



GREEN GATHERINGS

Digital Marketing
Case Study
Achievements 1 & 2
Laura Grandt



Contents



Introduction



Green Gatherings is a Berlin-based startup that has just received its first round of funding to support production and marketing costs to launch its first product line of sustainable and biodegradable picnic supplies.

Its main goals are to **raise brand and product awareness through content marketing and lead generation, increase product sales, and grow a community of sustainability-minded people who care for the environment.**

Green Gatherings doesn't have a large marketing budget for its initial product launch, so the focus will primarily be on digital marketing strategy. **The company believes the most effective use of its resources is to focus on inbound marketing to attract customers with similar brand values who are trying to find more sustainable lifestyle solutions.** However, it will also allocate some resources to social media and PPC ads to increase brand awareness.

I was involved in the strategy work of **content marketing, SEO, email marketing as well as implementation.**

Content Marketing

Strategy

The content marketing strategy goals include:

- Increasing brand awareness by growing website traffic and follower numbers/engagement on social media channels.
- Generating leads to build an email list and dedicated community of customers.
- Producing sales leads.

My tasks and deliverables:

- Conducting market research, including industry, **target market, and competitor analysis**.
- Creating detailed **buyer personas**.
- Developing brand guidelines for **brand messaging, tone, and imagery**.
- Writing and publishing **a long-form blog article** that includes an embedded **signup form**.
- Designing and launching **a product landing page**.
- **Optimizing the blog article and landing page for SEO**.
- Planning, creating, and executing **an email marketing course as a campaign** (3 emails).
- Tracking the results of the content marketing activities through **Google Analytics** and **Mailchimp** data.
- Reporting on **the campaign's success, its KPIs, and making recommendations**.
- **Keyword analysis table and keyword-optimized blog article and landing page**
- **KPI reports (pageview and acquisition) and funnel analysis setup**
- **Automated welcome email and email series flowchart**
- **Email course flowchart and 3 designed, ready-to-send emails with subject lines and preview text in Mailchimp**
- **KPI reports (pageview and acquisition) and funnel analysis setup**

Market Research

Target Audience

Goal: Developing target market research and competitor research and synthesize the findings of the research



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Demographics:

- 30-50 years old, primarily women
- Young families with children around 3-12 years old
- Middle income, price conscious but willing to spend a bit more for sustainable products
- European

Concerns and challenges:

- Climate change
- Litter in parks
- Hygiene factors (especially when meeting with several families with young children)

Key values:

- Concerned for the environment
- Consider themselves sustainability/eco-/green-oriented
 - Conscious about recycling
 - Sensitive to green-washing

Buying behaviors:

- Online
- Prefer to check Youtube before purchase decisions

Social media channels:

- Facebook
- Youtube
- Instagram
- LinkedIn (not important for B2C, but relevant for company presence otherwise)

Needs and wants:

- Hassle-free options to organize free time outdoors
 - Easy activities to do with kids
 - Practicality

COVID-19 impacts:

- Supporting local brands, addressing Berlin roots for Berlin based customers

Market Research

Competitor Research

Goal: Developing target market research and competitor research and synthesize the findings of the research



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Competitor: [Waipur](#)

Competitor strengths:

- Big variety of products (bowls and plates in different shape and sizes) and set sizes
 - High quality product
 - German-based company
- Platform for selling (Amazon) has been up since 2020
 - Positive customer reviews on Amazon

Competitor weaknesses:

- Apart from strong Amazon presence, online presence is almost non-existing. Web site is very simple.
 - Social media potential not used
 - Cups not available at all

Influency on Green Gatherings' content marketing strategy and implementation:

- Social media presence and content marketing efforts to be utilized, e.g.
 - Website landing page is important
- Blog about more information about the company and products
 - Raising awareness in social media channels
- Product's practicality in spotlight, e.g. Green Gatherings Picnic Kit includes cups, in my opinion this is more important than cutlery because normal cutlery is also easy to carry with (vs. if one would like to carry drinking glasses from home avoiding plastic cups)
- Competitor sells a product whereas Green Gatherings could "sell lifestyle"

Brand Guidelines



Brand Elements: Purpose To make sustainability and caring for our planet both fun and accessible

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.

UVP: Creating a greener tomorrow together, one gathering at a time

Key Values: Sustainability – Solutions Oriented – Community – Accessibility

Goal:

Completing consistent brand messaging guidelines and developing buyer personas based on the project brief

Brand Voice and Tone:

Friendly
Casual
Optimistic
Inspiring
Inviting

Brand Promise:

1. We make sustainable living a little bit easier for you and your family
2. Accessible for you, better for the planet
3. With us, sustainability and transparency go hand in hand

Buyer Personas



Lisa

Married, she has a husband and **2 children, 4 and 7 years old**. Works as an Office Manager in a tech company. She/her, **35-40 years old, lives in Berlin Friedrichshain**, income of approximately 40k annually, together with her husband 100k annually.

Prefers sustainable options but they need to be affordable as well due to increased living costs. Foodie and vegetarian. City girl but loves to meet with other families outdoors. Hobbies include kids' hobbies, she is an active parent with her daughter's football team. COVID time was hard for her due to lockdowns and kindergarten closed, and she has become more aware of hygiene in general.

Uses **Instagram for inspiration** and also shares her pictures there a lot. Uses **YouTube as a source of information** before purchasing anything bigger or more expensive. Uses also LinkedIn for professional purposes but does not share her private life there. She would love to see her friends more and sometimes organize get-togethers for adults. Professionally speaking she would like to start studying corporate social responsibility topics and improve her skills.

Lisa **is worried about climate change and litter on the streets of Berlin. She would love to raise her kids in a sustainable world and clean city.** At the moment she is a very busy mother and is always opting for easygoing activities with kids and friends to make the most out of their common time. Lisa **would love to do more for the environment but she doesn't have time for heavy research.** Sensitive about greenwashing and finds some companies' sustainability announcements suspicious.

She could utilize Green Gatherings products both in her private life, for example kids' birthday parties, football team tournament lunches, and also at work, as she is often responsible for office events.



Marie

In a relationship with a long time partner, no children. Works as a senior accounting manager in a big corporate.

They/them, 43-48 years old, **lives in Berlin Moabit**, income approximately 80k annually, together with their partner 200k annually. Dog person.

