



# PRODUCT LAUNCH CONTENT MARKETING CAMPAIGN

Vivian Kvitka, Feb 2023  
Career Foundry  
Digital Marketing Emersion Program  
Assignment 1





@VivianFutureAccount

## ASSIGNMENT 1

www.viviankvitka.com



**GREEN  
GATHERINGS**

\*\*\*Green Gatherings is a fictional brand used as a case study.

Green Gatherings offers a zero-waste alternative to traditional picnic supplies. Instead of paper or plastic cups and bowls, Green Gatherings offers compostable serving goods made from local leaves.

This new brand is launching its first product and it was my job to create the **content strategy**, after doing **market research** and developing **target personas**. Once I had a strategy, I got to work writing an SEO-optimised **blog post**, building a simple **WordPress site**, and designing and writing a **4 part email course**.

The following slides detail my process and results...



# TARGET MARKET RESEARCH

Green Gathering's market lies in an intersection of several markets, (*packaging, home goods, catering supply, and single use items*). I began by searching general keywords around disposable packaging, composting, parenting and slowly began to see trends and data that relates to the UVP.

I was interested and surprised that I was not able to find a competitor with the same target demographic.





# WHAT THE RESEARCH SAYS:



## THE MARKET IS LARGE AND GROWING

"Zero Wasters account for 37% of the global population." \*(1) and studies show this number is growing.



## MILLENNIAL PARENTS WILL PAY FOR ECO-FRIENDLY PRODUCTS

Gen Y Parents are concerned about the impact that the climate crisis will have on their children's future. (9)



# BUYER PERSONA: MARIA



Maria is a 38 year old mom, living in Berlin with her husband and 5 year old.

- She is a stay at home mom with a college degree
- She is an organiser and loves to plan group events
- Her household disposable income is about 3k€ / month
- She spends < 1hr/day on Facebook Instagram and Pinterest, looking for DIY projects and sustainability hacks

Maria wants to be seen as a thought leader in her community and is active on instagram. Maria doesn't have a huge budget but she is always advocating for the most sustainable alternatives.



# BUYER PERSONA: MARIA



## Maria's Pain Points:

- She is a busy parent
- Her environmental impact
- Budget conscious

## Her desires:

- To be a thought leader and organiser in her community
- Bring joy to her family
- Encourage environmental values in her child



# CONTENT STRATEGY

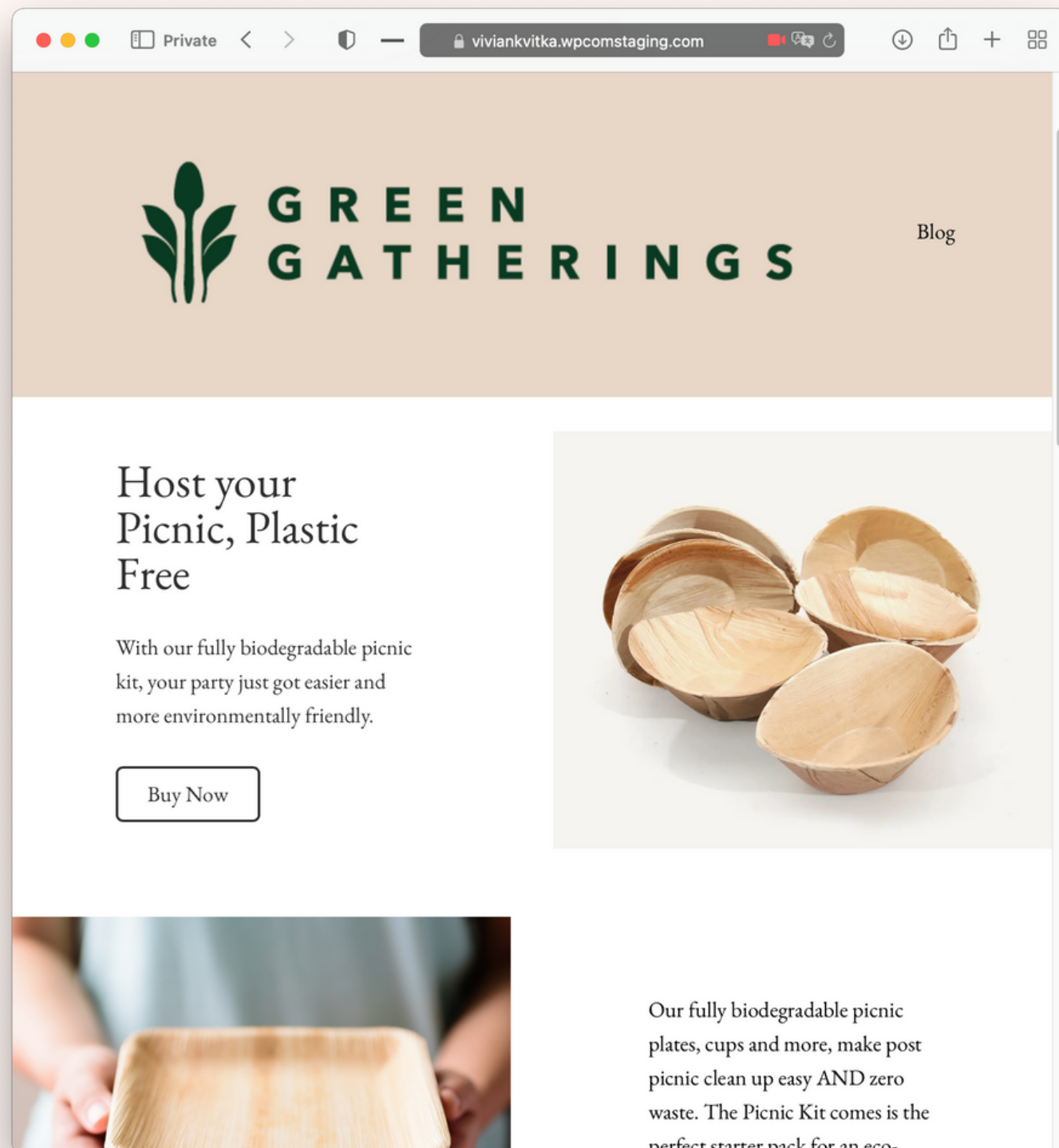
Because Maria is interested in DIY projects, and community organising, picnics are perfectly aligned.

