

Digital Marketing Immersion

Portfolio Case Studies

Exercise 1.8

Akhia Khanam Akhi | 04.08.2023



Part 1

The screenshot displays a marketing dashboard interface. On the left is a navigation sidebar with categories: Campaigns, Automations, and Audience. The 'Audience' section is active, showing 'Audience dashboard' as the selected item. The main content area is titled 'Audience' and 'Digital Deeper'. It states: 'Your audience has 5 contacts. 5 of these are subscribers.' Below this, there is a 'Messages Inbox' section indicating 0 messages received in the last 30 days. A 'Recent growth' section shows a bar chart and text: 'New contacts added to this audience in the last 30 days.' At the bottom, a summary shows 5 New Contacts, 5 Subscribed, and 0 Non-Subscribed from July 3, 2023 to August 2, 2023. On the right, a detailed view of the audience shows 5 contacts matching conditions. A table lists contact details including email addresses, names, addresses, and subscription status. A 'View Audience Analytics' button is visible in the top right corner.

Audience
Digital Deeper

Your audience has 5 contacts. 5 of these are subscribers.

Messages Inbox
You've received 0 messages in the last 30 days.

Recent growth
New contacts added to this audience in the last 30 days.

5 New Contacts
From July 3, 2023 to August 2, 2023

5 Subscribed
0 Non-Subscribed

Audience
Digital Deeper

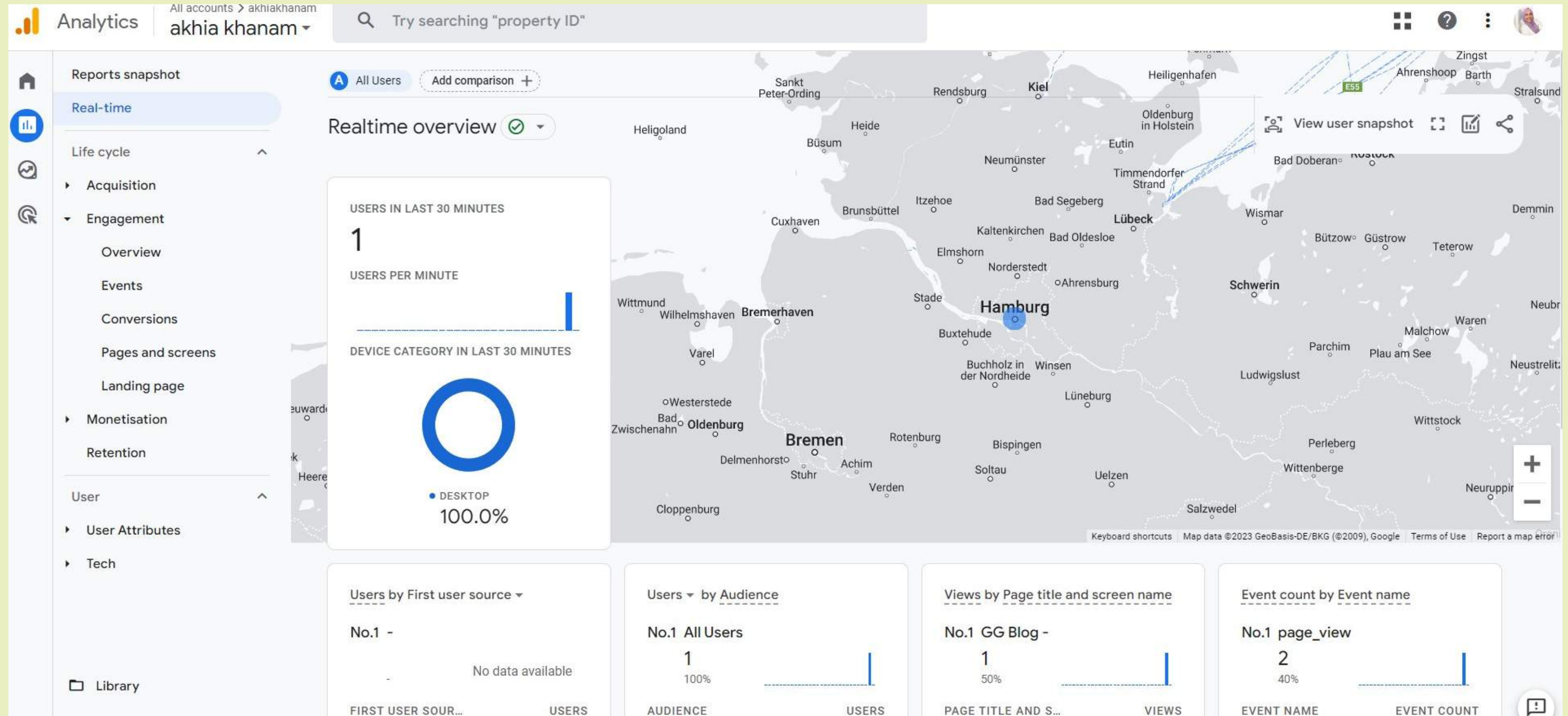
Your audience has 5 contacts. 5 of these are subscribers.

