



# LSE Digital Marketing Strategy and Analytics Career Accelerator

Assignment 1: Presenting an integrated digital  
marketing strategy to stakeholders

*EcoGlam digital marketing strategy*

Submitted by: Tetiana Varfolomieieva

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## Scenario

As a young sustainable fashion startup, EcoGlam operates in a rapidly evolving sustainable fashion market characterised by increasing consumer demand for eco-friendly and ethically produced clothing. The current state of the market is highly competitive, with established brands like Eileen Fisher, Glass Onion, and Omnes leading the way in various niches of sustainable fashion in the UK. EcoGlam's marketing environment is defined by its USP - a strong commitment to affordability, durability, and timeless design, setting it apart from competitors that often focus on premium pricing or niche markets.

EcoGlam's strengths lie in its competitive pricing, durable products, and a clear focus on sustainability. However, challenges include lower brand recognition and a smaller marketing budget compared to its competitors, which could limit market penetration and visibility.

The growing demand for sustainable fashion presents a significant opportunity for the brand. Consumers are increasingly looking for eco-friendly, versatile options, which align well with EcoGlam's offerings. However, the threat of greenwashing and intense competition poses risks, making it crucial for EcoGlam to maintain transparency and authenticity in its marketing. By emphasising its affordability, timelessness, long-term cost savings, and genuine commitment to sustainability, EcoGlam can effectively differentiate itself in the competitive landscape and capitalise on the market's positive trends.

For further details see Appendix 1 and 2.



## Targets

EcoGlam aims to promote sustainability in the fashion industry, establish itself as a leading sustainable fashion brand, raise awareness about the negative impact of fast fashion, and create a community of like-minded individuals passionate about sustainability and ethical fashion.

To achieve these business goals, EcoGlam has set objectives to expand its product line by 20% in the next two years, increase its customer base, and reduce waste and emissions by 25% through optimised production processes.

To support these business goals, EcoGlam's long-term marketing objectives include increasing sales revenue by 50% and improving customer retention by 30% within the next 12 months.

The short-term digital marketing objectives focus on immediate actions to build a foundation for these broader goals. These include objectives identified by EcoGlam as well as additional suggestions that will contribute to the achievement of the long-term goals.

Therefore, for the next 6 months set OKRs are:

1. to grow the email database by 30%;
2. to increase email click-through rates by 3% through personalised content;
3. to boost the purchase conversion rate by 10% via organic and paid channels;
4. to grow its social media followers by 25%;
5. to increase website traffic by 30% through targeted digital campaigns;
6. to increase increasing the repeat purchase rate by 15%

See more detailed breakdown in Appendix 3.



## Reach

To target its customers, previously EcoGlam relied purely on generational segmentation. To reflect better the brand's diverse audience and to tailor its marketing strategies more effectively, I created primary, secondary and other personas mentioned below.

### **Who are EcoGlam's target customers?**

EcoGlam's target customers are eco-conscious individuals who value sustainability and ethical practices and want to reflect it in their fashion choices. They span different demographics but share a commitment to sustainable living and a preference for stylish, durable, and ethically made clothing.

### **Primary persona: Eco-chic millennial - Emily Green**

Emily Green is a 30-year-old graphic designer living in London who values sustainability, creativity, and ethical consumption. She is passionate about living a zero-waste lifestyle and enjoys cultural activities and vegetarian cooking. She shops mostly online and prefers unique, stylish clothing that is sustainably made.

### **Secondary persona: Ethical entrepreneur - James Hart**

James Hart is a 34-year-old co-founder of a tech startup in Manchester. He values sustainability and ethical business practices, integrating them into both - his personal and professional life. He seeks high-quality, versatile menswear that suits his professional and casual lifestyle and engages with tech and sustainability content.

### **Other persona: Eco-conscious parent - Sarah Miller**

Sarah Miller is a 45-year-old environmental consultant living in Brighton with her family. She is dedicated to environmental protection and educating others about sustainable practices. She looks for durable, practical clothing that supports her active lifestyle and values brands with strong community and environmental initiatives.

### **What characteristics do they share?**

- **Values:** Sustainability, ethical consumption, environmental protection.