Loves hiking, camping and cycling. Likes also traveling but wants to avoid flying. Together with their partner, they do an Interrail trip in Europe every summer. Very active in terms of politics and active citizenship. **Willing to use money for more ecological options.**

Uses **Facebook for their private life, connecting with friends and organizing political events.** Uses **YouTube for learning and inspiration** and LinkedIn for professional updates. They have lived in the city for years but they dream about moving to country side and buying a big house with a garden. They would also love to leave the current job and start a sustainable hotel or café business.

Human rights, climate change and polarization in the society worry them. **Wants to their own part for the planet and are all the time searching for sustainable ways to organize their lives. They are also worried about the recycling facilities and litter on streets of Berlin.**

They could utilize Green Gatherings products while camping, short hikes and meeting friends outdoors.



Visual branding



Imagery:

- Parks, playgrounds, summer houses and cottages, camping areas
- Colors from the nature, lots of green
- Different kinds of scenarios, e.g. kids birthday parties, friends hanging out, families spending time together and eating delicious food
- Diverse people looking happy and enjoying their time together

Kampus Production on Pexels



Anna Tarazevich on Pexels



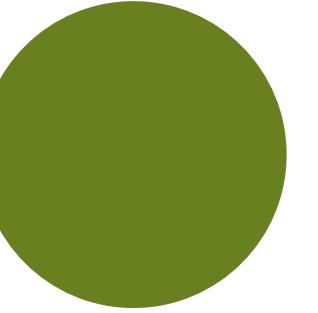
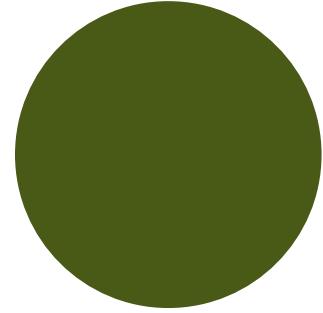
KoolShooters on Pexels



Anna Tarazevich on Pexels

Colors:

- Dark green: #698020
Light green: #495916
Light grey: #DDD6D5



Fonts:

- Main logo font: Cooper Hewitt Heavy
Possible pairing fonts:
Open Sans
PT Sans



Mikhail Nilov on Pexels

Landing page

[page here](#)



Green Gatherings

Eco-friendly plates and cups for your picnic. From Berlin with love.

Green Gatherings

Eco-friendly plates and cups for your picnic. From Berlin with love.

Creating a greener tomorrow together, one gathering at a time



<http://lauranrandi.wixomstaino.com>

Reviews

Anna, Hamburg

"I love being outdoors and spending time with my family in parks, but I have long wondered about the consequences of my actions on our nature. Green Gatherings has made it easier to spend more responsible time in nature. Goodbye to plastic-based disposable plates!"

★★★★★

Jonas, Berlin

"As a busy father of young children, I always try to find fun but effortless outdoor activities in the fresh air. Having a snack outside with my children is always the highlight of the day for them, and we have also discussed the litter left behind by park visitors. I have made it a habit to talk about sustainability and ecological lifestyle with my children on our trips, and the use of biodegradable picnic products is part of this simple environmental education"

★★★★★

Goal:

This product landing page will be important to the product launch campaign, and linked to it in the blog article and email newsletter. The goal and desired action for this product landing page should be for people to buy the product.

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Green Gatherings cups offer unique-looking tableware for your outdoor event. All our products are hygienic and safe, decomposable and sturdy enough to hold drinks without leaking

- Fully biodegradable from the basic materials to the
- Hygienic and safe for all kinds of food and drinks
- Strong enough to enjoy your meal without mess
- Visually appealing with beautiful colors from nature
- Sustainable production and operations are at the

Get yours now!



Photo by Cup of Couple on Pexels

Blog post

[blog post here](#)

Prep your picnic treats the day before – 3 tasty and easy ideas to upgrade your picnic

Have you ever wondered what delicious food to take with you on a picnic? Check out our yummy tips and get inspired to prepare your meal the day before – and we guarantee that the happiest picnic guests are sitting on your blanket.

Picnic on a sunny day is a wonderful idea to spend time with friends and family. You may already have a nice spot in mind, perhaps you've already created a special playlist for entertainment and packed your favorite outdoor games too. But what should you serve for your fellow-picnickers? You want to have something quick and easy, but better than a ready-made salad covered in plastic from a supermarket or just a bag of chips? We've got you covered! Prepping your picnic treats on the previous day allows you to have an easy-going picnic day without last minute panic.

Goal:

This blog post will be part of the product launch campaign, where it'll be used to attract new potential customers to the Green Gatherings website. The call to action is to convince visitors to sign up for the email course (lead magnet).



Sweet muffins top off your picnic

Muffins are another great example of picnic treats that are easy to prepare in advance. You may bake them on the previous day or even weeks before the picnic and freeze them. Defrost your sweet treats before your picnic and you have a delicious dessert that can be served for example with berries. Pro tip with kids: If you want to avoid sticky fingers, avoid chocolate and try other flavors instead, such as lemon or cinnamon and raisins.



Photo by Diliara Garifullina on Unsplash

No question that a wonderful and memorable picnic requires delicious food. However, thoughtfully prepared delicacies don't have to be complicated or too time-consuming. With a little effort the day before, you can make it easy to organize your picnic and head out effortlessly, even after a busy day at work, and enjoy the company of your loved ones outdoors. And after the picnic, you can make cleaning up a lot easier if you use ecological and degradable tableware.

Wanna read more tips on how to upgrade your picnic day sustainably? Sign up for our newsletter to get the best tips!