Overview Manage contacts Add contacts Subscriber preferences Settings

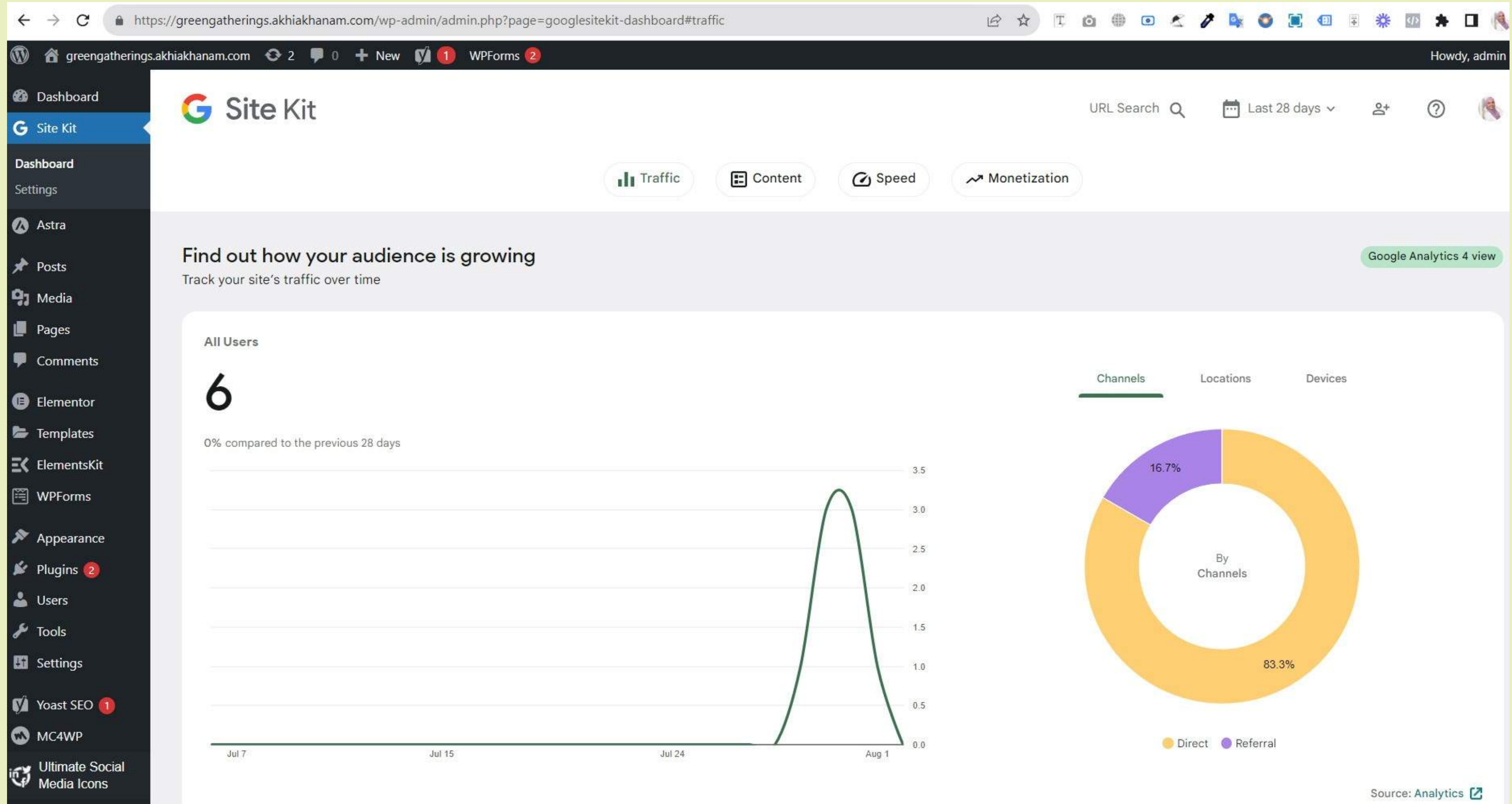
5 contacts match your conditions Edit Segment Save Segment Send Campaign