She is a busy woman and Green Gatherings can offer her educational content that will help her save both time mental energy. By offering content like a three step guide to at home composting or a listical for organising a zero waste picnic, Green Gatherings can capture her attention *and* her email address.

For Maria, the fewer variables the better and the picnic party kit product will speak to her especially as a first time customer.







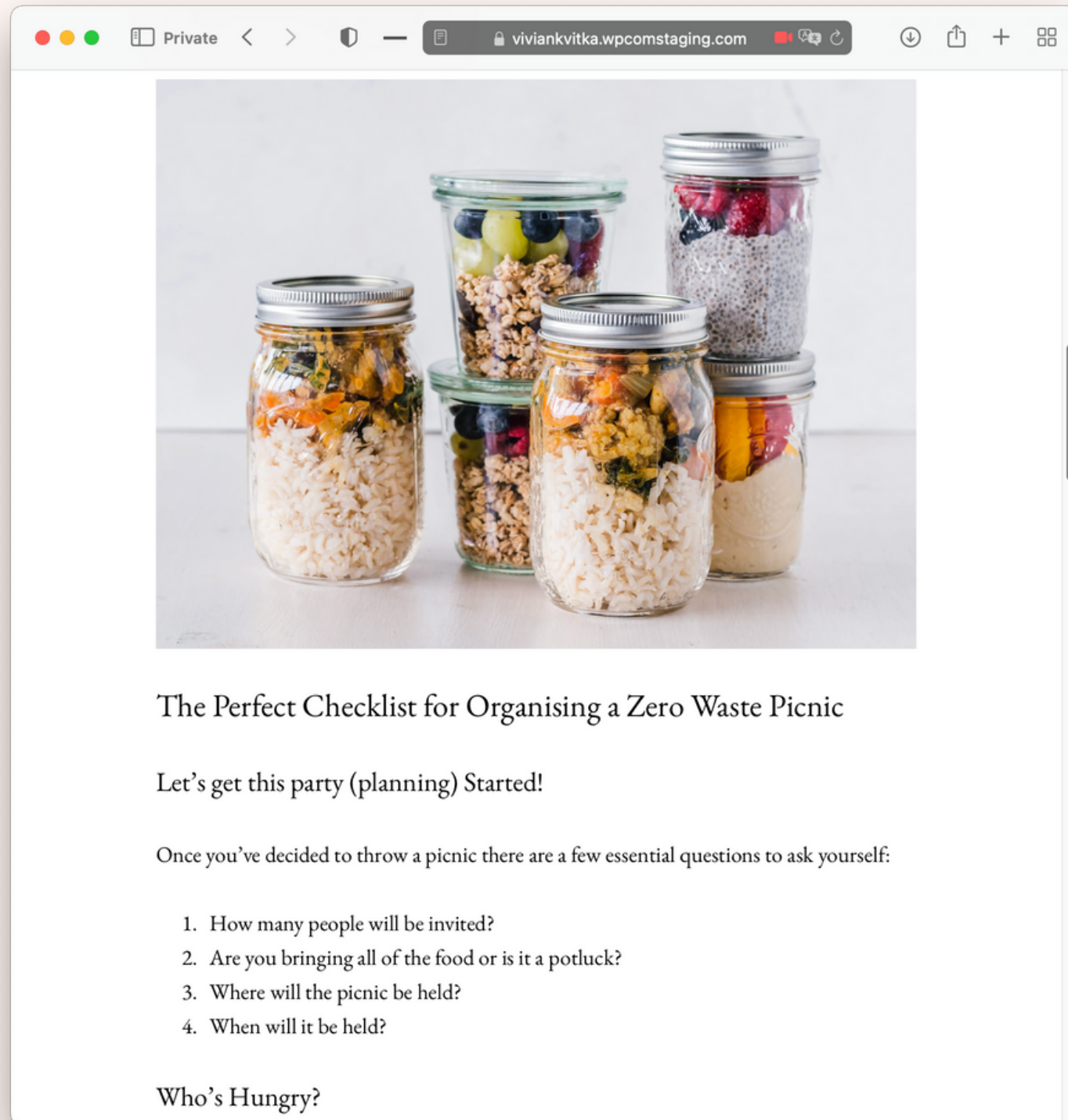
# PICNIC KIT LANDING PAGE

---

The last think Maria wants is to figure out how many cups plates and bowls she needs. The Picnic includes 10 of each item, and removes one step from her task list.

The CTAs are simple and with lots of negative space the page feels modern and tidy.





# LISTICLE BLOG POST

---

Maria is all about getting things done as quickly and easily as possible, while still living up to her ideals. Her priority is spending time with her family and a listicle to help her plan a causal picnic party is right up her alley.





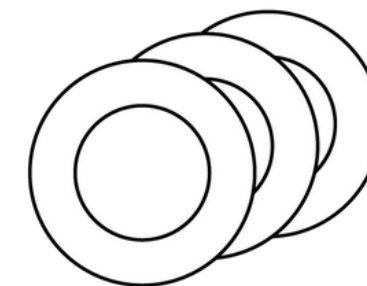
# BRAND ASSETS

---

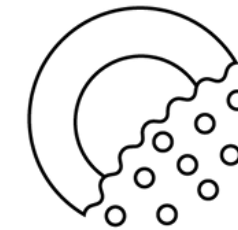
Green Gatherings' Brand style is at a preliminary stage and needed a custom logo, colors, and a few graphics to highlight the benefits of the product. Using Adobe Illustrator I created the start of a corporate identity.



Locally Sourced Leaves



30% Discount



Biodegradable



# KEYWORD ANALYSIS

Keyword	volume/month	Difficulty	Short or Long
Palm leaf plates	20	N/A	Long
Are palm leaf plates ecofriendly	10	N/A	Long
Palm leaf disposable plates	10	N/A	Long
Are palm leaf plates reusable	10	N/A	Long
Zero Waste	3.6K	46	Short
Zero waste Shop	720	50	Long
Zero waste Berlin	170	31	Long
Zero waste city	110	32	Long
Zero waste Produkte	110	10	Long
Zero waste store	110	43	Long
Zero waste products	20	N/A	Long
Must have zero waste products	10	N/A	Long
What are zero waste products	10	N/A	Long
Sustainable events	40	N/A	Short
Sustainable event planning	30	N/A	Long
How to make an event more sustainable	20	N/A	Long
Eco friendly picnic	30	N/A	Long

Because much of SEO depends on high-quality keywords, choosing the right ones for each landing page, and the overall keyword strategy is crucial.

The target demographic is based in Berlin but they read and search in English. Their location means that there is a smaller search volume for similar German keywords.



# BLOG POST

## SEO OPTIMISATION

---



The Perfect Checklist for Organising a Zero Waste Picnic

Let's get this party (planning) Started!

Once you've decided to throw a picnic there are a few essential questions to ask yourself:

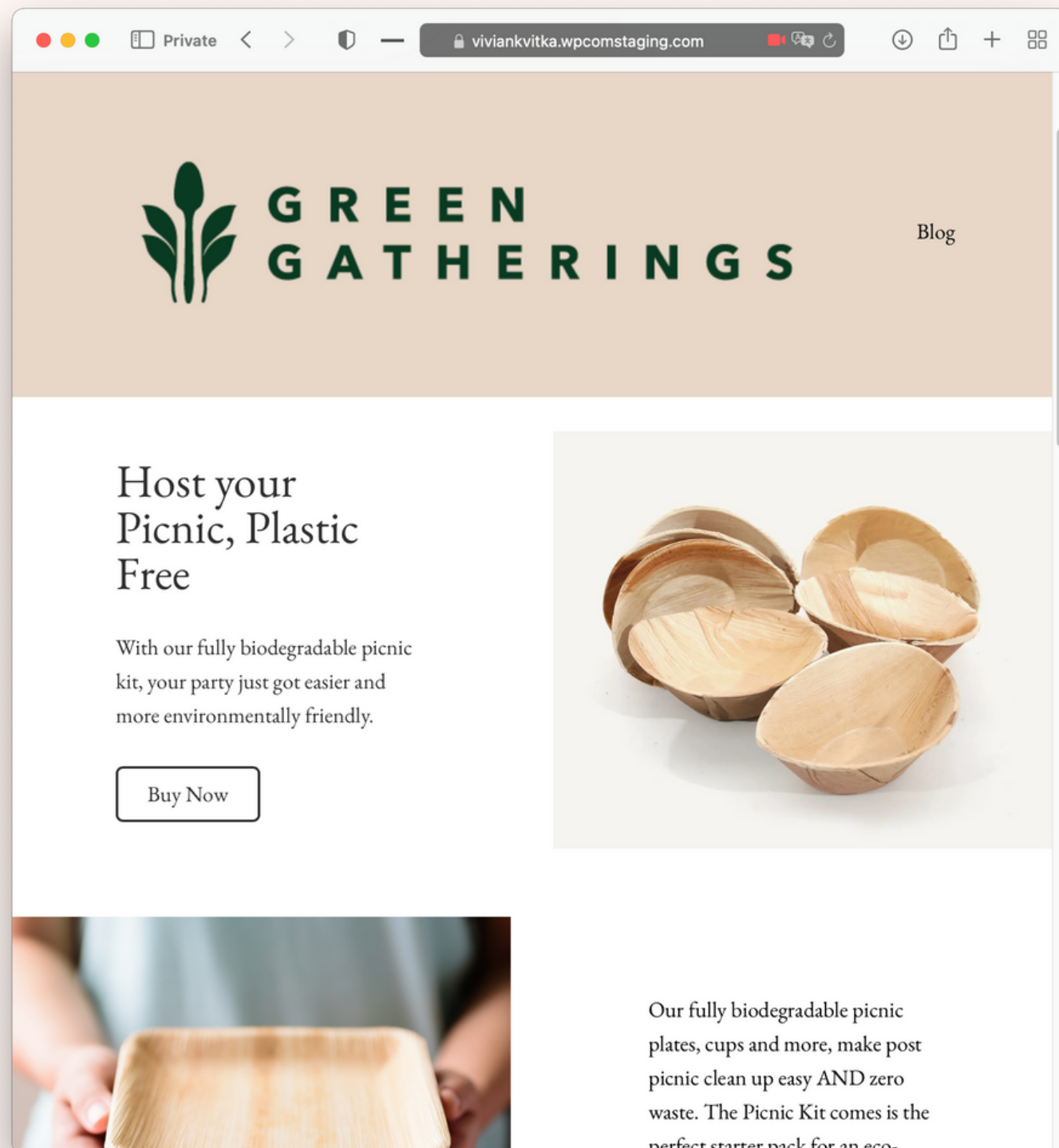
1. How many people will be invited?
2. Are you bringing all of the food or is it a potluck?
3. Where will the picnic be held?
4. When will it be held?

Who's Hungry?

After determining the best keywords for this listicle, I used the Yoast WordPress login, to artfully sprinkle in my new keyword "zero waste"

Yoast makes on-page SEO straightforward, though including enough "transition words" requires some creativity and re-working the material.