Savory pie only gets b overnight

Enter your email

A delicious savory pie can be made ahead on the prev

Join Green Gatherings community

Keyword Analysis



Goal: Keyword research, a full list of keywords and analysis + Optimizing blog post and product landing page with on-page SEO practices + SEO-optimizing the settings of the website pages

Long Tail	Important metrics (i.e., difficulty or volume)
picnic food prepping ideas	volume 0, organic CTR 75%, difficulty 45 (Moz)
picnic spots Berlin	volume 20, with variations total volume 50, competitive density 0.01(Semrush)
how to avoid trash at picnic	volume 0, organic CTR 82%, difficulty 12 (Moz)
Short Tail	
compostable tableware	volume 47,9, organic CTR 68%, difficulty 27 (Moz)
sturdy biodegradable cups	volume 5,3, difficulty 48% (Semrush)
picnic meals	volume 880, CPC 0,61 USD (Answer the public)

Projects > Keyword Overview > Keyword Magic Tool

Keyword Magic Tool: Berlin picnic spots

Database: Germany Currency: USD

AI-powered

Volume, KD %, Intent, CPC (USD), Include keywords, Exclude keywords, Advanced filters

By number, By volume

All keywords: 5 Total volume: 50 Average KD: n/a

+ Add to keyword list, C Update me

	Keyword	Intent	Volume	KD %	CPC (USD)
All keywords	5				
> best	2		20	n/a	0.0
> place	1		20	n/a	0.0
> summer	1		10	n/a	0.00
		n/a	0	n/a	0.00
		n/a	0	n/a	0.00
		n/a	0	n/a	0.00

For metrics, refresh C

Try Keyword Explorer for free

The SEO keyword research tool with over 1.25 billion traffic-driving keywords.

Discover more keywords

Enter a keyword* how to avoid trash at picnic

Select locale United Kingdom - en-GB

Success! CLOUDFLARE

Not working? Try resetting it!

Find keywords

*Limit 3 searches/day

Volume: 0, Organic CTR: 82%, Difficulty: 12 (Low)

Ability to rank will vary depending on your site's Domain Authority.

Website Analytics Reports

Goal: Setting up a two-step funnel to track traffic from landing page to conversion, creating KPI reports (pageview and acquisition) and funnel analysis setup



Analytics Dashboard (Left):

Wordpress page: Green Gatherings

Event count: 244

Total users: 31

Event count per user: 7.9

Event value: 0

Event count by Country:

Event count by Gender: No data available

Events per Session: 3.8

Analytics Dashboard (Right):

Wordpress page: Green Gatherings

All Users

Pages and screens: Page path and screen class

Views by Page path and screen class over time (Line Chart):

Date	Page Path	Views
19 Jun	/	60
21 Jun	/blog/	55
23 Jun	/thank-you/	10
25 Jun	/2024/06/21/prep-your-picnic-treats-the-day-before-3-tasty-and-easy-ideas-to-upgrade-your-picnic/	50
27 Jun	/author/laurahelenagrandt/	5
01 Jul		5
03 Jul		20
05 Jul		10
07 Jul		5
09 Jul		5
11 Jul		10
13 Jul		5
15 Jul		5

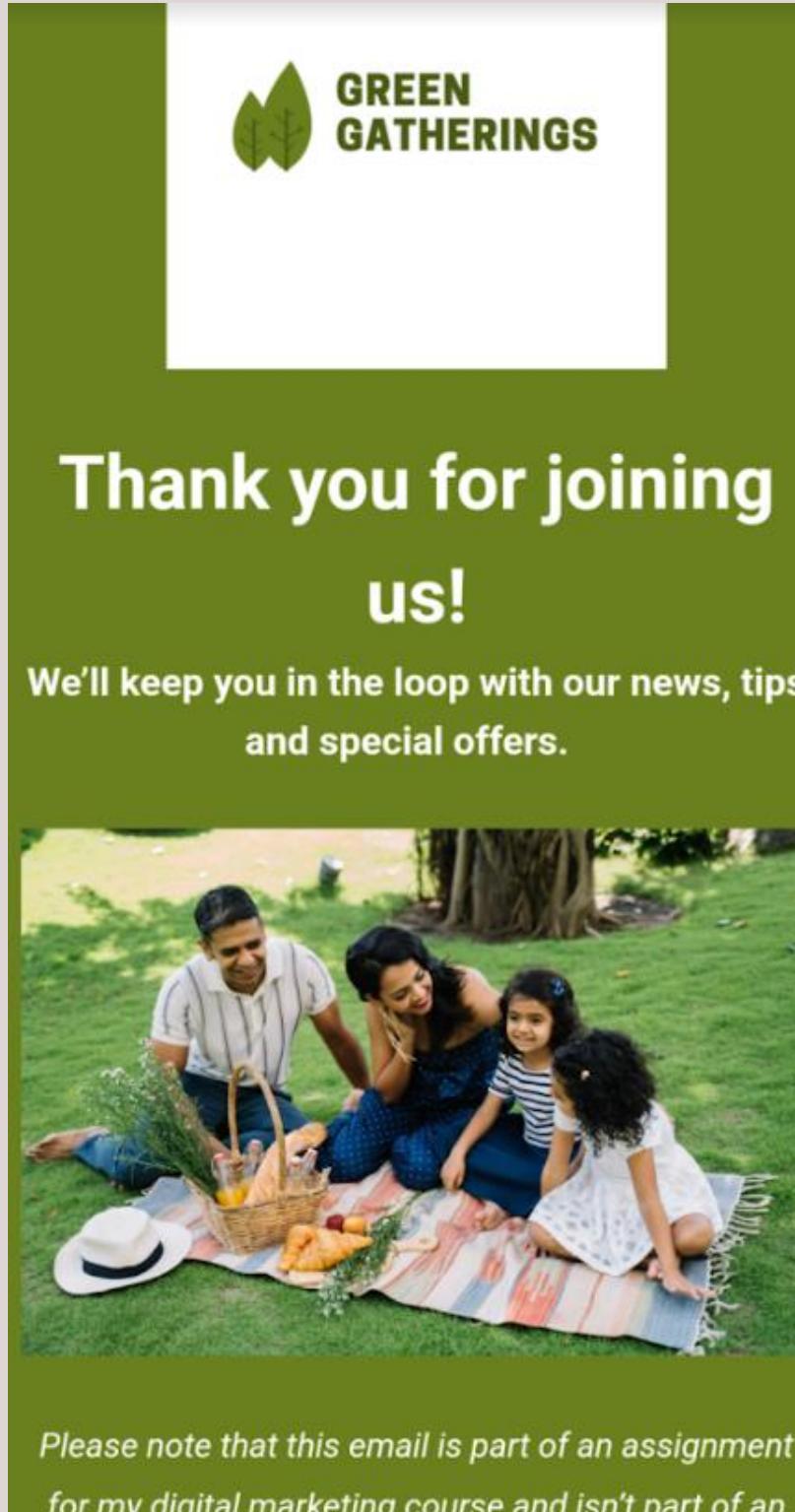
Views by Page path and screen class (Bar Chart):