- **Lifestyle:** Active, urban/suburban living, minimalist, involved in cultural and community activities.
- **Shopping preferences:** Online shopping mostly, thorough brand research, preference for unique and stylish yet sustainable fashion.
- **Communication channels:** Instagram, Pinterest, TikTok, LinkedIn, sustainability blogs, and email newsletters.

### Why are they interested in EcoGlam's products?

They are drawn to EcoGlam's commitment to sustainability, transparency in production processes, and the stylish, durable nature of the products. They appreciate the brand's efforts to balance affordability with eco-friendly practices and the focus on offering timeless designs that transcend fast fashion trends.

### What can EcoGlam offer them?

- **Eco-conscious products:** Made from sustainable materials and suitable for recycling.
- **Comfort:** Designed for active lifestyles, wearable all day.
- **Timeless style:** Versatile for both city and nature, always in trend.
- **Durability:** Long-lasting products that save money over time.

### What are their preferences, desires, and challenges?

- **Preferences:** High-quality, stylish, and sustainable clothing; brands that reflect their ethical values.
- **Desires:** To support brands that prioritise the environment and ethical labour practices.
- **Challenges:** Balancing affordability with sustainability, scepticism about greenwashing, finding fashionable sustainable options.

### How do they interact with EcoGlam's brand?

- **Primary persona (Eco-chic millennial - Emily Green):** Interacts primarily through Instagram and Pinterest, engages with sustainable fashion content, and shops mostly online.
- **Secondary persona (Ethical entrepreneur - James Hart):** Uses LinkedIn for professional networking, follows tech and sustainability blogs, and prefers versatile, high-quality menswear.



- **Other persona (Eco-conscious parent - Sarah Miller):** Active on Facebook and community forums, follows sustainability influencers and participates in online workshops.

For more details see Appendix 4.

## Awareness

EcoGlam positions itself as a sustainable fashion brand that embodies ethical practices and timeless style. The brand message, “**Ethical Fashion, Timeless Style. Wear Your Values**” succinctly captures EcoGlam’s commitment to offering premium quality products that align with eco-conscious values while remaining stylish and affordable.

To identify brand positioning further, I used the 4P marketing mix:

### **Product:**

EcoGlam’s product line emphasises high-quality, durable materials that ensure longevity, making each piece a worthy investment. The products are designed to be versatile, with timeless styles that remain fashionable, thereby opposing the transient nature of fast fashion. The brand’s offerings are meticulously crafted to combine luxury with sustainability, using nature-inspired colours that appeal to consumers who value both aesthetics and environmental responsibility.

### **Price:**

EcoGlam adopts a competitive pricing strategy that balances premium quality with affordability. By offering products that are priced lower than high-end sustainable fashion brands but higher than fast fashion items, EcoGlam positions itself as an accessible yet luxurious choice for consumers. This approach highlights the value for money aspect, emphasising that while the initial cost may be higher than fast fashion, the durability and timeless design of EcoGlam products lead to longer use and, ultimately, greater savings for consumers.

### **Place:**

EcoGlam’s primary sales channel is its user-friendly online store, which showcases the entire product range and provides detailed product information to help consumers make informed purchases. The online platform is designed to offer a seamless shopping experience, aligning with the preferences of tech-savvy,



eco-conscious consumers. Additionally, EcoGlam explores selective partnerships with eco-friendly boutiques to increase brand visibility and reach customers who prefer in-store shopping experiences. Temporary pop-up shops in strategic urban locations are also utilised to create buzz and engage directly with customers.

### **Promotion:**

EcoGlam's promotional strategy is multifaceted, focusing on various channels to effectively reach and engage its target audience. The brand's social media marketing efforts are concentrated on Instagram, Pinterest, and TikTok, platforms known for their visual appeal and popularity among eco-conscious consumers. Through engaging visuals and storytelling, EcoGlam highlights the unique benefits of its products and the brand's commitment to sustainability. Influencer collaborations play a significant role in expanding reach and building credibility, as influencers share their positive experiences with EcoGlam's products.

