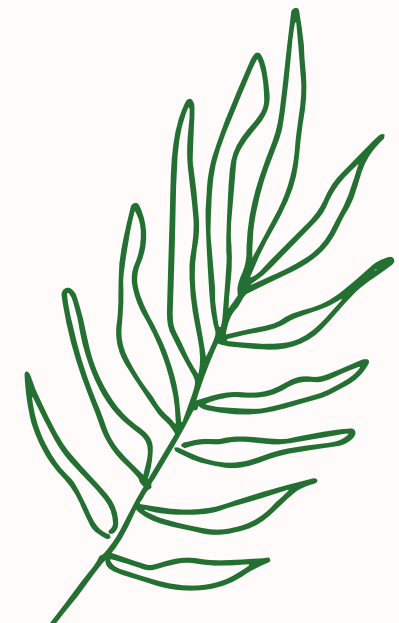
GA FUNNEL REPORT



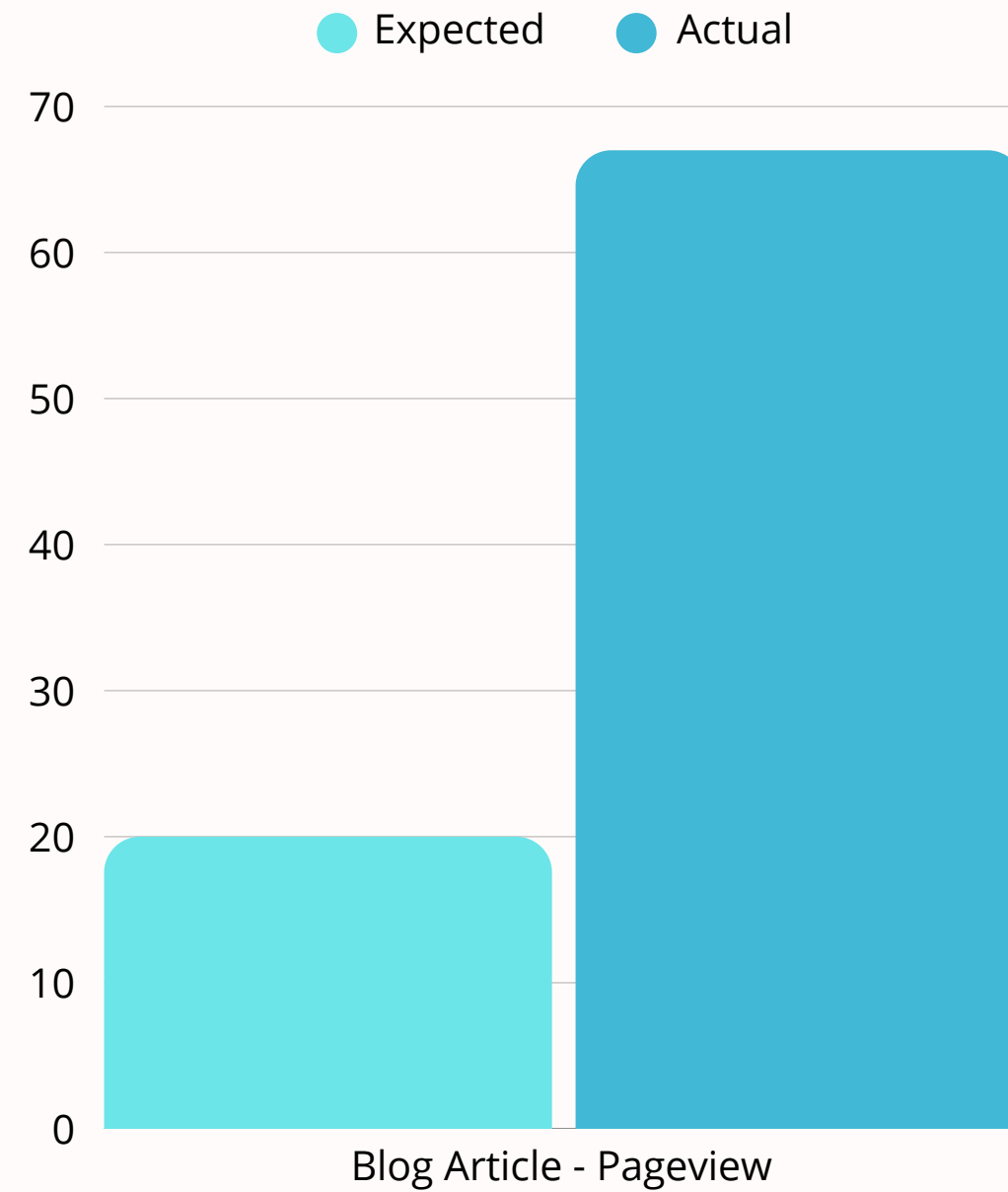
ACHIEVEMENT 2 REFLECTIONS

Throughout this project, I gained valuable skills in SEO, Google Analytics, and email marketing. By breaking down tasks into manageable steps, I conducted thorough research, planned strategically, and ensured each deliverable aligned with campaign goals.