Page Path	Views
/	60
/blog/	55
/thank-you/	10
/2024/06/21/prep-your-picnic-treats-the-day-before-3-tasty-and-easy-ideas-to-upgrade-your-picnic/	50
/author/laurahelenagrandt/	5

Page path and screen class (Table):

Page Path	Views	Users	Views per user	Average engagement time	Event count	Key events	Total revenue
/	126	31	4.06	50s	382	0.00	€0.00
/blog/	75	21	3.57	1m 00s	199	0.00	€0.00
/thank-you/	29	16	1.81	12s	82	0.00	€0.00
/2024/06/21/prep-your-picnic-treats-the-day-before-3-tasty-and-easy-ideas-to-upgrade-your-picnic/	12	3	4.00	15m 28s	33	0.00	€0.00
/author/laurahelenagrandt/	2	1	2.00	12s	6	0.00	€0.00

Email Automation



The image shows the Mailchimp interface under the 'Connected Apps' section. The sidebar includes options like 'Tags', 'Segments', 'Surveys', 'Subscriber preferences', 'Inbox', 'Analytics' (with sub-options for 'Marketing dashboard', 'Reports', 'Custom reports'), 'Website' (with sub-options for 'Website', 'Settings', 'Reports'), 'Content', and 'Integrations'. The main area displays two connected integrations: 'Google Analytics' (Category: Analytics, Marketing) and 'WordPress' (Category: Developer Tools). A 'Connect a new app' button is visible in the top right.

Connected Apps 2

Connected

Google Analytics

Category: Analytics, Marketing

Connected

WordPress

Category: Developer Tools

Connect a new app

Goal: Setting up email automation to welcome new subscribers to the email list, preparing for an email campaign by including all legal and ethical requirements and brainstorming a short email series to drive sales

Email Course

Goal: Written and designed email course of three emails, using best practices for marketing emails and with Green Gatherings buyer personas in mind

□ C :

Laura from Green Ga. Let the games begin with 10% off discount! - It's all fun and games and discount codes.

Email 1

Topic:	Format:
Guide to planning a fun outdoor party for kids	Listicle with 5 key tips



CTA: Link to product page *“Explore eco-friendly tableware”*

The p
and
Outdoor parties require a bit of planning but they have many advantages. In our
blog article we list five most important things that anyone organizing a
children's event should consider before throwing a picnic party.

Excited about getting the party started? In our next newsletter, we will share some
ideas and inspiration collected from the Green Gatherings community for planning
your activities and entertainment. Stay tuned! Meanwhile, our online shop offers
everything you need for eco-friendly table setting from cups to bowls!

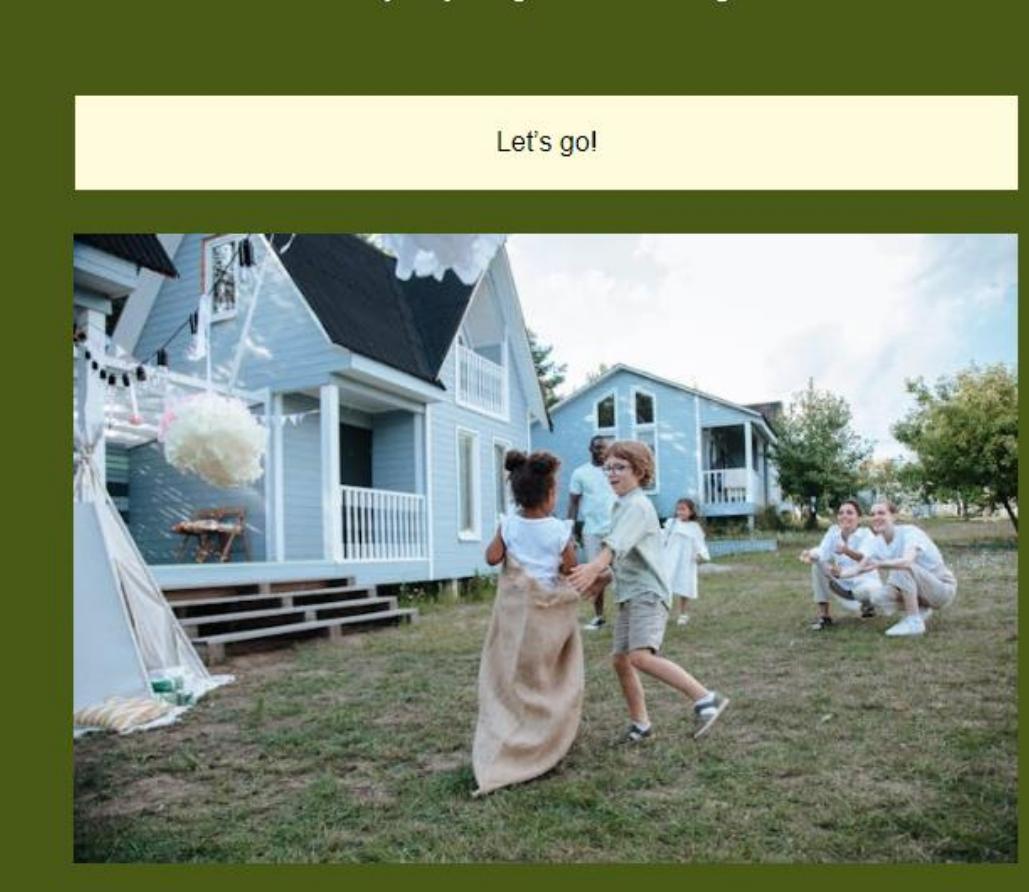


Let the games begin!

Activities and entertainment for the kids' picnic? We collected ideas from the Green Gatherings community on our social media. [See the full list on our blog!](#)

we have a little surprise for our community members. With code "Community10" you'll get 10% off in August 2024!

Let's go!



Picnic menu for little foodies

Prepping your picnic treats on the previous day allows you to have an easy-going picnic day with children without last minute panic.

