

GREEN GATHERINGS

CASE STUDY

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DECEMBER 2024**

Outline

1. The company
2. The problem
3. Deliverables
4. Results
5. Recommendations



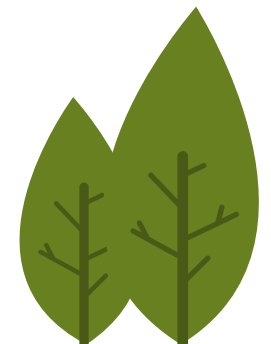
The company

Green Gatherings is a Berlin-based start-up that makes **fully biodegradable, sustainable picnic supplies**. It emerged from the Covid-19 pandemic, where outdoor gatherings became the norm for socialising.

However, its founders soon became aware of the **huge amounts of plastic waste** these were producing. They wanted to do something about it and offer a truly **sustainable alternative** to plastic-filled picnics.

And that's how Green Gatherings was born!

Alongside their innovative picnic products, the company also wants to inspire each and every one of us to lead a more **sustainable lifestyle**.



The problem

To begin with, the company decided to launch **three products**: a plate, a bowl and a cup. A set containing all three was also available. But as a brand-new company, they faced a problem. How could they...

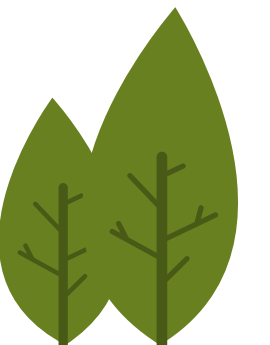
- Familiarise potential customers with their products?
- Build trust in their brand?
- Start inspiring people to live more sustainably?



My role and objectives

I was the **in-house content marketer** at the company. I ran a campaign, which involved writing and optimising a **blog article** as well as planning and executing an **email course**. The campaign itself had the following goals:

- To increase brand awareness by growing web traffic
- To generate leads to build an email list and produce sales



Deliverables

#1 Market Research

Description

I began by conducting **market research** to understand the **target market**, uncover relevant **industry trends** as well as the company's **direct competitors**. This was done to ensure the content for the campaign felt unique, yet still spoke to the right audience.

Skills

- Market research and analysis
- Competitor research and analysis
- Synthesising research findings
- Leveraging AI tools for research

Who was the target market for the campaign?

Demographics

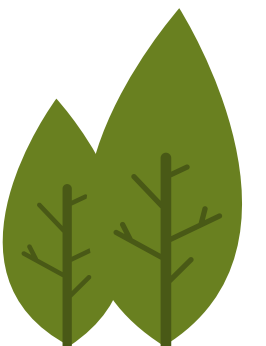
- **Age:** 30 to 50
- **Gender:** Female
- **Family structure:** Family with young kids aged between 3 and 12
- **Income:** Middle income
- **Location:** Europe

Needs and wants

- Protect the environment and do something about climate change
- Take steps to lead a more sustainable lifestyle
- Spend time outdoors to relax and connect with other people
- Evidence to be able to trust a company's green or eco-friendly credentials
- Good value for money, but doesn't mind paying more for sustainability
- Feel valued as a customer and not just a source of profits

Social media preferences

- Mostly uses YouTube and Facebook.
- Also active on LinkedIn, X/Twitter and on Instagram.



What industry trends emerged from the market research?



Outdoor escapism

Consumers increasingly using the outdoors to **escape from their daily lives**, especially those living in **urban environments**. This has become noticeable since the pandemic.



Distrust in old ways

Consumers are **demanding more from companies** and are **sceptical** of claims made in marketing materials. They want to see **factual evidence** to back up a company's claims.



Return of customer experience

Consumers have the feeling that companies have **put profits over people**. There is a need for the **customer experience** to be re-centred and valued again in order for **loyalty** to be created.

Competitor Research

Wisefood: a food tech company from Munich, Germany

Strengths

- Offers **high-quality products** with **similar features** that are popular with customers. There's faith in the product and a desire to keep buying from them.
- Has positioned itself as a **sustainable alternative to plastic** materials and established itself on the market (with over **500,000 customers** already).
- Has heavily invested in its **blog content** and established itself as somewhat of an **expert** when it comes to the topic of **sustainable lifestyle**.

Weaknesses

- **Not particularly active on social media** and little connection between content posted on social media and its blog.
- Website is **very text heavy** and more oriented towards **selling to wholesale** or supermarkets than people. Very few photos of people using the products.
- Products are **expensive**, especially given the lack of long-term use. Customers need to **constantly buy new products** once the old ones wear out after 2-3 uses.



Key decision

What stood out from the research was a **high level of distrust** among consumers in old ways. Therefore I decided that solidly backing up the company's **green credentials** would prove essential to building trust in the brand. This informed much of the **content strategy** for the rest of the project.

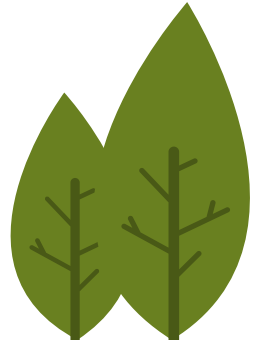
#2 Branding guidelines

Description

Next, I needed to clarify the **brand's mission, values** and **Unique Selling Point (USP)**. Once completed, I was then able to decide on an appropriate **voice and tone** and devise **brand and image guidelines**. The aim here was to ensure the campaign's messaging (both text and visuals) were cohesive and on-brand across formats.

Skills

- Brand strategy and positioning
- Brand storytelling
- Strategic thinking and analysis



CORE ELEMENTS

Purpose

To make sustainability and caring for our planet fun and accessible to everyone.

Mission

To create the best sustainable and biodegradable solutions to connect people and our planet.

USP

We focus on value for money, durability and community building.

Key values

Sustainability
Community

Solutions-Oriented
Accessibility

The brand guidelines at a glance

Brand tone and voice

Inclusive, welcoming and empowering

Blog post tone and voice

Fun and engaging while still accessible

Product landing page tone and voice

Clear and celebratory

Imagery

Emphasise connecting people by showing diverse groups of people together and of course in nature enjoying a picnic!



here's a good example!



Key decision

While developing the brand voice, the issue of talking about environmental issues in an approachable, inclusive way emerged.

As a result I decided to use a fun and welcoming tone and voice as part of the content marketing strategy.

#3 Buyer personas

Description

I then developed two buyer personas, with a strong focus on understanding their **challenges** and how Green Gatherings offers the right **solution**. This level of detail helped me understand the ins and outs of the target audience and sharpen the campaign’s messaging.