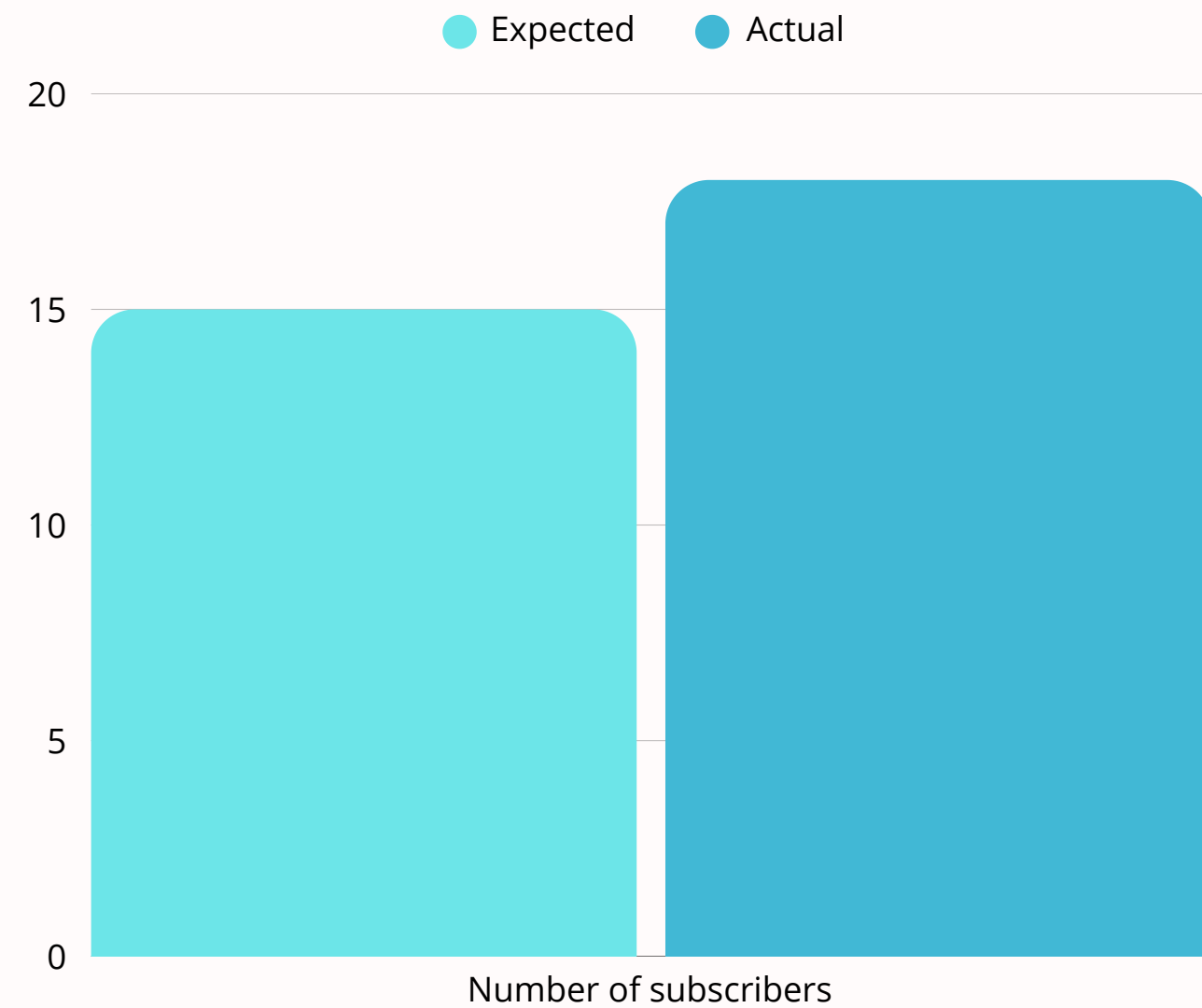
Key achievements include optimizing content for organic growth, setting up data-driven KPIs, and designing engaging, legally compliant email campaigns. This experience not only enhanced my technical expertise but also reinforced the value of clear planning and adaptability for future marketing endeavors.