	Email Address	First Name	Last Name	Address	Phone Number	Birthdate	Tags	Email Marketing	Source
<input type="checkbox"/>	prolifashionista@gmail.com							Subscribed	API - green
<input type="checkbox"/>	ab.zehad@gmail.com							Subscribed	API - green
<input type="checkbox"/>	amjad.bdits@gmail.com							Subscribed	API - green
<input type="checkbox"/>	ehsanislam.n@gmail.com							Subscribed	API - green
<input type="checkbox"/>	khanam.akhia@gmail.com	Akhia khanam	Akhi	Digital Deeper Brekelbaums Park 2				Subscribed	Admin Add

Part 2



Part 2



Part 3

Project Reflection

- **What was the decision-making process you used to accomplish these different tasks? What did you do if something was unclear or if you encountered a problem?**

My decisions are based on the data I have collected and the research studies conducted. I have also read all directions carefully and studied from my tutor's instruction materials. In addition, I have sought guidance from my tutor for additional resources for study.

- **Do you feel that your tasks contributed to the content marketing campaign goals? Why or why not? How would you measure success?**

Yes, I agree that the tasks have had a significant role in establishing a solid structure for the entire project. At this early stage, it seems unlikely that I can really measure the results of our campaign. I would need additional time, more data, and more learning before I could accurately assess my progress.

- **What were the top three lessons learned from this Achievement and/or tasks? How can you apply these lessons to other professional contexts?**

Guidelines for addressing feedback, including methods for incorporating it and planning a new project, such as a blog post, landing page.



Project Tasks and Deliverables Reflection

1. Describe a roadblock or challenge you encountered.

I had trouble finding the right words to express my thoughts and feelings in a compelling way. Mailchimp integration was difficult for me to grasp.

2. Describe how you overcame this challenge and any lessons you learned.

Working with my tutor to determine the best practices and seeking information and feedback from online sources. Such as YouTube Vedio.

3. Explain what you'd do differently next time. How might this impact the outcome?

I will contact my tutor to further discuss this topic. Or I will contact my mentor to arrange a call and further discuss this topic.

4. Write down any other reflections you have upon completing this task.

Nothing.



Market Research and Analysis (Exercise 1.3)

- Target market research
- Competitor research
- Industry research

Deliverables: Synthesized results and market analysis with recommendations

1. A multitude of competitors, and an overwhelming amount of information. The task of selecting the competitors was extremely difficult due to the varying aspects to consider.
2. In order to gain an understanding of my competitors' products, I looked at individual items.
3. By understanding the origins of individual items, I could save a lot of time researching a company's .
4. It's fascinating to observe how many comparable companies exist to our product, yet the number of minor variations differs greatly from an exact item.