Skills

- Research and data analysis
- Synthesis and storytelling
- Content strategy

	Persona #1 Jennifer Johnson <i>The Social Eco-Advocate</i>	Persona #2 Claire Smith <i>The Practical Eco-Shopper</i>
Background	Works in creative industries/non-profit, hopes to be her own boss in the future. Cohabiting, not married, has one child.	Works in an office or corporate job, full-time as an employee. Married and with two children aged between 5 and 12.
Basic demographics	Female, aged between 30-40, living in an urban environment and with mid to high-level income.	Female, aged between 35-45, living in an urban environment with a mid-level income.
Lifestyle trends and habits	Passionate about making a positive impact on the environment and living sustainably. Strong belief in individual action to protect the environment and is conscious of her lifestyle choices. Plays an active part in local, environmental causes and supports local businesses. In her freetime, she enjoys being out in nature, usually with family and friends.	Concerned about the environment, but is more pragmatic around her sustainability choices. Tries to balance her eco-friendly values with more practical concerns around price and availability. Has limited free time, but tries to play an active role in her local community and support local businesses. Spends as much time outdoors as she can.
Online Behaviour	Very active on social media, namely Facebook, YouTube and Instagram where she follows advocates for eco-friendly lifestyles and shares content designed to inspire others. Tries to buy local, organic and fair-trade as much as possible and avoids mass-produced products.	Active on social media, namely Facebook and YouTube where she tries to find practical advice on sustainable brands that are worth buying from. Actively seeks out reviews and content that advises on best value, truly sustainable products for her budget. Shops online for convenience.



Reflection

One learning was the need to consistently **challenge my biases** and not rely on my own **assumptions** as to ‘who’ the buyer is.

I worked around this by drawing as much as possible from **psychographic research**.

	Persona #1 Jennifer Johnson <i>The Social Eco-Advocate</i>	Persona #2 Claire Smith <i>Practical Eco-Shopper</i>
Life goals and dreams	Minimise her carbon footprint as much as possible. Advocates for systemic change at both local and national level when it comes to protecting the environment. Wants to create and maintain a community of like-minded people wanting to protect the environment. Dreams of living completely sustainably	Hopes to find responsible but practical habits that benefit the environment. Wants to teach her children to have a positive impact on the environment. Dreams of finding ways that make life easier without compromising the environment. Dreams of only buying from brands that are transparent and trustworthy
Challenges and painpoints	Frustration with greenwashing and not knowing whether products are truly sustainable or not. Difficulty finding readily available plastic-free options and committing fully to this lifestyle. High cost typically associated with sustainable products	Lack of time to research companies' credentials fully. Doubts as to whether her actions are actually making a difference. Concerns about having to compromise sustainability over the high cost involved. Worried about products not lasting long enough to justify the higher cost
Summary	Our product offers her the chance to no longer rely on single-use plastics and to switch to a truly sustainable, biodegradable alternative. Our focus on community building and transparency will help her find like-minded people in her local area and also feel able to trust in our sustainability credentials.	Our product allows her to make more sustainable choices that protect the environment and lower the cost involved. The brand's focus on transparency and offering accessible solutions ties in with her desire for peace of mind and practicality. The durability is a key point, also, for her return on investment.

Persona 1 was chosen as the target persona for the campaign as her challenges and painpoints tied in more closely with the brand's mission, values and USP.

#4 Blog post

Description

I then prepared and published a **short blog post** on **WordPress** on the topic of “Identifying Greenwashing”, as this closely aligned with the concerns and challenges of the first buyer persona and the campaign aim of building trust. I then embedded a signup form, connected to **Mailchimp**, to help collect addresses for the **upcoming email campaign**.

Skills

- Content writing and editing
- Wordpress
- Mailchimp integration
- Implementing feedback

5 ways to spot greenwashing



Alt text – image showing a box of make-up pads labelled as eco-friendly, reusable and organic. Image source: [Unsplash](#)

1. Go beyond the label

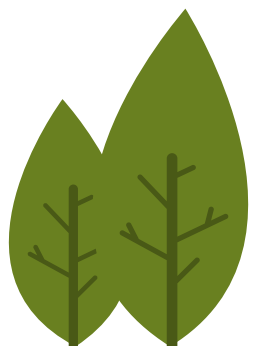
Treat any labels such as **eco-friendly**, **sustainable** or **all-natural** with caution. Not only are they **vague**, but they also mean different things to different people. So make sure to research what the company is actually **doing** to protect the environment.

At Green Gatherings, for instance, we classify ourselves as a **fully sustainable company**. And how do we back this up? Well, all the leaves that go into making **our biodegradable bowls, plates and cups** are made from sustainably-sourced leaves, collected from local parks. Our products are designed to be **returned to nature** when they biodegrade, hence the term **fully** sustainable.

[Full blog here](#)

← Listicle title

← Listicle item



Email sign-up →

Sign up to our newsletter and never miss out on more tips!

Ready to join us in the fight for true sustainability?

Sign up to our newsletter and become a part of our community that is passionate about all things sustainability. We can't wait to welcome you!

Join the fight now

By clicking submit, you agree to share your email address with the site owner and Mailchimp to receive marketing, updates, and other emails from the site owner. Use the unsubscribe link in those emails to opt out at any time.



Reflection on task

One challenge I faced was achieving **balance** within the post, so that it:

- 1) educated on the topic;
- 2) showed the company's values;
- 3) mentioned its products!

Here asking for and **implementing feedback** was highly valuable.

#5 Product landing page

Description

In preparation for the email course, I produced a product language page, which the email campaign would later link to. I chose to create the page for a complete picnic set to introduce all of the company's current products at once.

Skills

- Wordpress
- Copywriting and editing
- Webpage design

Headline

**Picnicware purposely
designed to protect the planet**

Fully biodegradable, plastic-free picnic sets to bring you, your fellow picnicgoers and the planet closer together

Buy a complete set now

CTA

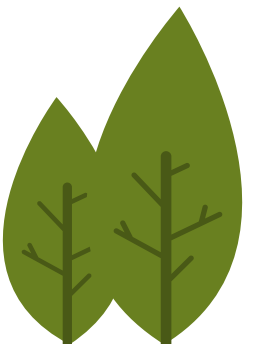


Product
image





Our picnic set is a truly sustainable alternative to the usual plastic plates, bowls or cups you'd find at a picnic.

Each of our 10 plates, 10 bowls and 10 cups is fully biodegradable, sustainably-sourced and designed to be returned to nature after use.

Product
description



Product
features

			
Fully biodegradable	Sustainably produced	Strong and durable	Committed to sustainability
Everything used in our production from the leaves to the coating is completely biodegradable.	All the leaves and other materials used in our production are sustainably sourced from local parks.	The leaves are covered in a special, biodegradable coating, so can hold even hot liquids without leaking.	Green Gatherings monitors all carbon emissions associated with our products using the Plan A calculator.
Time to say goodbye plastic, hello zero waste.	Picnicware that truly is sustainable.	Designed specifically for you to re-use.	Serious about no greenwashing.

Key decision

I made sure all key information, including the first Call to Action button, were visible without scrolling. This ensured the page was also displayed correctly on mobiles —a key consideration when developing content.