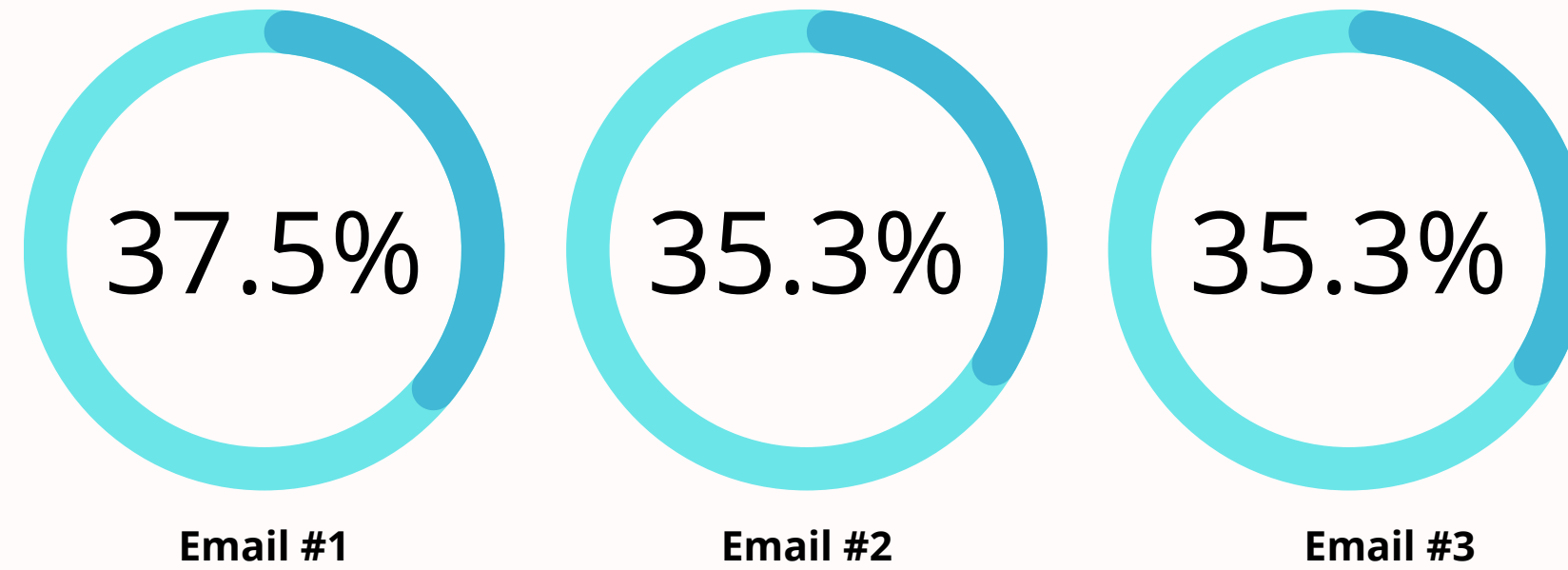
DATA DATA INTERPRETATION



Blog article with +235% more than our expected KPIs and the sign up for email courses which was 20%, shows the interest of our target market in the blog content.