Brand Messaging Guidelines (Exercise 1.4)

Summary of core brand elements

- Key messaging
- Brand voice and tone
- Image guidelines

Deliverables: Abbreviated brand guidelines aligned with brand purpose and values to be used for the remainder of the content marketing campaign

1. My efforts to consistently maintain a brand and tone were hindered by difficulties.

2. A strong foundation must first be established, and any ideas that do not fit with our brand should be eliminated.

3. Before starting my project, I would need to thoroughly understand your brand's characteristics and make sure they are not what I expect them to be, in order to successfully execute my ideas.

4. It's incredible to witness the level of branding talent demonstrated by Patagonia. They stay on track and provide assurance to their audience through outstanding branding.



Buyer Personas (Exercise 1.4)

- **Apply market research and learning on psychographics**

- **Create 2 buyer personas**

Deliverables: 2 completed buyer personas, with 1 selected for a story and for use in

the content marketing campaign

1. To access great articles that address your specific concerns, it can be challenging to locate them.

2. To uncover additional, relevant information, begin by searching through academic journal archives and relying on established sources for guidance. Google can result in inaccurate or unreliable sources.

3. To maximize your research results, begin with the collection of a list of pertinent resources and start here first. This will help you save both time and gain access to credible information

4. By utilizing great articles, I will be able to connect with my buyer personas on a more personal level, which will facilitate the creation of content that is tailored specifically to their needs.

Long-Form Blog Post (Exercises 1.5 to 1.8)

- Draft and publish a blog post aligned with buyer persona and content marketing campaign goals
- Apply writing for the web best practices, including using accessible and inclusive language
- Embed Mailchimp signup form to collect leads

Deliverable: Published blog post using

1. To produce engaging content, it is crucial to select a theme or message beforehand.
2. Align our message with the key concepts you wish to communicate and maintain a consistent brand identity.
3. By establishing a main message, it becomes quick and easy to create content, similar to writing an essay and then developing content based on our research findings.
4. It was fascinating to observe the ease with which websites like Wordpress make it possible to link a website and blog.



Product Landing Page (Exercises 1.6 to 1.7)

- Draft and publish a blog post aligned with buyer persona and content marketing campaign goals
 - Apply writing for the web best practices, including using accessible and inclusive language
 - Embed Mailchimp signup form to collect leads
- Deliverable: Published blog post using**

1. My web page was not optimized for mobile and tab versions before.
2. To create a website that is easy to navigate, choose templates that match the focus of your project. adjust the mobile and tab version
3. My website was easily customized to fit the style of the Green Gatherings shopping page, making it easy for me to curate it in the manner I desired.
4. Organized websites can be easily created with tools such as WordPress, which makes them a valuable tool for business owners.



Part 4

Green Gatherings Product Launch

Content Marketing Campaign

Green Gatherings is a company that was founded to provide conscious consumers with sustainable and biodegradable picnic supplies made from pressed leaves.

Akhia Khanam Akhi is a member of the content marketing team, tasked with research, strategy, and delivering content.



Table of Contents

Content Marketing Goals

Brand Elements & Values

Market Research

Brand Voice & Tone

Communication Style

Key Messaging

Brand Elements: Imagery

Visual Branding

Target Persona

Blog Article

Product Landing Page

Final Analysis



Content Marketing Goals

Prioritize the 3 main content marketing goals

1. Increase brand awareness
2. Build trust and establish a community
3. Increase product sales



Brand Elements & Values

Purpose

- Provide a biodegradable option for eco-friendly picnicking in a sustainable community.
- Our goal is to support outdoor enthusiasts in reducing their environmental impact.

Mission

- Our mission is to make this sustainability journey as inclusive, accessible, and empowering as possible.
- To maintain the connections between people, the use of sustainable and biodegradable solutions is optimal.

UVP

Green Gatherings offer biodegradable picnicware solutions with highest standard

Key Brand Values

- Green Gatherings believe that everyone, regardless of race, ethnicity, or economic status, deserves a fair chance at success. That's why we work with organizations that promote social and economic justice.
- We want to be a company that can be around for generations to come, and we think sustainability is key to achieving this goal.