"I'd been looking for a good plastic alternative for plates for ages. I'm so impressed with the quality of the products and found Green Gatherings to be excellent value for money also!"

Pauline Smith from Hamburg

"My friends and I loved using my set last weekend. It's exactly what I wanted in a zero-waste alternative to plastic. I can't wait to tell everyone about my latest discovery!"

Terry Mustermann from Leipzig

social
proof

Buy our picnic set now

final CTA

Three key learnings from the first half of the campaign



Research

Market research is **essential**, but needs to be **thorough**. Truly understanding a target market involves **extensive** research and being **rigorous** about the data sources. While carrying out my research, I became aware of the importance of obtaining **high quality data** and challenging **my own biases**.



Content

Content needs to be **goal-oriented**, not just **engaging**. Content for marketing purposes must always be written with the **target audience** and **company** in mind. It's not enough to just 'produce a nice piece of content', it needs to closely **align** with the **goals of the campaign** and the business itself.



Accessibility

As part of this task, I learned the importance of **balancing** targeting a **specific persona**, while also **not actively excluding** anyone with the content produced or when devising the **brand** and **style guidelines**. This is a key lesson I will take forward and apply to future marketing efforts.

#6 SEO Research

Description

In the second half of the project, my focus shifted to optimisation and lead generation. I first conducted keyword research to produce a master list of 30 keywords for the company. I then shortlisted these into a list of 3 long tail and 3 short tail keywords. I went on to choose one keyword that would then be incorporated into the already-produced content.

Skills

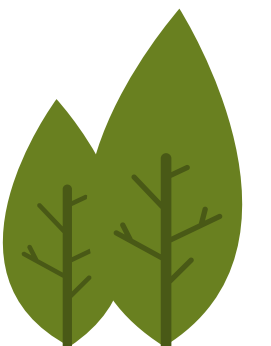
- Preliminary keyword research
- Keyword optimisation
- Content editing and improvement

Keyword analysis table

Long Tail	Important metrics (i.e., difficulty or volume) ⁵
best alternative to plastic plates	Low difficulty (vs best alternative to plastic was too high a difficulty) {21}%
how to host an eco friendly picnic	Low difficulty (16%)
how to spot greenwashing	Low difficulty (23%)
Short Tail	
plastic free picnic	Low difficulty (28%)
eco-friendly picnic	Low difficulty (18%)
picnic supplies	High difficulty (44%), higher volume

In the end, I went with “**plastic free picnic**” as the keyword to focus on. This decision was made due to this keyword being relatively **low difficulty** in terms of gaining a high search ranking compared to other keywords.

This keyword was then incorporated into the long-form blog post and the landing page according to best SEO practices.



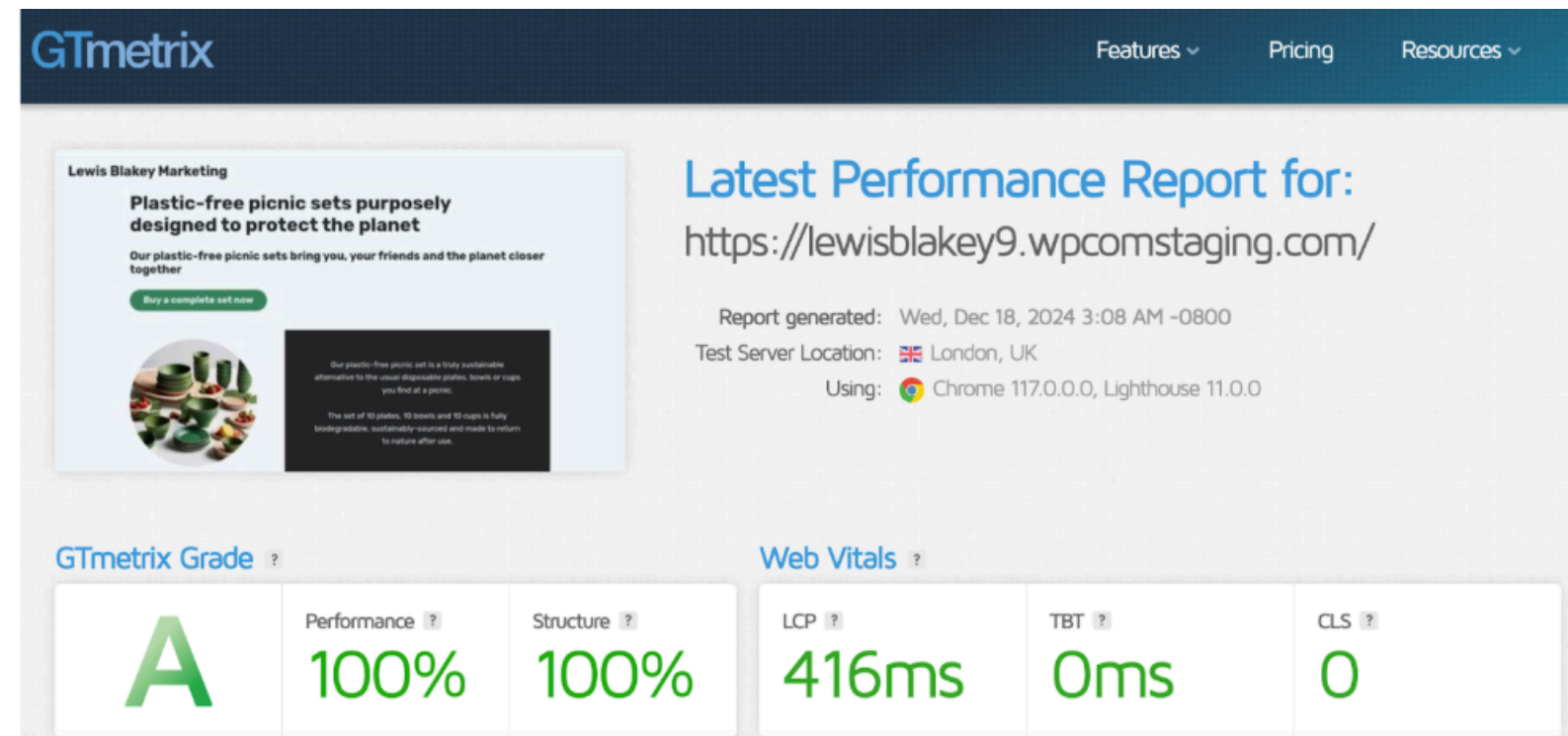
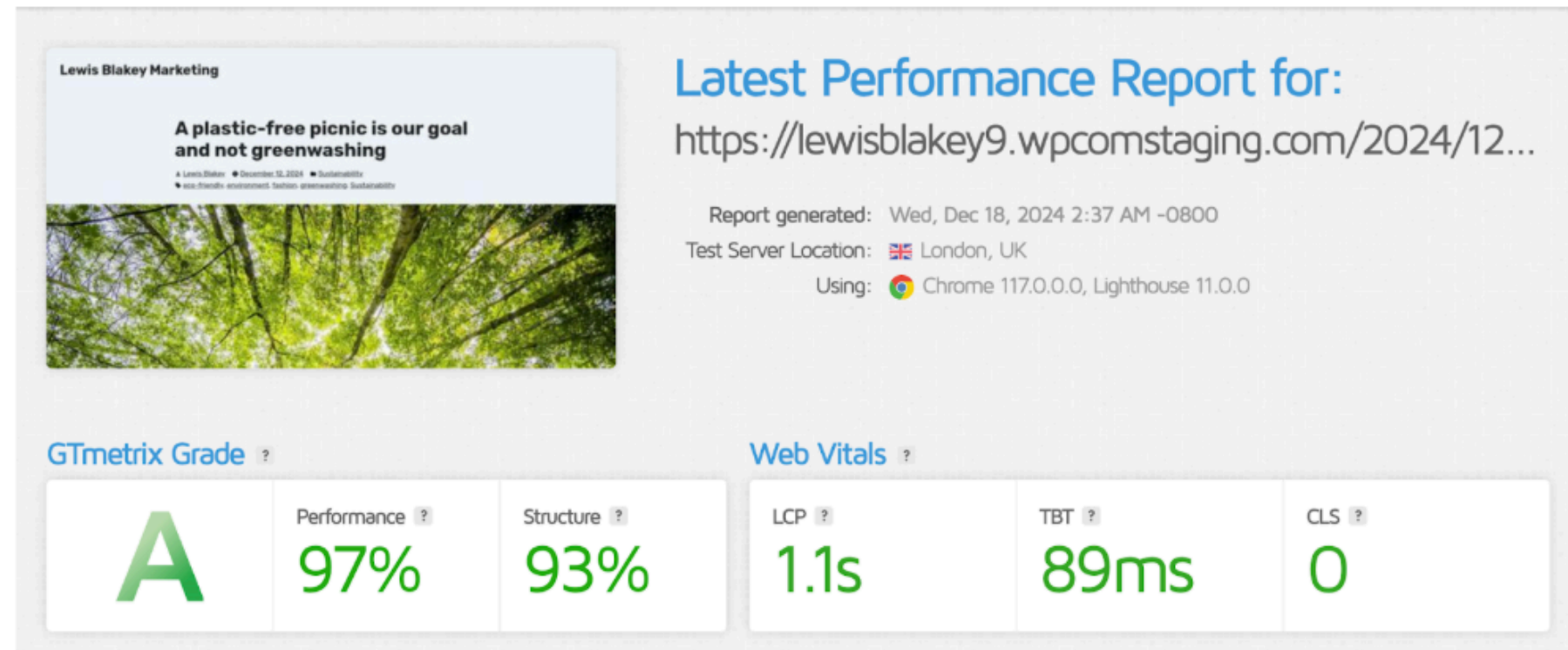
⁵ All data taken from moz.com