Content marketing is another key component, with EcoGlam creating informative blog posts, videos, and infographics about sustainable fashion, the negative impacts of fast fashion, and tips for living an eco-friendly lifestyle. Personalised email marketing campaigns keep subscribers engaged with exclusive deals, new product launches, and educational content.

Public relations efforts are geared towards securing media coverage in fashion and sustainability magazines, websites, and news outlets. Press releases, media coverage, and participation in sustainable fashion events help increase brand visibility and establish EcoGlam as a thought leader in the industry.

### **Promotional Incentives:**

To further enhance customer loyalty and attract new buyers, EcoGlam offers various promotional incentives. Discounts for loyal customers, promo codes for email opt-in for first-time buyers, and special offers for new product launches are key tactics to encourage purchases and build a loyal customer base.

By emphasising the luxury look and feel of its products, combined with nature-inspired colours, EcoGlam effectively communicates its brand identity and values.



# Tactics

EcoGlam had a comprehensive digital marketing strategy and implemented tactics accordingly, nevertheless, several areas for improvement have been identified. Based on EcoGlam's goals, objectives, and the current state of its digital marketing efforts, a [customer journey map](#) was developed as well as a refined strategy.

The key objectives include growing the email database, increasing email click-through rates (CTR), boosting purchase conversion rates, expanding social media followers, and increasing website traffic.

Let's look at the tactics per channel:

## 1. Social Media Marketing

### Organic previous efforts:

EcoGlam's social media report shows great content customisation per channel. The new collection announcement and behind-the-scenes type of post worked well too. Poor use of imagery and video has led to low engagement despite the good content structure. Facebook has the most followers and would be a good platform for community building, however Instagram has the highest engagement. Usage of LinkedIn could be a good tactic to attract investors and partners.

### Future organic strategy recommendations:

#### 1. Expand social channels

As a visual-first brand EcoGlam would benefit from adding **Pinterest** and **TikTok** platforms.<sup>1</sup>

The main focus should be on Instagram, Pinterest and TikTok - for the primary persona, Facebook and LinkedIn could remain for the secondary and other target audiences. I would closely monitor Pinterest's performance and adjust strategy accordingly.

#### 2. Double down on video and imagery

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<sup>1</sup> <https://sproutsocial.com/insights/pinterest-statistics/>





Creating high-quality, visually appealing video and image content that aligns with the brand's aesthetic and resonates with the target audience will allow EcoGlam to increase engagement and brand awareness.<sup>23</sup>

### **3. Focus on giving value vs product sales posts**

Making sure the audience receives value in interacting with the brand is key for engagement and retention. Therefore I suggest the following ratio of content :

30% - inspirational (style ideas, fashion tips)

20% - educational (fashion industry)

20% - promotional (new products, trending pieces)

20% - brand-focused (behind the scenes, about the team)

10% - entertaining (anything funny and sharable)

### **4. Tailor content for different personas**

To make content relevant and engaging for all buyer personas, it needs to be personalised for pain points and needs of specific personas on particular channels.

### **5. Find the right influencers to support the brand**

Find influencers who will resonate with the target audience and share the brand values of EcoGlam, even if they don't have the biggest following.

## **Future paid strategy recommendation:**

### **1. Targeted audience segmentation is the key**

Addressing pain points and needs of the developed buyer personas should be put in the base of ad campaigns.

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<sup>2</sup> <https://frogfrenchie.com/video-vs-images-best-practices-for-social-media/>

<sup>3</sup> <https://thesocialshepherd.com/blog/social-media-strategy-fashion-brands>



## 2. Compelling ad creatives

Video and imagery showcasing products and features in combination with a copy addressing needs and pain points could work to improve engagement and brand awareness.

## 3. New product launch and retargeting campaigns

We saw that this type of content worked very well for organic and paid campaigns in the past. Still, the content should be highly personalised for both: the ad and landing pages.

An example of the ad for a new product launch - 'Forest Footstep' footwear can be found in Appendix 5.

## 2. PPC Advertising

### Previous efforts:

The campaign is an important element in brand awareness and lead-gen marketing efforts. Broad, short-tailed keywords and not specific targeting resulted in high cost, low conversion and ROAS, which could be improved.