Get inspired by delicious recipe ideas approved by little foodies on our blog and don't forget to pack cups, plates and bowls too!

Sustainable picnic must-haves



Email Course

New blog articles:

Let's get this party started!

The pandemic prompted many parents to organize their children's birthdays and other gatherings outdoors, and picnic celebrations are here to stay. Outdoor parties require a bit of planning but they have many advantages. Today, we share five useful tips for anyone organizing an outdoor event or picnic for children.



(Photo by Anna Tarazchevich on Pexels)

- All party planning always starts with deciding the date and time. Since it's a children's party, it's smart to include the end time in the invitation. When it comes to duration, a good basic principle is that the smaller the kids, the

Let the games begin!

Thinking about activities and entertainment for the kids' picnic? We collected tips from Green Gatherings community on our social media. Why not give these fun games a try next time?

When planning a children's party entertainment and activities, there are a few things to keep in mind. First of all, how old are the children? And, will they be attending the party with a parent or guardian? Some activities and games are fun for the adults as well! It's also important to consider what kind of activities are possible at the location you have chosen. And the older the children, the more important it is to consider personal preferences – not everyone is keen on physical games and some children find arts and crafts boring.

We asked our GG community to share the best tips on outdoor activities for children's parties, and you folks came up with several eco-friendly ideas that don't pollute the environment. Get inspired and let us know which one you tried!



Email Campaign

Results

29.7.-5.8.2024				
Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	49
Email Signups	Number of subscribers	Mailchimp Audience	15	20
Email Campaign	Open rate	Mailchimp Campaign Report	35%	
	Email 1			65%
	Email 2			75%
	Email 3			65%
	AVERAGE			68%
Email Campaign	Click throughs	Mailchimp Campaign Report	10	
	Email 1			7
	Email 2			8
	Email 3			5
	TOTAL			20
Landing Page	Pageviews	GA Pageview Report	8	29
Landing Page	Pageviews (from a particular source)	*Optional*GA Acquisition Report[Referral + Email Users]		
Thank You Page	Conversions	GA Funnel Report[Step 2 Total]	4	14



GREEN GATHERINGS

Data & reports

Email campaign report 1

Email Campaign Report		
Title:	Let's get this party started!	
Delivery Date/Time:	Tue, Jul 30, 2024 2:04 am	
Overall Stats		
Total Recipients:	20	
Successful Deliveries:	20	
Bounces:	0 (0.0%)	
Times Forwarded:	0	
Forwarded Opens:	0	
Recipients Who Opened:	13 (65.0%)	
Total Opens:	23	
Last Open Date:	8/14/24 7:24AM	
Recipients Who Clicked:	6 (30.0%)	
Total Clicks:	9	
Last Click Date:	8/14/24 7:25AM	
Total Unsubs:	0	
Total Abuse Complaints:	0	
Times Liked on Facebook:	0	
Clicks by URL		
URL	Total Clicks	Unique Clicks
https://lauragrandt.wpcosm	9	6
https://facebook.com/?utm_	0	0
https://instagram.com/?utm_	0	0
https://x.com/?utm_source=	0	0
http://eepurl.com/iT2oPU?ut	0	0

Let's get this party started!

The pandemic prompted many parents to organize their children's birthdays and other gatherings outdoors, and picnic celebrations are here to stay. Outdoor parties require a bit of planning but they have many advantages. In our blog article we list five most important things that anyone organizing a children's event should consider before throwing a picnic party.

Excited about getting the party started? In our next newsletter, we will share some ideas and inspiration collected from the Green Gatherings community for planning your activities and entertainment. Stay tuned! **Meanwhile, our online shop offers everything you need for eco-friendly table setting from cups to bowls!**