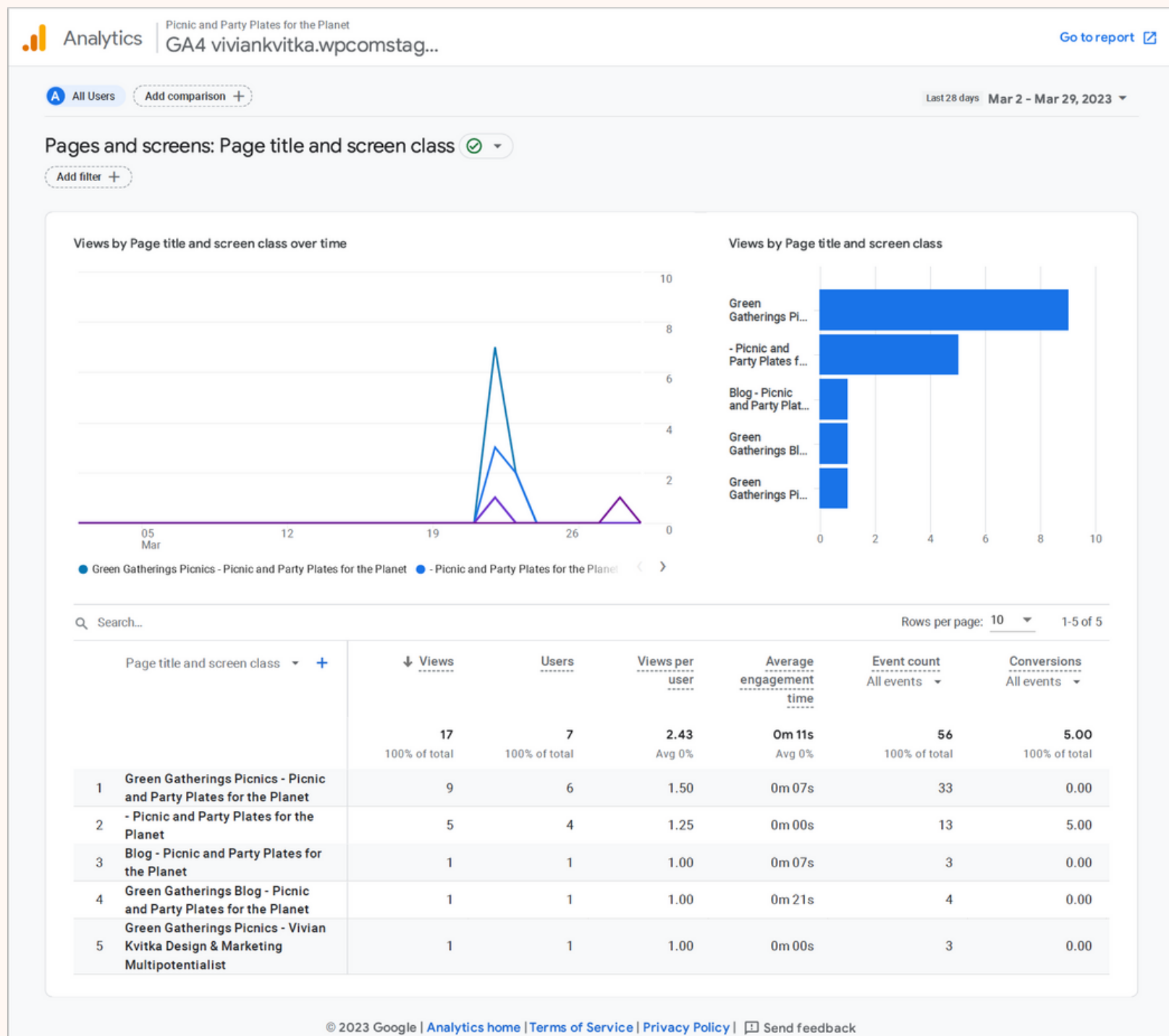


# LANDING PAGE SEO OPTIMISATION

---

Though short-tail keywords make ranking high on SERP (Search Engine Results Page) more difficult. I choose to optimize the Green Gatherings landing page with the keyword "Picnic" because my semi-niche demographic will have fewer pages with similar content and language marketed to them.





# GOOGLE ANALYTICS

With a few days and a few clicks, traffic began to show up on google analytics.

Switching from Universal Analytics to GA4 caused a data loss, but with GA4 I was able to set up and track conversion events, which in this case was to trigger a particular page view.



[View this email in your browser](#)



## Welcome to Green Gatherings!

We're so glad you came.

Grab a plate, make yourself comfortable, and help your family to a more sustainable future.

Instead of waiting in the buffet line, use this link to get 10% off your first order.

[Shop Party Plates](#)



Copyright © 2023 Green Gatherings, All rights reserved.  
You are receiving this email because you opted in via our website.