Reflection

One challenge was having to base decisions on fairly limited data for keyword volume in Germany. I worked around this by focussing on the difficulty metric and using the available data as effectively as possible. This proved successful when looking at the scores seen on the left.

Results from
the optimization



#7 Web analytics

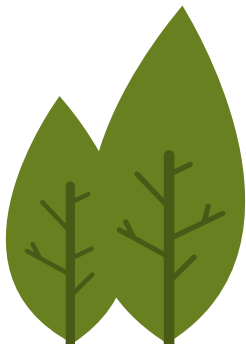
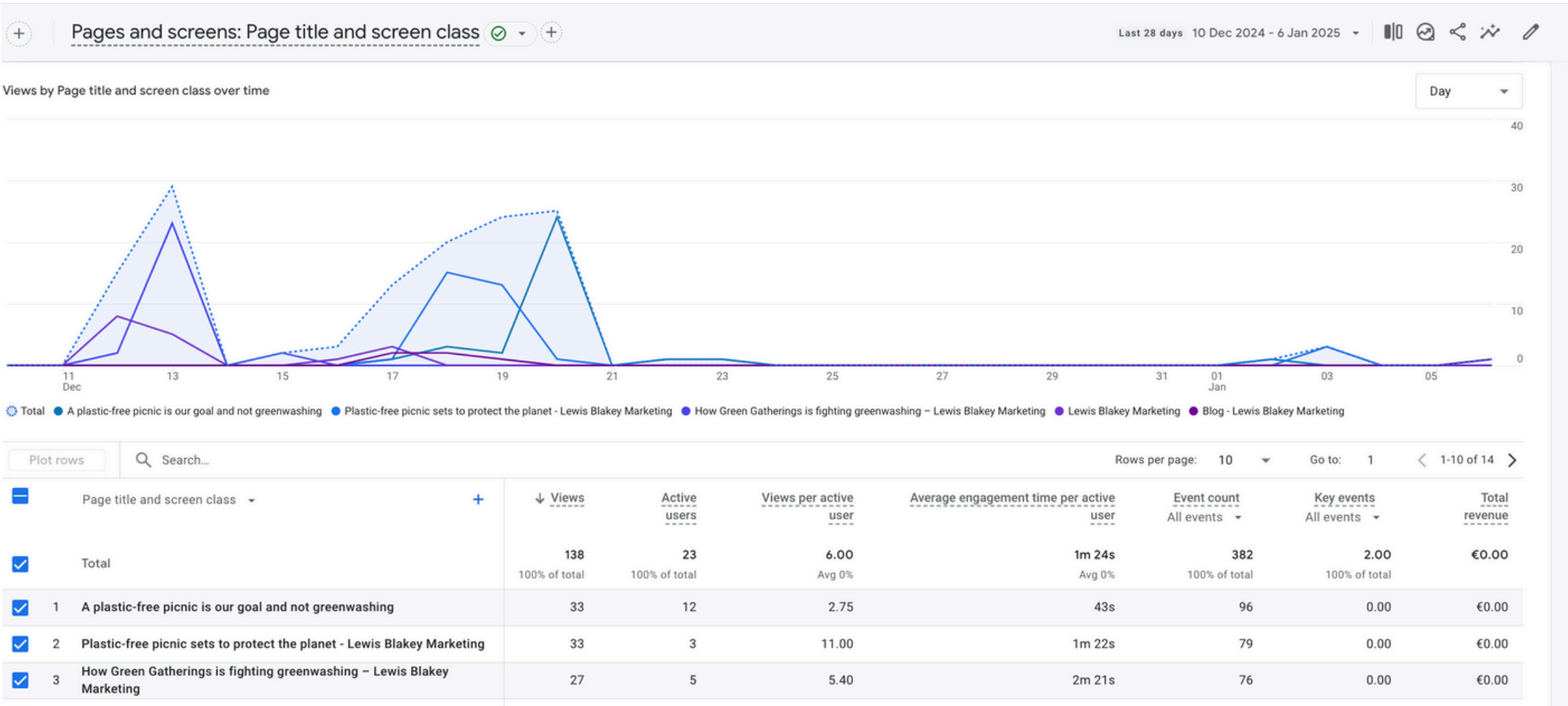
Description

With the content optimised, I turned to setting up my reporting and familiarising myself with Google Analytics. This reporting would be needed in order to track the number of visitors to the post and therefore progress towards the goal of increasing web traffic. I also set up a two-step funnel to track conversions from the Product Landing page ready for the newsletter campaign.