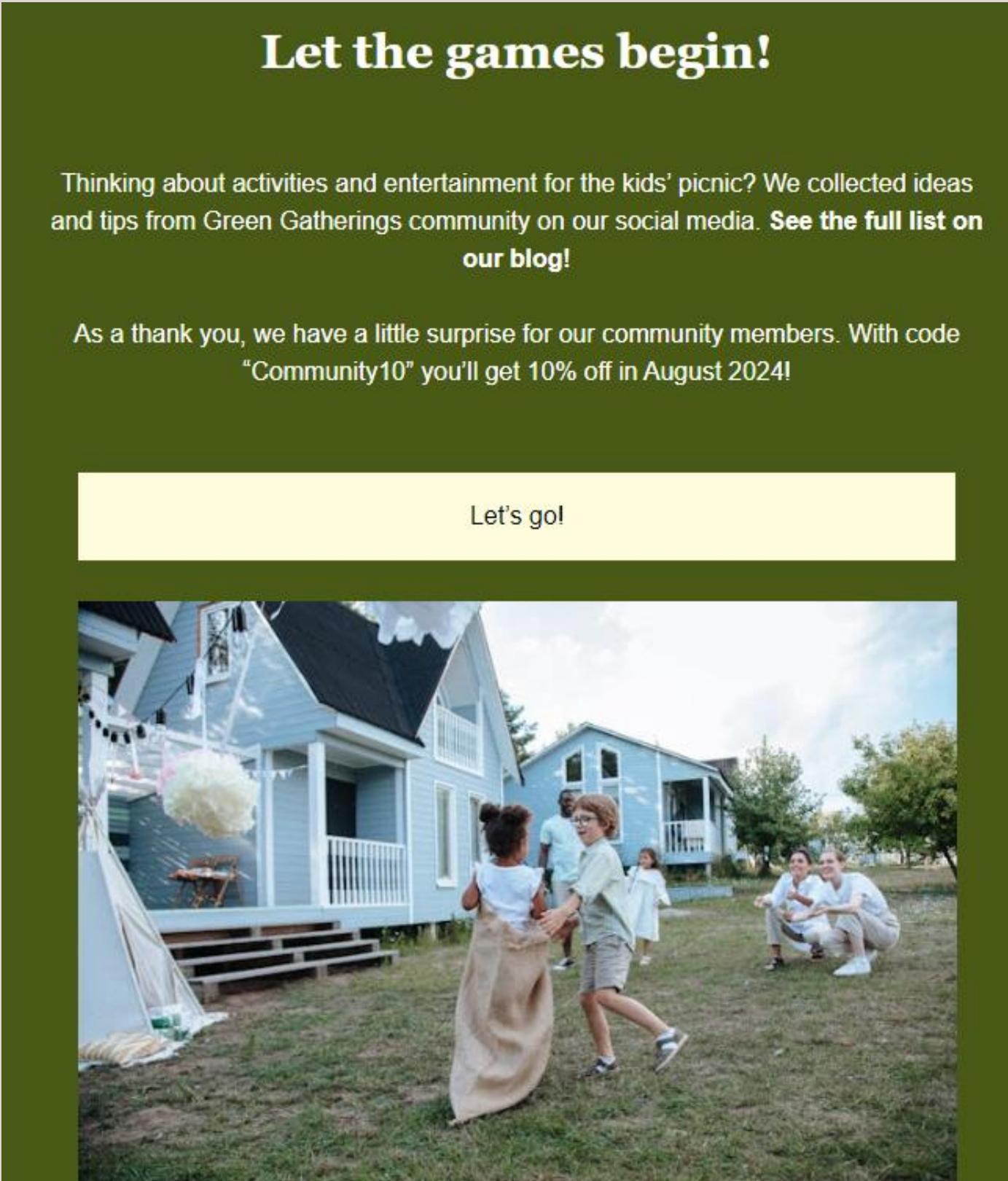


Email campaign report 2

Email Campaign Report	
Title:	Let the games begin!
Subject Line:	Let the games begin with 10% off discount!
Delivery Date/Time:	Thu, Aug 1, 2024 3:21 pm

Overall Stats	
Total Recipients:	20
Successful Deliveries:	20
Bounces:	0 (0.0%)
Times Forwarded:	0
Forwarded Opens:	0
Recipients Who Opened:	15 (75.0%)
Total Opens:	23
Last Open Date:	8/14/24 7:24AM
Recipients Who Clicked:	7 (35.0%)
Total Clicks:	12
Last Click Date:	8/14/24 7:25AM
Total Unsubs:	0
Total Abuse Complaints:	0
Times Liked on Facebook:	0

Clicks by URL		
URL	Total Clicks	Unique Clicks
https://lauragrandt.wpcoms	12	7
https://facebook.com/?utm	0	0
https://instagram.com/?utm	0	0
https://x.com/?utm_source	0	0
http://eepurl.com/iT2oPU?l	0	0





Email campaign report 3

Email Campaign Report		
	Picnic menu for little foodies	
Title:	Picnic menu for little foodies	
Subject Line:	Picnic menu for little foodies ðŸ“€	
Delivery Date/Time:	Sun, Aug 4, 2024 1:26 pm	
Overall Stats		
Total Recipients:	20	
Successful Deliveries:	20	
Bounces:	0 (0.0%)	
Times Forwarded:	0	
Forwarded Opens:	0	
Recipients Who Opened:	13 (65.0%)	
Total Opens:	21	
Last Open Date:	8/14/24 7:24AM	
Recipients Who Clicked:	8 (40.0%)	
Total Clicks:	11	
Last Click Date:	8/14/24 7:25AM	
Total Unsubs:	0	
Total Abuse Complaints:	0	
Times Liked on Facebook:	0	
Clicks by URL		
URL	Total Clicks	Unique Clicks
https://lauragrandt.wpcosm...	11	8
http://eepurl.com/iT2oPU?ut...	0	0

Picnic menu for little foodies

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Sustainable picnic must-haves