# EMAIL MARKETING WELCOME MESSAGE

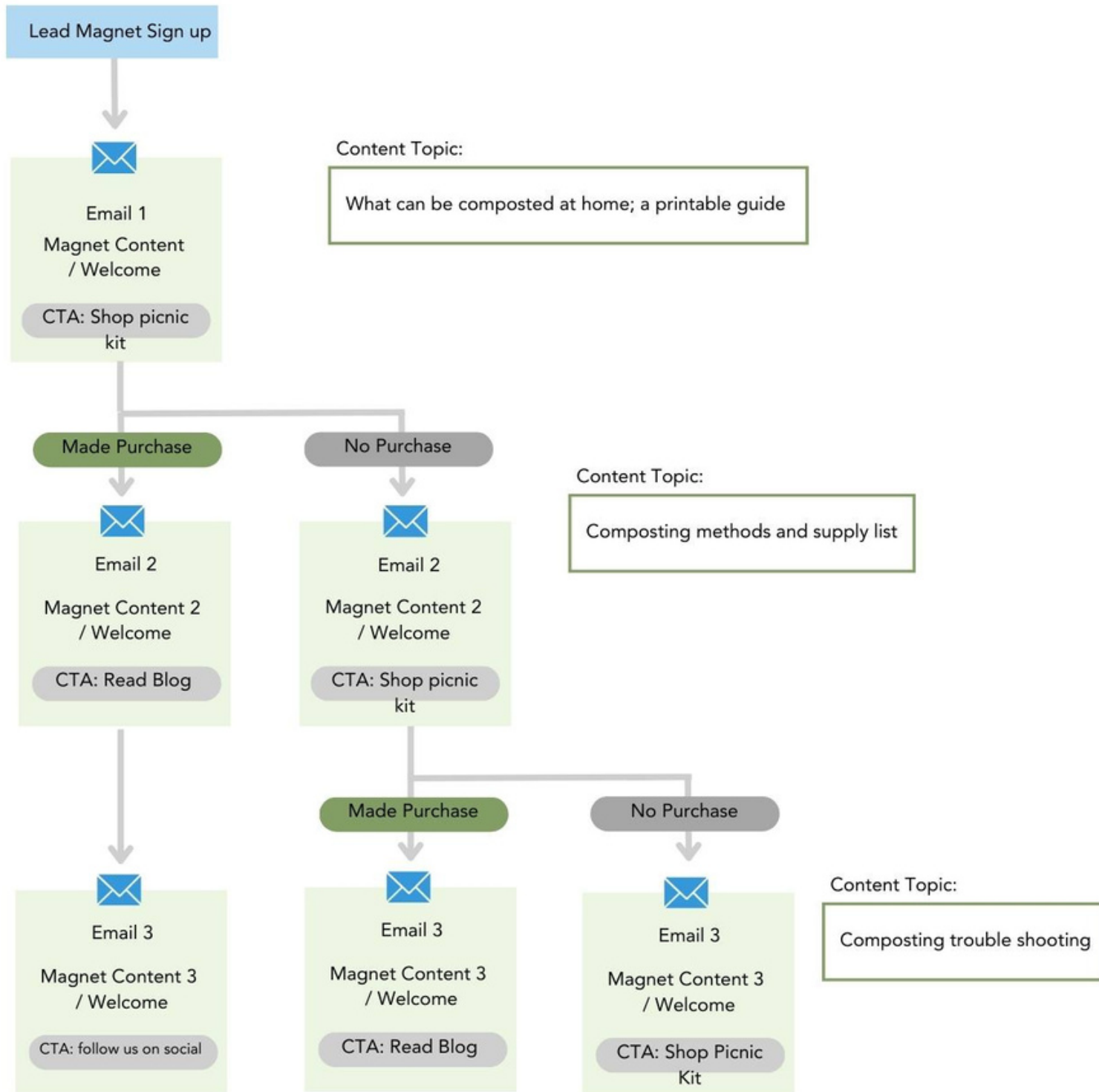
---

Using Mailchimp, setting up an automated welcome email triggered by signing up for the Green Gatherings Newsletter, was quick and easy.

The CTA is a simple redirect back to the Picnic Kit landing page.



## Lead Magnet Flow How to compost at home



# EMAIL MARKETING EMAIL COURSE AUTOMATION

After working with both Klaviyo and Mailchimp, writing email automations and flows are now one of my favourite marketing projects.

After designing this flow in Canva I wrote and designed 4 emails, and made adjustments along the way.




# EMAIL MARKETING

## EMAIL COURSE AUTOMATION


Being a community leader in her neighborhood is a major desire for Maria, which is why I've designed and written this email course on composting at home. The guide is simple and beginner friendly, with relevant links and CTAs to Green Gatherings' compostable plates.

[View this email in your browser](#)



---

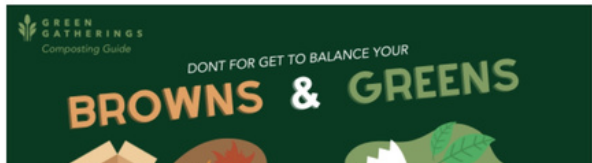
**Congrats! You've just taken the first step...**  
to being the proud owner of an at-home compost bin.



Lesson One:  
**What is actually compostable and what isn't?**

Luckily are just two main categories of what you can and should put in your compost bin at equal measure.

**Greens and Browns!**



[View this email in your browser](#)



---

**Welcome to day two of your composting journey.**

Today's lesson might have your neighbours peaking over the fence...




Lesson Two:  
**It's time to set up your compost bin!**

**Step 1: Scavenge, DIY or Buy a bin.**  
Your bin can be as small as a sand castle bucket or as big as a rain barrel. It's up to you! The important thing is that your bin has direct contact with the earth on the bottom, and has plenty of air holes. It can – but doesn't have to have a lid.