### The main optimisation suggestions include:

1. **Keyword refinement:** focus on niche, long-tail keywords to reduce competition and CPC. Implement negative keywords to filter out irrelevant traffic and improve ad relevance.
2. **Audience targeting:** use detailed audience segmentation to target buyer persona and lookalike audiences. Personalise ads based on past interactions.
3. **Ad creatives:** Highlight unique selling points like sustainability and ethical production and add a strong CTA. Test creative to identify the most effective.
4. **Landing page:** ensure that landing pages align with ad messaging for a cohesive user experience.
5. **Budget allocation:** allocate more budget to high-performing campaigns and keywords. Reduce spend on underperforming ad groups and campaigns.

Further past campaign analysis and optimisation recommendations can be found [here](#).



### 3. SEO & Content

EcoGlam's SEO and content strategy should focus on:

- **Keyword optimisation** - identification top most relevant specific keywords with lower competition. Facilitation of content gap analysis to identify what topics/keywords don't have much coverage but could be of interest to buyer personas.
- **High-quality content creation** based on the SEO and content topics research, that gives value and engages the audience. This will include:
  - educational content in the form of a blog about sustainable fashion;
  - product how-to guides and video styling tips tutorials
  - customer stories and testimonials
  - FAQ's

All content should be repurposed across website and social media channels.

- **On-page SEO** to ensure that all on-page elements are optimised for search engines incorporating initially researched search terms into meta titles, descriptions and alt tags.
- **Internal linking** interconnects relevant blog posts, product pages, and category pages for easy access and straightforward navigation.

KPIs like organic traffic, keyword rankings, conversion rate, bounce rate, average session duration and engagement metrics should be closely monitored over time to make necessary adjustments. This approach aims to enhance visibility, build trust, and drive sustainable growth through improved user experience and targeted valuable content.



#### **4. Email Marketing**

EcoGlam aims to grow the email database by 30% and increase email marketing campaign CTR by 3% as a short-term goal.

In order to achieve this, detailed audience segmentation and further content personalisation should be implemented.

The strategy includes segmentation of the existing audience into high-value customers, infrequent shoppers, and cart abandoners. Each segment receives tailored emails featuring special offers, product announcements, sustainability tips and customer stories.

The website will be the primary source of new email opt-ins followed by social media ads and influencer collaboration. When subscribed, the audience should be able to specify their content preferences, if any.

Metrics like CTR, open rates, and conversion rates should be constantly monitored to ensure effectiveness and guide improvements.

An example of the audience and content segmentation for a sustainable summer collection launch can be found [in Appendix 6](#).

## **Execution**

To optimise EcoGlam's marketing budget and achieve the best possible ROI, it is crucial to prioritise high-performing channels while adjusting or pausing those with lower effectiveness. H2 budget allocation can be found [here](#) and the key recommendations are below:

### **1. Prioritise Email Marketing:**

Given the exceptionally high ROI in previous quarters, email marketing has proven to be a cost-effective channel that drives significant revenue. Increasing the budget for email marketing by up to 10% in July-August and further up to 13% in Q3/Q4 will likely yield substantial returns. Email marketing is also a key to achieving short& long-term objectives.



## **2. Maintain and slightly increase PPC:**

PPC campaigns have shown good ROI, but there is room for better efficiency. Maintaining the budget at 25% in Q3 and increasing it to 28% in Q4 will allow for targeted efforts on high-converting keywords and demographics, especially during peak shopping periods.

## **3. Adjust Paid Social Media advertising:**

The negative ROI indicates the need for a strategy refinement. A recommendation is to reduce the budget to 25% of the monthly spend and then increase it to 28% in Q4, however, the focus should be on improving targeting according to new buyer personas.

## **4. Boost Retargeting Ads:**

Retargeting ads have demonstrated outstanding ROI, making them essential for converting interested visitors into customers. Maintaining the budget at 5% in Q3 and increasing it to 7% in Q4 will help maximise these conversion opportunities.