GA Page view report

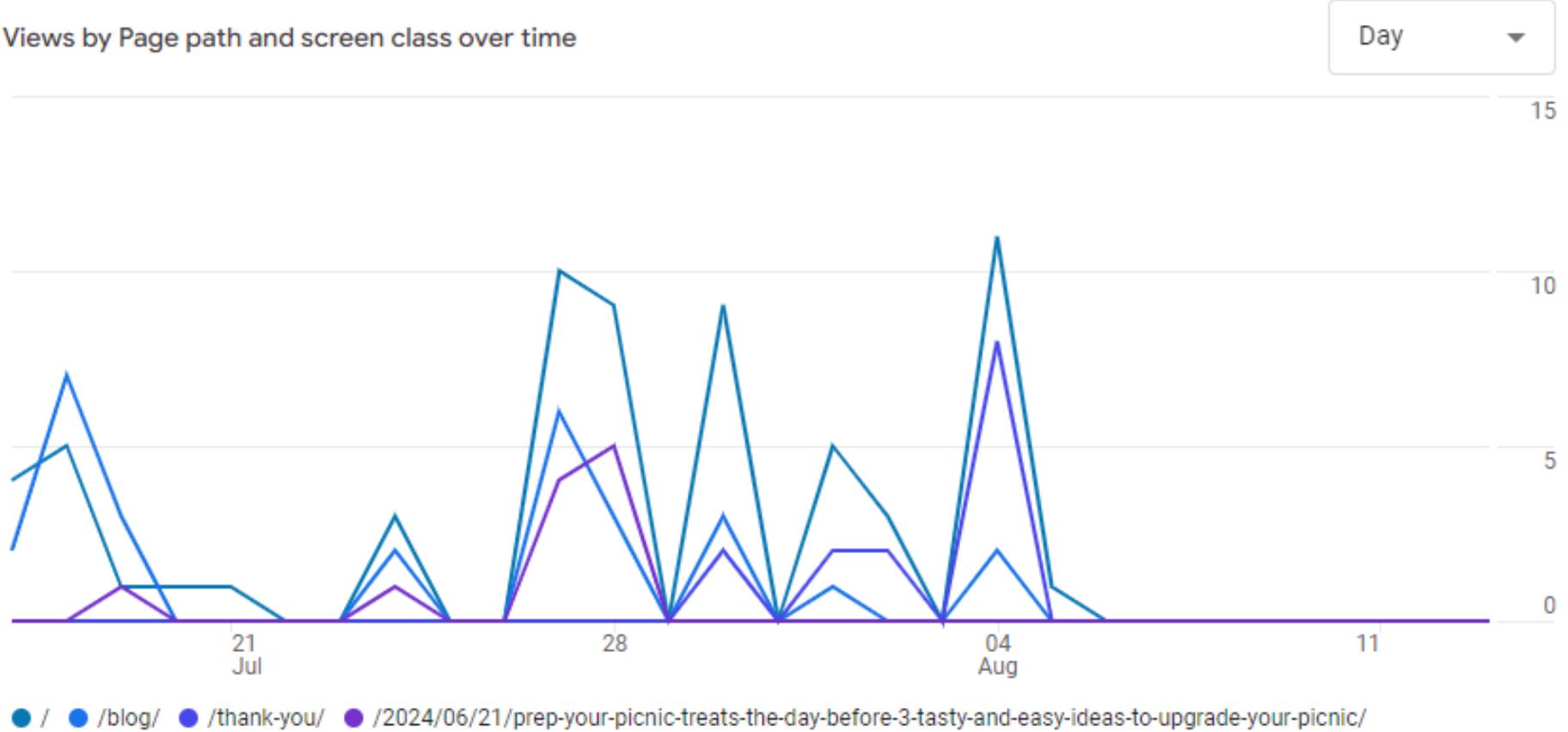


Pages and screens: Page path and screen class

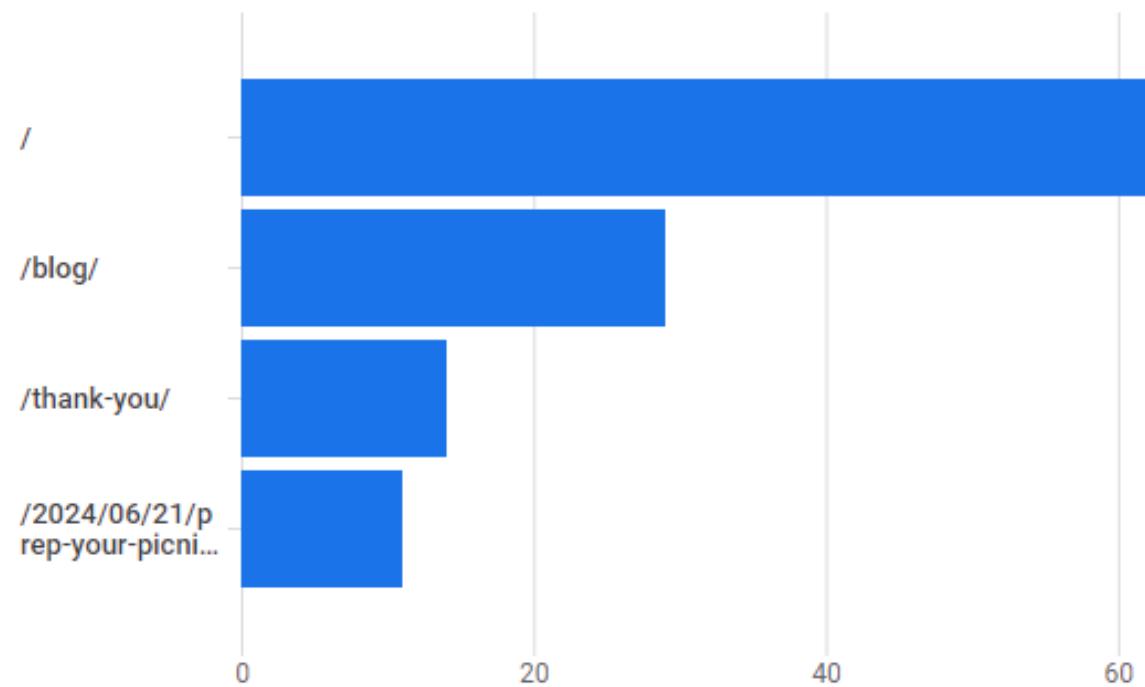


Add filter

Views by Page path and screen class over time



Views by Page path and screen class



Page path and screen class	+	Views	Users	Views per user	Average engagement time	Event count	Key events	Total revenue
		117 100% of total	14 100% of total	8.36 Avg 0%	2m 30s Avg 0%	322 100% of total	14.00 100% of total	€0.00
1 /		63	11	5.73	1m 59s	174	0.00	€0.00
2 /blog/		29	5	5.80	2m 05s	70	0.00	€0.00
3 /thank-you/		14	6	2.33	4s	48	14.00	€0.00
4 /2024/06/21/prep-your-picnic-treats-the-day-before-3-tasty-and-easy-ideas-to-upgrade-your-picnic/		11	5	2.20	27s	30	0.00	€0.00