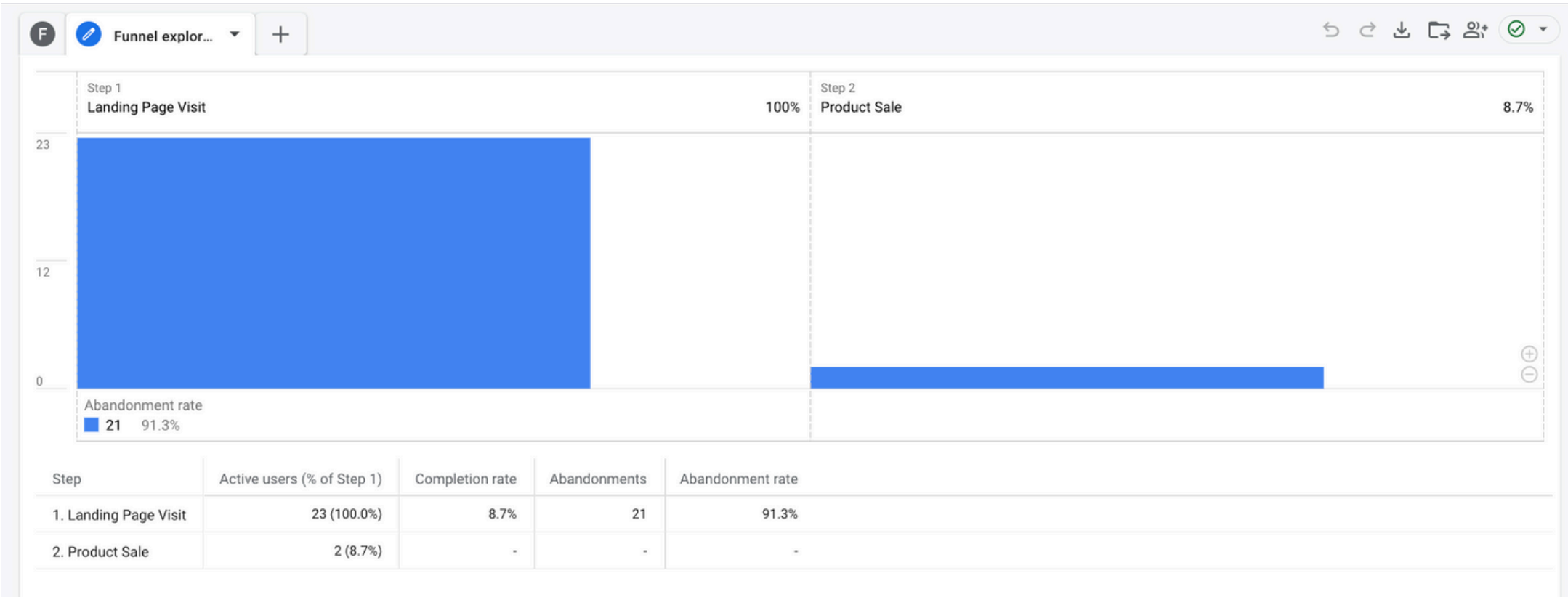
Skills

- Google Analytics
- Wordpress integration
- Data analysis

Page view report



Two step funnel set-up



Some preliminary results from the funnel



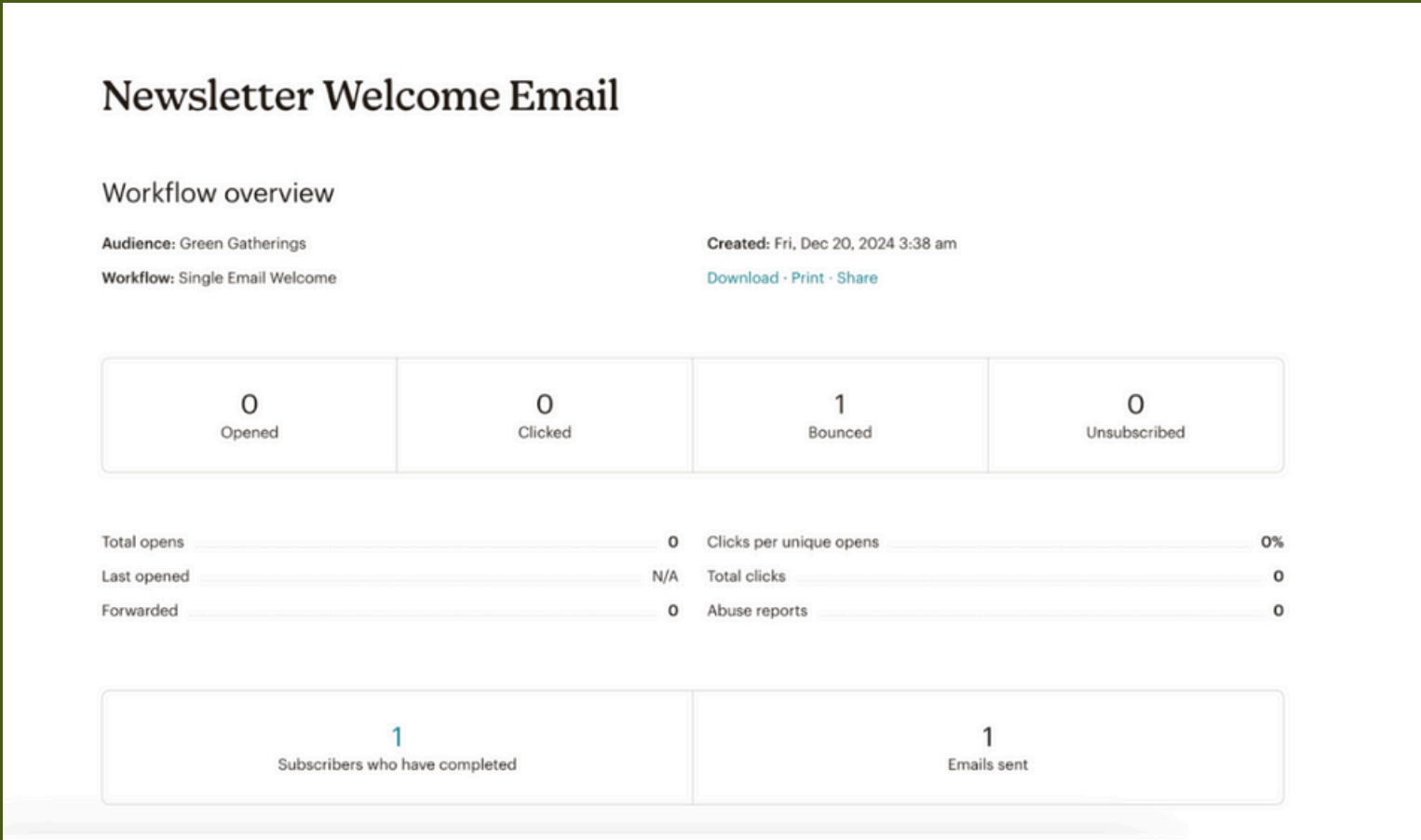
Reflection

A challenge here was not correctly setting up the two-step funnel the first time around. I learned the importance of double-checking the settings when setting up funnels and to ask for help when hitting a roadblock of this nature.

#8 Email automation

Description

I then set up email automation to welcome new subscribers to the company newsletter. With this done, I designed the welcome email, again with a strong emphasis on inclusivity and community.



#9 Email campaign

Description

I then built out a series of 3 emails to send out to subscribers of the newsletter with the focus on helping to drive sales. Emails were sent over a 1 week period with 2-3 days in between and would gradually promote purchasing the set:

Email #1: *Listicle*

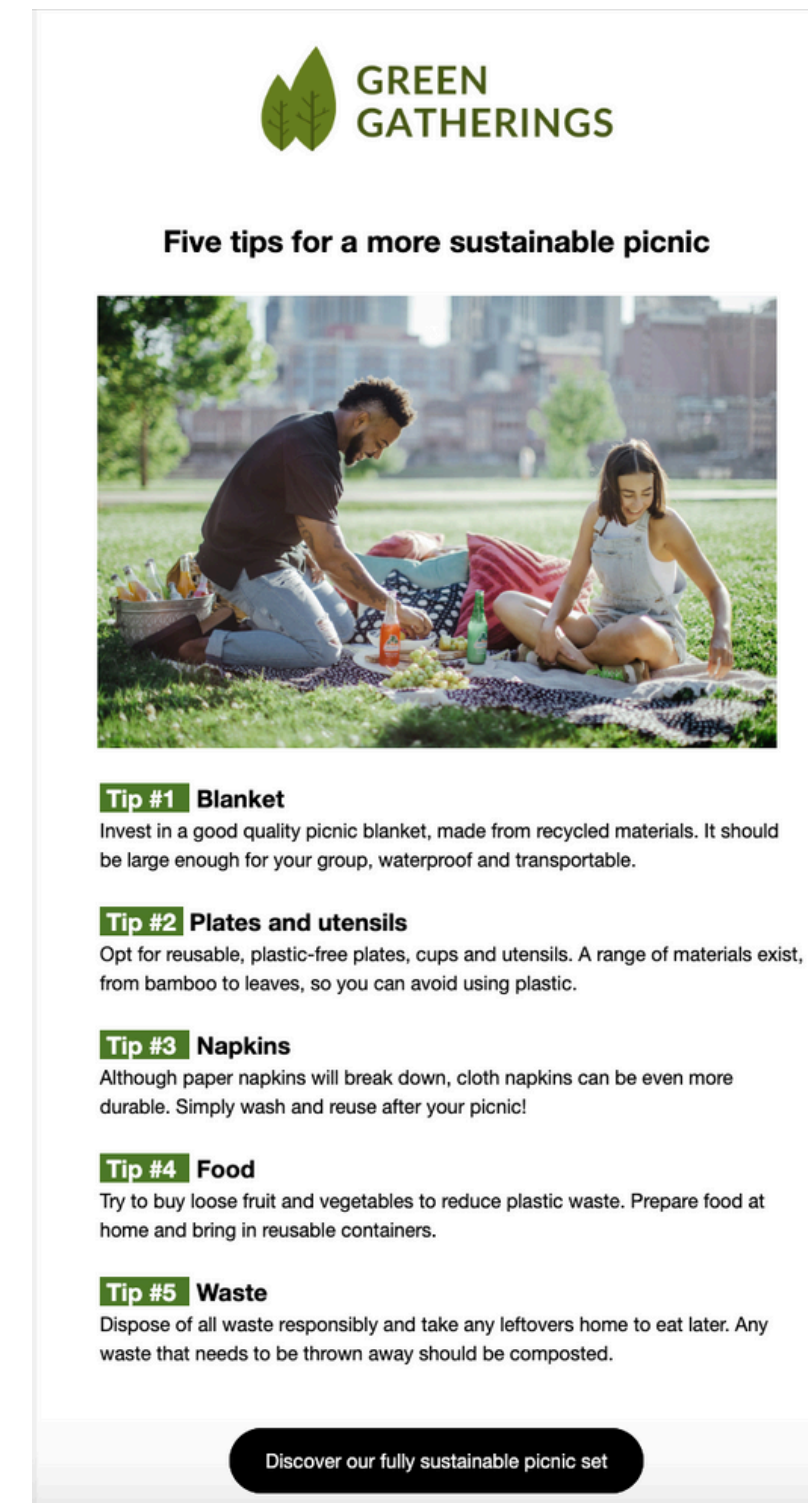
Email #2: *Intro to picnic set*

Email #3: *Promo offer*

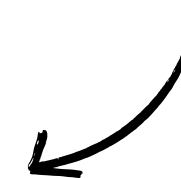
Skills

- Copywriting
- Email design
- Mailchimp

Email #1

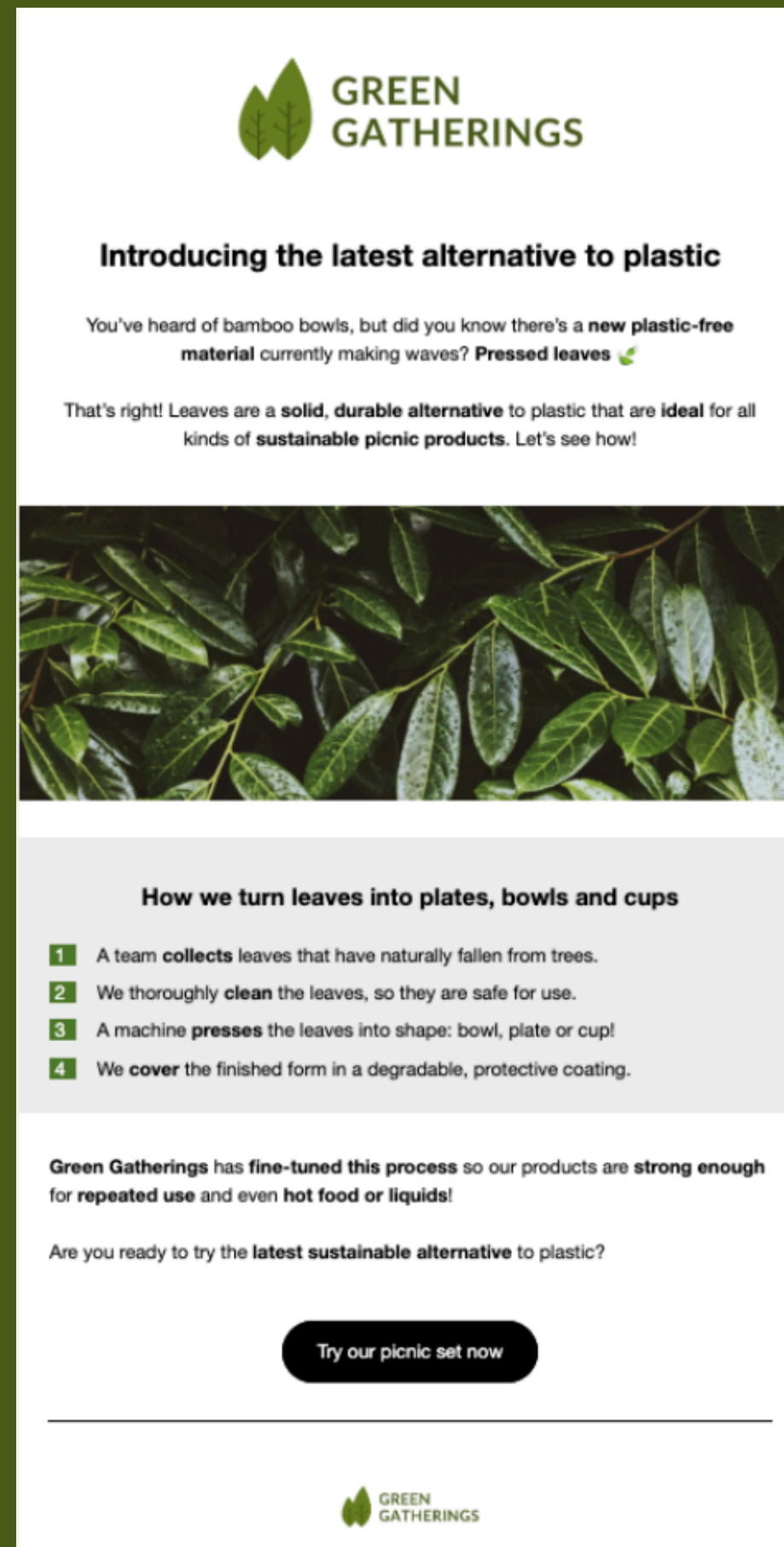


- **Listicle** format used to present info accessibly.
- Includes **5 key tips** for swapping out elements of a picnic for more sustainable alternatives.
- Tone is in keeping with brand guidelines: **educational, inclusive and empowering.**
- **CTA** designed to pique curiosity without pushing heavily for sales.



Email #2

- Text with image.
format used
- Has a detailed description of how products are made.
- Aim was to showcase products' unique material and strengthen brand's commitment to transparency.
- CTA designed to push customers towards making a sale.



Email #3

- Promotional offer used to drive sales.
- Includes a short-term **15% promo offer** using a code at the bottom of the email.
- Aim was to **push subscribers** to take advantage of deal.
- CTA stresses **urgency** to boost conversion.



What did I learn from the email campaign?



Tone

The second email (originally a product overview) risked being **overly salesy and pushy** in tone. I overcame this challenge by returning to the **target market research** and shifting the purpose of the email to be more **educational** and with a stronger focus on **transparency about the product material** (rather than just 'showing it').



Design

Another reflection I had while completing this task was that **Mailchimp can be limited** in terms of the free templates it offers. The limitations of a piece of software should **always be factored** in when designing an outline of the kinds of emails to be sent, otherwise **rework** may be required when executing the idea.