## **5. Focus on quality Content Marketing:**

Despite the current negative ROI, content marketing is vital for long-term growth. Increasing the budget to 10% with a strong focus on quality optimisation, new content development, and individual landing pages is recommended. Reducing the budget to 5% in November and increasing it again to 9-10% in December for Q1 2025 content preparation can balance short-term and long-term needs.

## **6. Reevaluate Webinar Events:**

Given the fluctuating ROI, pausing webinars in Q3 to explore PR and influencer marketing is suggested. This will provide time to reassess the strategy and potentially restart webinars in Q4 with a refined approach.

By focusing on high-ROI channels like email marketing and retargeting ads, and adjusting spend on underperforming areas such as paid social media and webinars, EcoGlam can enhance its overall marketing effectiveness and achieve its goals efficiently. Regular monitoring and data-driven adjustments will ensure continued optimisation of the marketing budget.



## Generate

EcoGlam's marketing objectives are centred around increasing brand awareness, driving conversions, and promoting sustainability. To ensure these goals are being met, EcoGlam will implement a comprehensive tracking and measurement strategy. This strategy involves setting clear KPIs, regularly monitoring performance data, and making data-driven adjustments as necessary.

Key Performance Indicators are essential for measuring success across various marketing channels. For each objective, specific KPIs will be established:

### Email Marketing

**Open rate** - avg 31.82% for apparel/accessories emails <sup>4</sup>

**CTR** - avg 1.64% for apparel/accessories emails <sup>5</sup>

**Conversion rate** - industry avg 0.08%

**Unsubscribe rate** - avg. 0.25% in the industry <sup>6</sup>

### PPC Advertising

Click-through rate - industry average. 1.64% <sup>7</sup>

Conversion rate - industry average. 1.32%

Cost per click and return on ad spend (ROAS).

### Paid Social Media Advertising

Engagement rates (likes, shares, comments), CTR, conversion rates, and ROAS.

**Content Marketing:** Organic traffic, bounce rates, average session duration, keyword rankings, and conversion rates.

**Social media:** followers' growth, reach, impressions and engagement

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<sup>4</sup> <https://www.klaviyo.com/blog/fashion-ecommerce-marketing-best-practices>

<sup>5</sup> <https://www.klaviyo.com/blog/fashion-ecommerce-marketing-best-practices>

<sup>6</sup> <https://worldmetrics.org/average-unsubscribe-rate/>

<sup>7</sup> <https://www.promodo.com/blog/top-7-kpis-for-paid-advertising-to-track-in-2023>



**Webinar Events:** Attendance rates, engagement during the webinar, lead generation, and post-webinar conversion rates.

**Influencer marketing:** followers' growth, reach, website traffic, conversion rate

**PR:** media coverage, reach, website traffic

To stay on track, EcoGlam will establish a routine for monitoring these KPIs. Weekly and monthly reports will be generated to track progress and identify trends. Tools like Google Analytics, social media insights, email marketing platforms, and PPC management software will be used to gather and analyse data.

Regular performance reviews will allow EcoGlam to make timely adjustments to its strategies, A/B test messages and visuals to improve engagement.

## **Measuring Success**

### **Increase in Brand Awareness:**

Success in increasing brand awareness will be measured by tracking growth in social media followers, website traffic, and engagement rates. Metrics such as the number of new followers, reach and impressions on social media posts, and organic search traffic will provide insights into brand visibility and audience engagement.

### **Improvement in Conversion Rates:**

EcoGlam aims to increase its purchase conversion rate by 10% in the next six months. This will be measured through conversion rates on the website and from various marketing channels. Monitoring the number of completed purchases, cart abandonment rates, and overall sales figures will indicate whether conversion optimisation efforts are effective.

### **Enhanced Customer Engagement:**

Customer engagement will be measured through email open rates, click-through rates, social media interactions, and feedback from webinars. Higher engagement rates suggest that the content is resonating with the audience and driving interaction.

### **ROI and Revenue Growth:**

Ultimately, the success of EcoGlam's marketing strategy will be reflected in the ROI and revenue generated from each channel. By comparing the amount spent on



marketing activities with the revenue generated, EcoGlam can assess the financial effectiveness of its strategies. Positive ROAS across channels and overall revenue growth will indicate that EcoGlam is on the right track.