GA Conversions/Key events



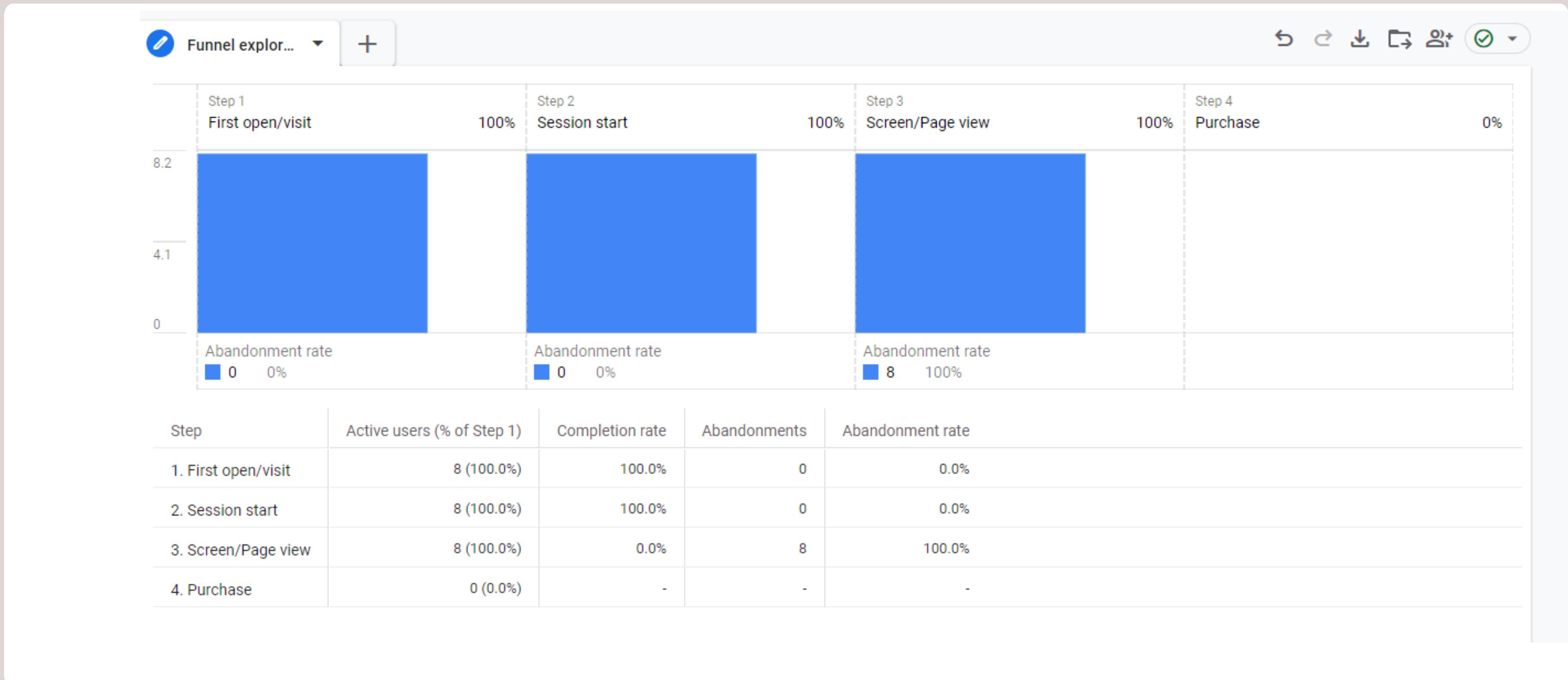
Key events

Analytics conversions have been renamed **key events**. Key events measure the interactions most important to your business. They show up in the Advertising, Reports, and Explore sections of Analytics. [Dismiss](#) [Learn more about key events](#)

Key events	Network Settings		New key event
Key event name	Count (% change)	Value (% change)	Mark as key event
purchase	0	0%	<input checked="" type="checkbox"/>
thankyou_page_visit	14	250.0%	<input checked="" type="checkbox"/>

Items per page: [10](#) [1 – 2 of 2](#) [<](#) [<](#) [>](#) [>|](#)

GA Funnel report





GREEN GATHERINGS

Final conclusions
and
recommendations

KPI charts



GREEN GATHERINGS

Email open rates



35%

Campaign target

Let's get this party started!

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As a thank you, we have a little surprise for our community members. With code "Community10" you'll get 10% off in August 2024!

Let's go!



Picnic menu for little foodies

Preparing your picnic treats on the previous day allows you to have an easy-going picnic day with children without last minute panic. Get inspired by delicious recipe ideas approved by little foodies on our blog and don't forget to pack cups, plates and bowls too!

Sustainable picnic must-haves



KPI charts



GREEN GATHERINGS

Click-throughs

Email 1



Email 2



Email 3



10

Campaign target,
per email

Let's get this party started!

The pandemic prompted many parents to organize their children's birthdays and other gatherings outdoors, and picnic celebrations are here to stay. Outdoor parties require a bit of planning but they have many advantages. In our blog article we list five most important things that anyone organizing a children's event should consider before throwing a picnic party.

Excited about getting the party started? In our next newsletter, we will share some ideas and inspiration collected from the Green Gatherings community for planning your activities and entertainment. Stay tuned! Meanwhile, our online shop offers everything you need for eco-friendly table setting from cups to bowls!



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Updated project report



GREEN
GATHERINGS

29.7.-14.8.2024				
Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	49
Email Signups	Number of subscribers	Mailchimp Audience	15	20
Email Campaign	Open rate	Mailchimp Campaign Report	35%	
	Email 1			65%
	Email 2			75%
	Email 3			65%
	AVERAGE			68%
Email Campaign	Click throughs	Mailchimp Campaign Report	10	
	Email 1			6
	Email 2			7
	Email 3			8
	TOTAL			21
Landing Page	Pageviews	GA Pageview Report	8	29
Landing Page	Pageviews (from a particular source)	*Optional*GA Acquisition Report[Referral + Email Users]		
Thank You Page	Conversions	GA Funnel Report[Step 2 Total]	4	14

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Interpretation & recommendations



- We exceeded our expectations regarding the number of email subscribers and blog article page views. Success with the number of email subscribers shows that we have succeeded in finding our target audience. Success with the blog article page view suggests that, first of all, our content is seen as relevant and it resonates, and secondly, that it reinforces our understanding of the target persona and their interests. **Recommendation would be to continue with quality content and carefully assess from time to time what topics are of interest to our target audience.** In order to broaden our target audience, we need to carefully examine what kind of topics appeal to them and focus our content production on those topics that overlap between target personas. This requires effective key word research and analysis and more depth target persona research such as focus groups and surveys.
- According to Mailchimp data, **the spam rate and complaint rate of all our emails were 0.** This indicates that our campaign has been clear, consistent and compliant.
- All emails had overall very good opening rates (65-75%) considering that the average opening rate is usually around 20%. Our evidence favours the conclusion that certain days of the week and times of day tend to increase the likelihood that marketing emails will be opened. **In terms of timing, for this campaign, we relied on basic rules in the industry (such as avoiding Monday as launch day), but because our target audience is unique, we should continue testing out email launch timing in the future.**
- Successful opening rates also suggest that we managed to **use interesting and catchy subject text.** Our goal throughout the campaign was to offer useful information and inspiration for our email subscribers and in each email we also gave a little sneak peek of the next email's topic.

Interpretation & recommendations



- Click-throughs were a bit lower than expected, but the last 2 emails almost reached the target with 7 and 8 click-throughs. Our approach was to use our product landing page for our CTA, and in the future we should also use the blog instead to see if our click-through ratings improve, and then direct the reader from the blog to the landing page. This way we could promote quality content that is more useful for the target persona. We could also test other formats and design for future campaigns.
- Page views and conversion rates exceeded our targets. This data indicates that our marketing strategy including lead-generation efforts has been successful. So far it looks like there has been a lot of additional traffic too and this is definitely something we should examine further to be able to understand the demographics of these users as well as the best possible channels.
- Double-checking the funnel set up and configurations and testing the user journey to be able to measure and refine and fix bottle-necks in the customer journey.

thank
you!