Market Research

1.Green Box



2.Biomondi



3.Greenpicks



Competitor Research Synthesis : Green Box

Description

- The Greenbox focuses on offering sustainable food service packaging made from renewable or recycled raw materials.
- They have been providing catering companies with eco-friendly packaging since 2010.

Strengths

- The website is available in both English and German language options.
- They offer a variety of sizes and quantities for picnics and events, including everything one might need.
- High-quality products are offered
- Free carbon neutral shipping with orders over 200€
- Their ratings are extremely positive, achieving a 4.9-star rating on average

Competitor Research Synthesis : Green Box

Weaknesses

- Social media content is scattered and lacks engagement levels.
- The product photography could be more professional
- less keyword focus and less descriptive articles



The way in which this will influence our marketing content and email marketing

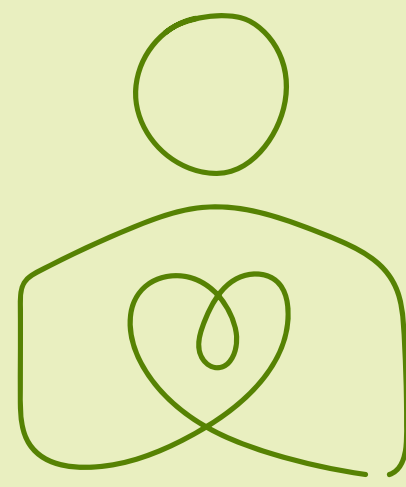
- Analyze the trend of the Circular Economy, which emphasizes reducing, recycling, and reusing as its core concepts.
- Develop a stronger brand identity by adopting a more personably tone of voice.
- Utilize narrative elements in addition to functional and educational content for greater impact.
- Industry trends focus on sustainability and carbon neutral shipping

Brand Voice & Tone

Funny - Customers should have the impression that sustainable and enjoyable can be combined. It is crucial that the brand's message does not come across as uptight, outdated, or exclusive.

Caring- The brand is committed to upholding the principles of both protecting the environment and nurturing the community. It offers a warm and loving environment for all.

Trustworthy-A company that is committed to being transparent should make its target customers feel confident in their investment



Communication Style

Blog Post

A tone of warmth, friendliness, and accessibility, but also one of authority regarding the Green Gathering subject. |Creating a steady stream of informative and helpful blog posts can help Green Gathering establish as an expert in your field.

Email Marketing

The goal of this Email Marketing is to make sure that the values of Green Gatherings are within the email communication, while also establishing that the brand will be sending emails that will be both educational but also entertaining.

Product Landing Page

Organize product pages for enhanced scanning capabilities and accessibility | The landing page should focus on the product.

Brand Elements: Imagery

A group of individuals engaging in casual fun surrounded by ample personal space.

The emphasis on sustainability being depicted through the use of green, leaf and recycling imagery in visual elements.

people are enjoying Delicious food and time



Photo by [Jarritos Mexican Soda](#) on [Unsplash](#)



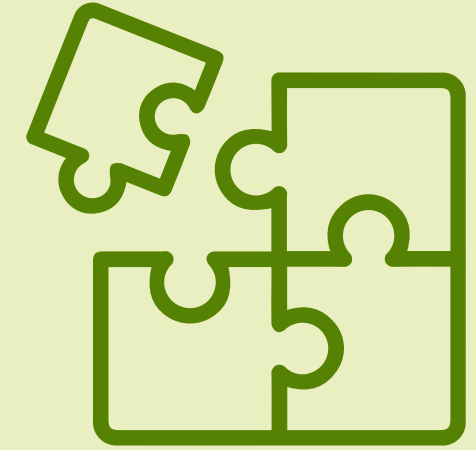
Key Messaging

Tagline:

Picnicking with a Purpose: Embrace Sustainability!

Brand Promise:

- 1. Sustainability** - We are committed to helping and preserving the environment through our actions.
- 2. Community** - To bring people together through community relationships.
- 3. Solution** - Simple and quality picnic environment friendly solution.