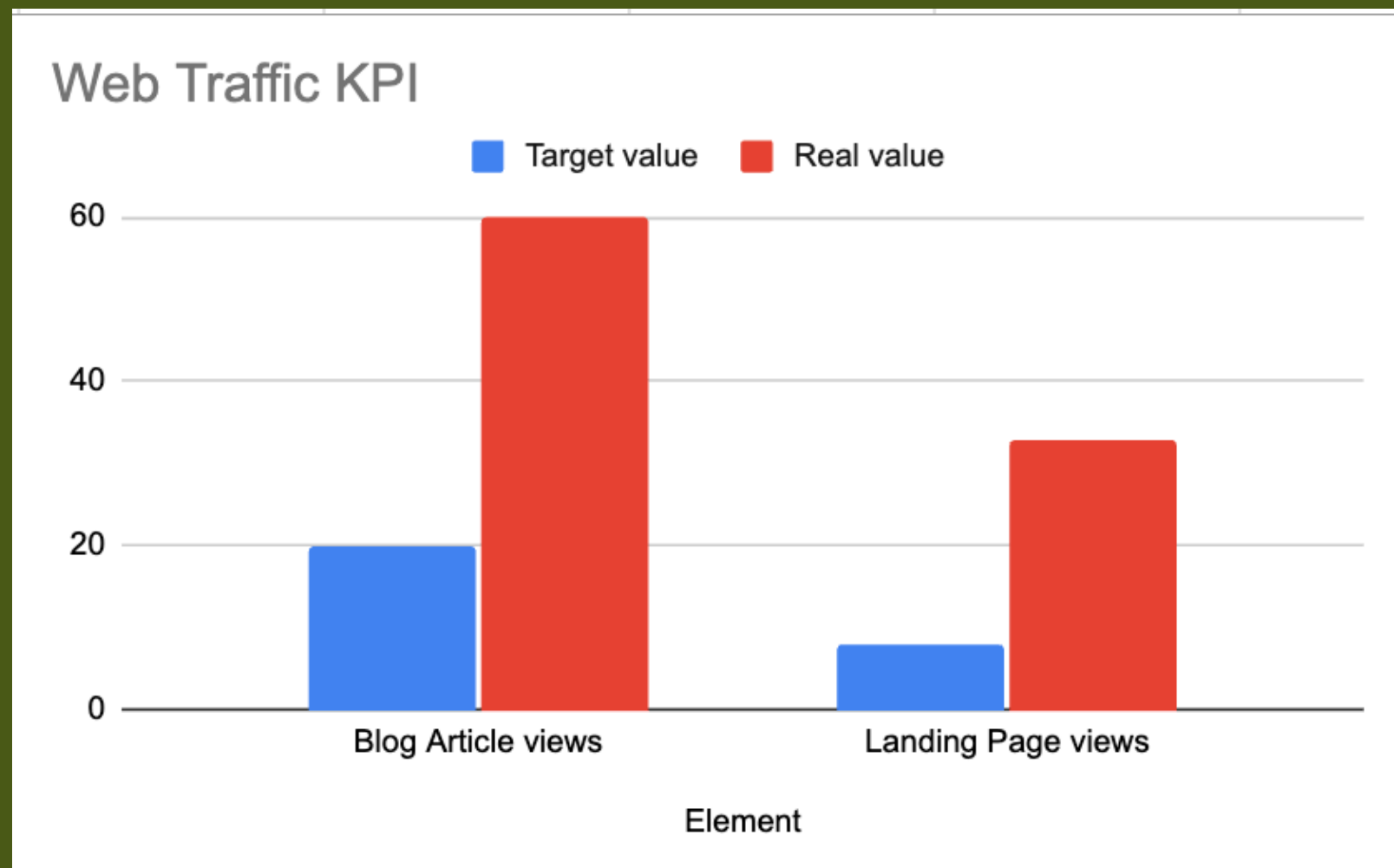
Results

Full campaign results

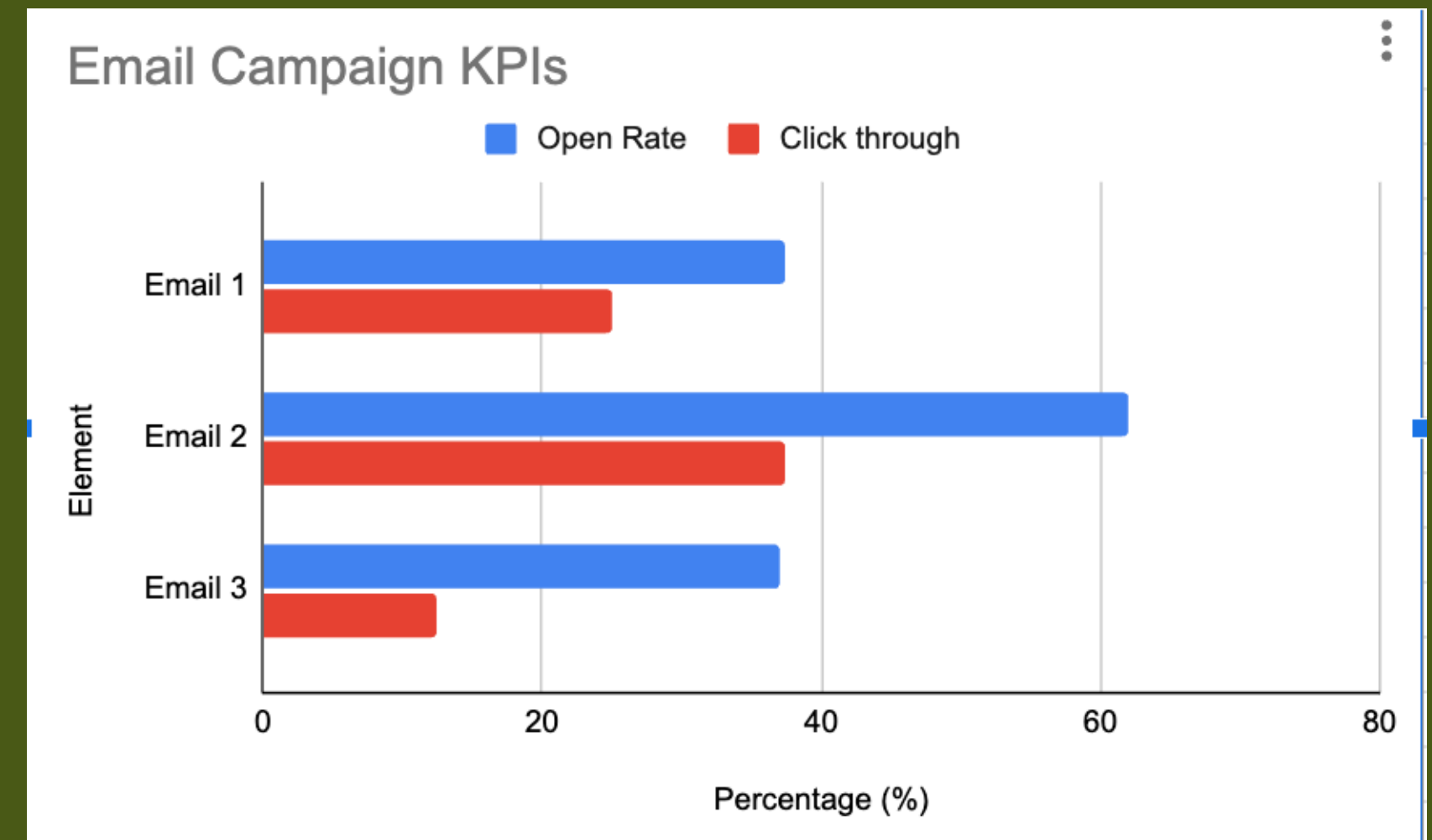


Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	60
Email Signups	Number of subscribers	Mailchimp Audience	15	8
Email Campaign	Open rate	Mailchimp Campaign Report	35%	
Email 1				37.5
Email 2				62.5
Email 3				37.5
AVERAGE				45.8
Email Campaign	Click throughs	Mailchimp Campaign Report	10	
Email 1				2
Email 2				3
Email 3				1
TOTAL				6
Landing Page	Pageviews	GA Pageview Report	8	33
Thank You Page	Conversions	GA Funnel Report [Step 2 Total Users]	4	2

Campaign results vs KPIs



The web traffic KPIs were achieved comfortably for both the blog and landing page, indicating a high level of interest in the brand and awareness of it through the content.



Open rates consistently achieved the target of 35% for each email. Here click through rate is shown as a % of total clicks (6). This total was below the target of 10 total clicks.

Recommendations



#1 Encourage further sign ups to the newsletter

From the campaign, it was clear that **content marketing** was an **effective strategy** for raising awareness of the brand and increasing traffic to the website. Moving forward, I would suggest **continuing to produce valuable content** with the aim of **continuing to grow the mailing list** and expanding the brand's community.

#2 Strengthen relationships with current customers

The company should explore using email to **foster stronger relationships** with its **current mailing list** and increase conversion rates. Open rates were generally positive, but the **click-through rate** was an **area for improvement**, indicating some potential hesitancy and need for **more effort on the company's side** to close the sale.

Recommendations



#3 Optimise design of the emails to improve conversion rates

Given that click through rates were not as high as expected, the team may also need to look at **ways to optimise the design of future emails** to ensure maximum conversion, with a potential focus on **reducing scrolling time** or having **more information above the fold** on mobile.

#4 Work on the landing page to boost conversions

The campaign successfully brought visitors to the landing page, but the vast majority **abandoned the page without converting**. The company should explore ways to **boost conversions on the landing page**, possibly using A/B testing of the CTA text or button colour to maximise conversion.