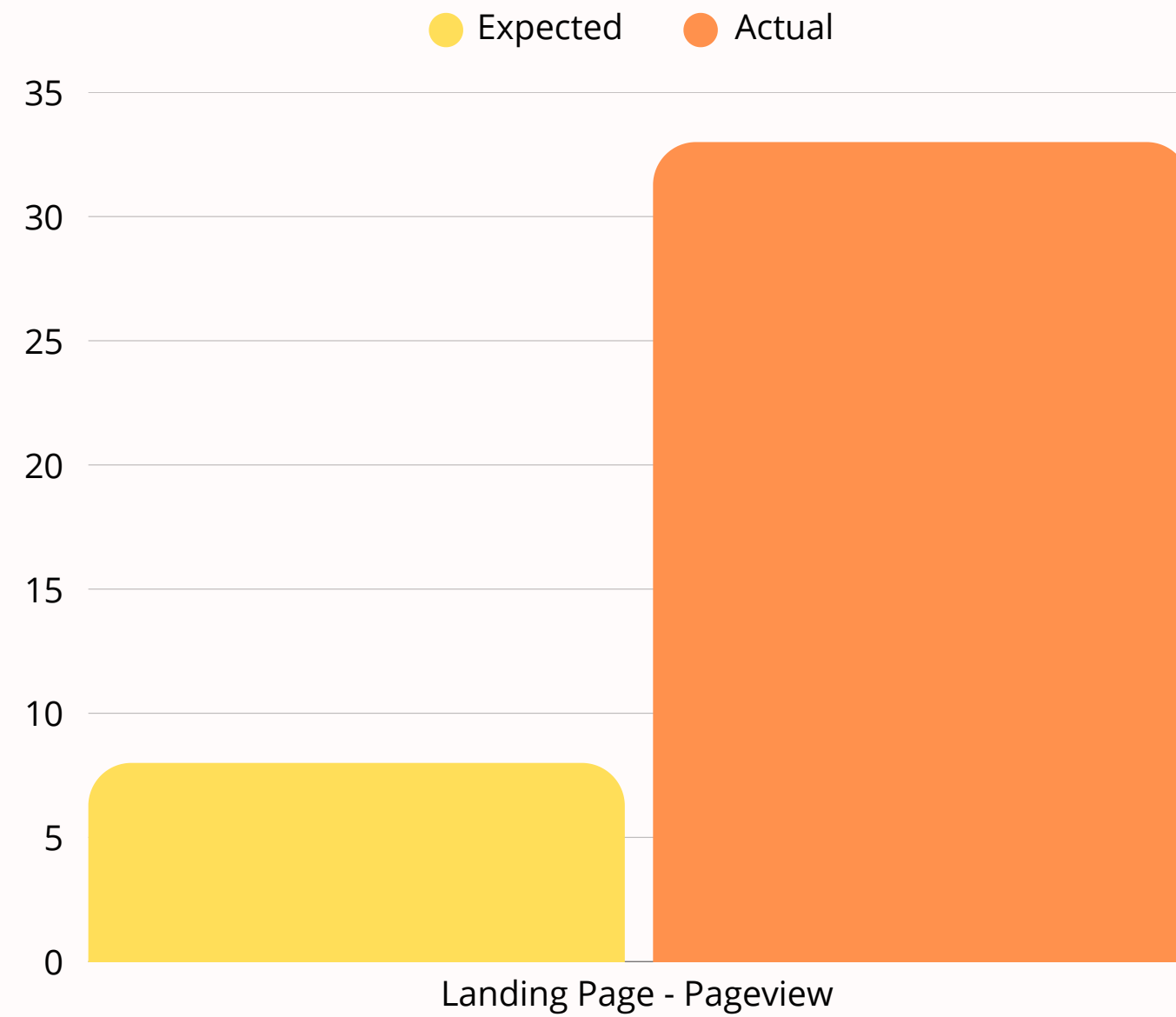
DATA INTERPRETATION



Email Campaign - Open Rate

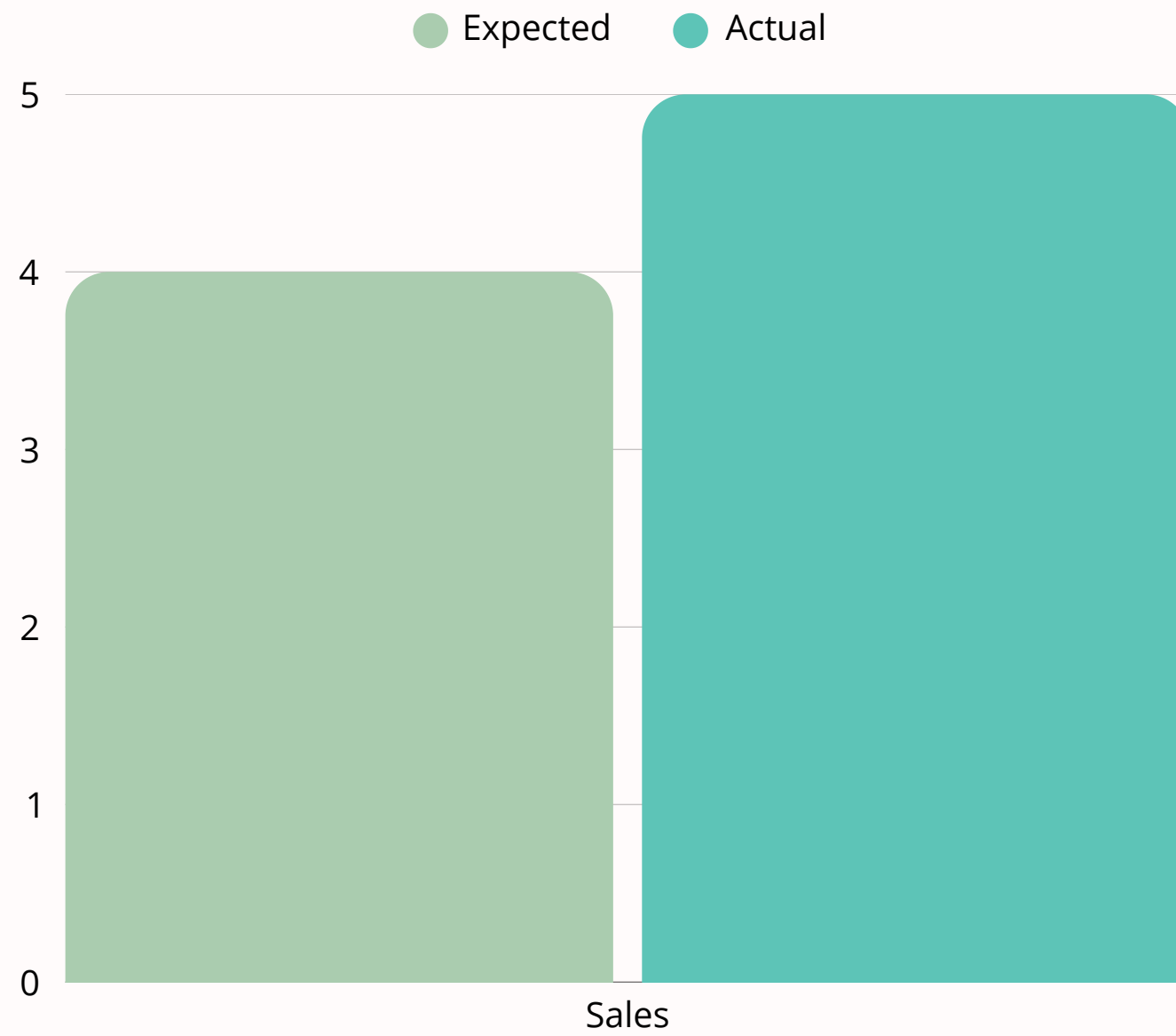
The open-rate was consistent for all 3 emails which shows stable audience interest.

DATA INTERPRETATION



The landing page views were significantly higher than our KPI, exceeding the target by four times. This indicates that our strategy for driving organic traffic was highly effective. The strong performance suggests that the design and content of the landing page are valuable and resonate well with our audience.

DATA INTERPRETATION



Our thank-you page conversions were 25% above target, which is a positive outcome indicating a successful content marketing campaign.

RECOMMENDATIONS

Recommendations for Green Gatherings' Content Marketing Strategy:

1. I will experiment with different CTA placements, button designs, and personalized messaging in my email campaigns to drive higher click-through rates.
2. Since the blog performed so well, I'll continue writing other long-form blog articles to increase organic traffic.
3. I'll segment my email list based on past engagement, such as click behavior, and create targeted email campaigns for each group to increase more engagement based on more personalized content.
4. To optimize my email campaigns, I'll implement A/B testing for subject lines, email designs, and CTA variations to identify the most effective strategies for improving open and click-through rates.



**GREEN
GATHERINGS**

THANK YOU

Contact info:

Website: www.gesbomahali.com

Email address: g.esbomahali@gmail.com

LinkedIn: www.linkedin.com/in/golsareh-esbomahali