Visual Branding

Color

The color **#568203** is often associated with nature, such as forests and plants. It can also be used to create a sense of calm and relaxation.

The color **#FFD230** is often associated with warmth, happiness, and creativity. It can also be used to create a sense of excitement or energy.

The color **#000000** is often associated with darkness, mystery, and power. It can also be used to create a sense of formality or elegance.

Font & Logo

Helvetica

it's clean and simple design makes it easy to read and understand.

It is a versatile typeface that can be used for a variety of purposes.

It is relatively timeless and does not date easily.

It is a licensed font, which means that it is not freely available. This has helped to maintain its exclusivity and high quality.

Green Gathering the use of green and yellow leaves is a good choice for a company that is associated with nature. The colors are also bright and vibrant, which makes the logo stand out.



Target Persona

Target Market Research Synthesis

The internal project brief informed us of the two target audiences we were to reach, both of whom resided in Germany.

Both are doing Jobs and self sufficient.

Environment related common interest

An interesting finding emerged through our research into the lifestyles, values, and hobbies of these two groups.

Social Media Preferences: **YouTUBE, Instagram**



Target Persona

Background Information

Employee of a medium sized company| High Level of Income and Education | 30-45 years of age | European from Germany living in urban | Female | High Level of Income | 60-120k per annum income |She enjoyed outings with her baby boy and partner | Reading to her children and helping them develop a love for books|

Persona 1 : Olivia Mayer

The family-oriented parent of the millennial generation. She is Married (living with lovely family) and she has a 3 years old boy (Jhon).60-120k per annum income.Activities outdoors such as light hiking with the family, Spending afternoons on the beach etc



Image by.freepik.com

Target Persona

Background information

22-30 years of age | From Germany living in suburban | Female | Middle income | 35-40k per annum income | Employee of a small sized company | Single (searching for life partner) | No children | Early stages of career, middle income | Interested in being a part of communities that share similar values .

Persona 2 : Emily Wolf

Emily is a Gen Z person. She is single and searching for a life partner (no children). Her age is 26. She works for a small company and earns between €35,000 and €45,000 per year.