**Step 2: Find a place for your bin outside.**


[View this email in your browser](#)



---

**Welcome to day three!**

Congratulations on sticking with it, and not leaving your compost behind.




Lesson three:  
**It's probably too early for your compost to be getting stinky... Let's keep it that way!**

A stinky compost pile is often an indication of an anaerobic condition, which means that the compost pile lacks oxygen. You can prevent this from happening several ways


**1. Turn your compost.**

[View this email in your browser](#)



---

Hey Compost Pro,  
**Congratulations! You have officially completed the Green Gatherings composting at home course.**



**If it's been 2 weeks, it's time to turn your compost pile.**

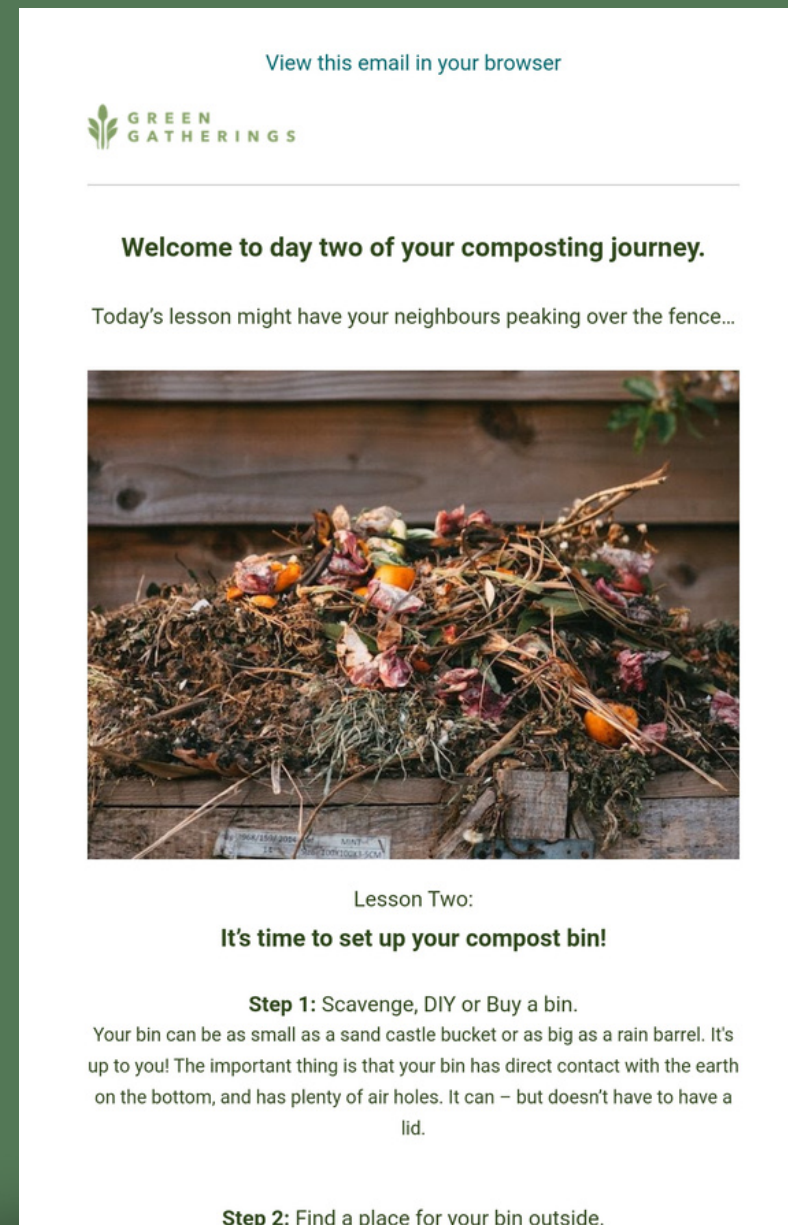
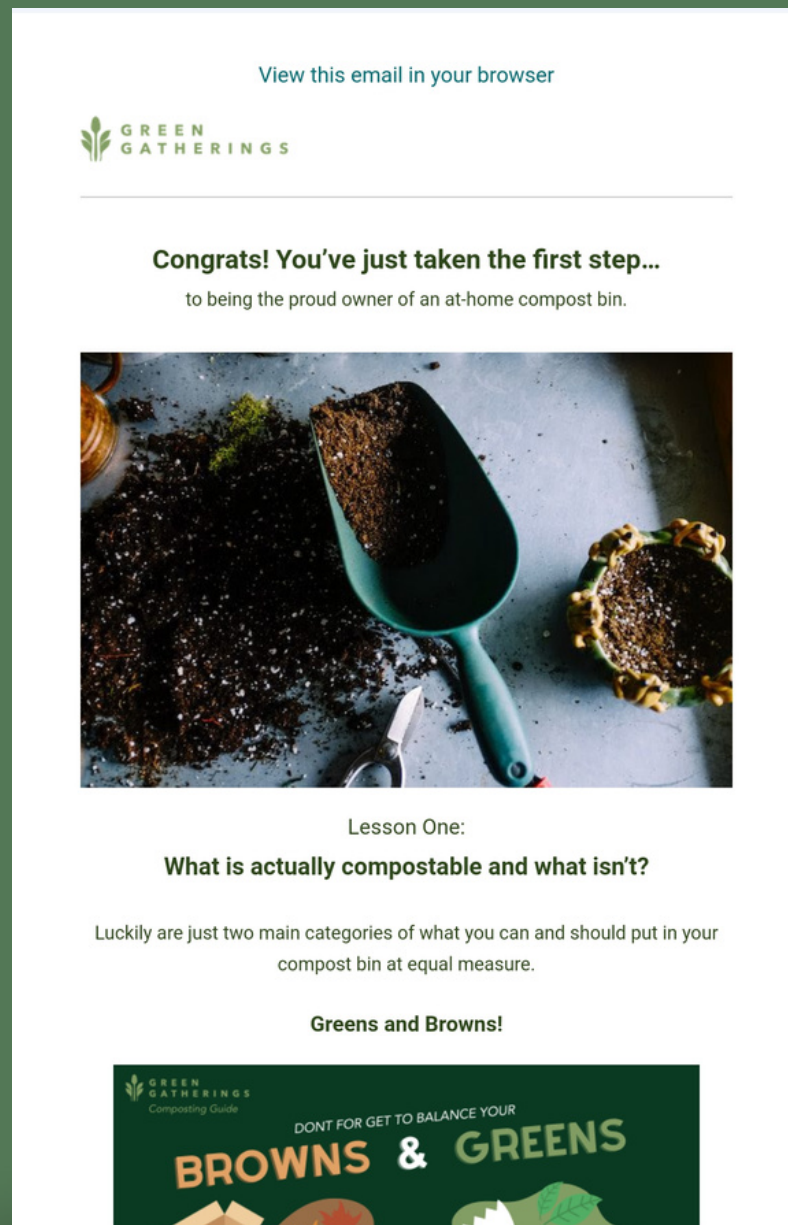
Turning your compost pile, every 2 weeks has a number of benefits:

- 1. Oxygen Flow**  
Adding oxygen to the mix, speeds up decomposition and prevents bad odour.
- 2. Temperature Regulation**  
Decomposition produces heat and the little microbes doing all work like it toasty... but not toooo toasty.



# EMAIL MARKETING

## EMAIL COURSE AUTOMATION



Being a community leader in her neighborhood is a major desire for Maria, which is why I've designed and written this email course on composting at home.

The guide is simple and beginner friendly, with relevant links and CTAs to Green Gatherings' compostable plates.



# EMAIL MARKETING


## EMAIL COURSE AUTOMATION

The final email is delayed 2 weeks. It is a reminder to turn the compost pile – an important step to maintaining a healthy compost bin.

The CTA for this email is to sign up for a bi-weekly compost-turning reminder email.


This offers the customer a useful reminder, as well as a positive bi-weekly reminder of the brand.

[View this email in your browser](#)



---

**Welcome to day three!**  
Congratulations on sticking with it, and not leaving your compost behind.



Lesson three:  
**It's probably too early for your compost to be getting stinky... Let's keep it that way!**

A stinky compost pile is often an indication of an anaerobic condition, which means that the compost pile lacks oxygen.  
You can prevent this from happening several ways

**1. Turn your compost.**

[View this email in your browser](#)



---

Hey Compost Pro,  
**Congratulations! You have officially completed the Green Gatherings composting at home course.**



**If it's been 2 weeks, it's time to turn your compost pile.**

Turning your compost pile, every 2 weeks has a number of benefits:

**1. Oxygen Flow**  
Adding oxygen to the mix, speeds up decomposition and prevents bad odour.

**2. Temperature Regulation**  
Decomposition produces heat and the little microbes doing all work like it toasty... but not toooo toasty.



# REFLECTIONS

This case study taught me a new structure for launching a campaign that begins with research and returns again and again to the buyer persona's needs and wants.

It can be easy to get distracted by a campaign's goals and too quickly begin creating content, resulting in content that doesn't speak as well to the target persona. Planning content in a word doc is a great way to be analytical first and creative second.