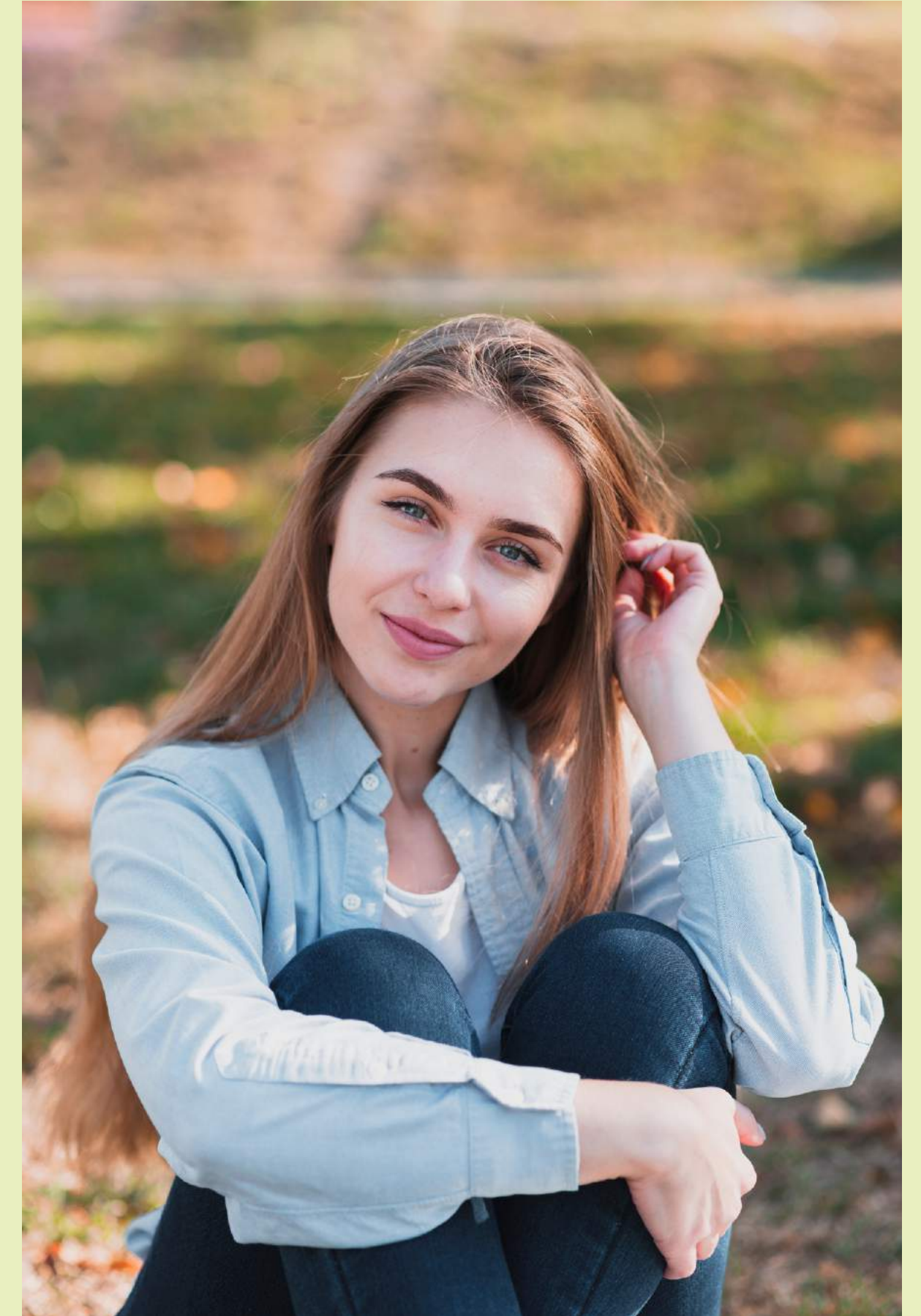


Image by.freepik.com

Blog Article

Blog article topic: [How To Plan An Eco-Friendly And Zero-Waste Picnic](#)

Tone & style of writing/language

- The tone, style, and content of this blog article should be casual, informed, and enjoyable.
- We aim to make sure that everyone who comes to our events feels welcomed and has access to the most sustainable choices for them.

Summery

- Various methods are available for achieving sustainability, whether it be easily or not.
- We can go eco-friendly and waste-free with a simple approach.
- Arranging a picnic at a nearby location, clearing up after the gathering, and taking care of
- personal items at the end of the day.

Blog article link: <https://greengatherings.akhiakhanam.com/gg-blog/>



Product Landing Page

Goal of the Product Landing Page:

The primary purpose of a click-through landing page is to guide customers through the sales funnel by providing them with additional details about the product they are already interested in and to ultimately turn them into buyers.

Selected Product or Product Kit:

Plates (22 cm wide)

Please visit the product landing page:

<https://greengatherings.akhiakhanam.com>



Final Analysis

Learning

To start a marketing campaign, I began by learning about buyer personas and identifying one for Green Gatherings. To establish a brand identity, I chose a project brief and a blog post. The content of this blog post was plugged into our website to generate leads. The content was produced by selecting a topic, incorporating visual elements, and shaping the message before finalizing it. With Wordpress as my platform of choice, I was able to set up Mailchimp, Google Analytics, and connect the elements of my website through Linkify

Challenges

Researching different sources to find the right information for our project is time-consuming. Overwhelming information. hard to choose.

Part 5

Communicated with friends and relatives via text. (6 person)

Also shared in Slack.



Akhia Khanam Akhi 1:22 PM

Greetings to everyone,

Your support would be greatly appreciated if you could contribute views and subscriptions to my project website.

I recognize the valuable assistance that has been extended towards me.

Here is the link:<https://greengatherings.akhiakhanam.com/gg-blog/>

Thank you!

 **greengatherings.akhiakhanam.com**

GG Blog -

How to plan an eco-friendly and zero-waste picnic

Thank you !



Green Gatherings