## Appendix 1

### EcoGlam Marketing Environment & Competitor Analysis

EcoGlam faces strong competition from established brands like Eileen Fisher, Glass Onion, and Omnes, each excelling in sustainable fashion with distinct niches—Eileen Fisher in premium, timeless designs; Glass Onion in vintage and upcycled fashion; and Omnes in trendy, sustainable pieces.

Let's look into competitor analysis and insights for EcoGlam in more detail below:

Current Operators	<b>Market Regulation:</b> The market for sustainable fashion is regulated, but the barriers to entry for new companies are relatively low, especially online. <b>Competitors:</b> EcoGlam's main competitors in the UK are Eileen Fisher, Glass Onion, and Omnes. These brands are well-established with significant brand recognition.	<b>Actionable Insight:</b> Focus on building brand awareness to establish a foothold in the competitive market.
Offering	<b>Product Differentiation:</b> EcoGlam offers timeless, durable, and sustainable fashion at a more competitive price point compared to Eileen Fisher. Glass Onion focuses on vintage and upcycled fashion, while Omnes offers trendy, sustainable pieces.	<b>Actionable Insight:</b> Highlight the <b>affordability</b> and <b>durability</b> of EcoGlam's products in marketing campaigns, emphasising <b>cost savings</b> over time due to the long-lasting nature of the products.
Market Share	<b>Brand Recognition:</b> Eileen Fisher is well-recognised in the US but less established in the UK. Glass Onion and Omnes have a niche but growing followings.	<b>Actionable Insight:</b> Improve online visibility and brand awareness via SEO and PPC campaigns. Utilise social media and influencer partnerships to build brand recognition quickly in the UK market.
Price	<b>Pricing Strategy:</b> Eileen Fisher's premium pricing reflects its sustainable fabrics and long-lasting designs. EcoGlam's <b>competitive pricing</b> offers an advantage.	<b>Actionable Insight:</b> Position EcoGlam as an <b>affordable, sustainable fashion choice</b> . Create content that educates consumers on the

		long-term value and cost savings of buying durable, eco-friendly fashion.
Expertise	<b>Brand Expertise:</b> Eileen Fisher has a well-established reputation and experience in sustainable fashion. Glass Onion's strength lies in vintage fashion, and Omnes is known for trendy, sustainable designs.	<b>Actionable Insight:</b> Leverage EcoGlam's expertise in creating timeless, versatile pieces. Share behind-the-scenes content, sustainability reports, and interviews with designers to build credibility.
Target Audience	<b>Consumer Behavior:</b> A significant portion of the target market values sustainability but also buys from fast fashion brands due to affordability and trendiness.	<b>Actionable Insight:</b> Create targeted ad campaigns that address the pain points of fast fashion (e.g., environmental impact, poor durability). Promote EcoGlam's sustainable, stylish, and affordable alternatives.
Employees	<b>Operational Efficiency:</b> Eileen Fisher is known for being responsive to market changes and maintaining a skilled workforce.	<b>Actionable Insight:</b> Ensure quick adaptation to market trends and consumer feedback. Highlight EcoGlam's skilled team and their commitment to sustainability in marketing materials.

While EcoGlam benefits from its competitive pricing, unique timeless collection, focus on durability, and commitment to sustainability, it needs to enhance brand recognition, market penetration and trust.

EcoGlam can differentiate itself by emphasising affordability, long-term cost savings, and genuine eco-friendly practices in the growing sustainable fashion market.

# Appendix 2 – SWOT Analysis

## Strength

- **Competitive pricing** compared to high-end sustainable brands
- **Durable and timeless designs**
- **Commitment to sustainability**
- **Brand differentiation** via USP and innovative products launch

## Weaknesses

- **Lower brand recognition** vs competition
- **Limited market share**
- Need to **build trust** via brand transparency
- **Smaller marketing budget** compared to larger brands

## Opportunities

- Growing **demand for sustainable fashion**
- Introducing **new product lines**, like the 'Forest Footstep' boots, to increase market share and gain new customers
- **Partnerships** and **collaborations**
- **Customer education** with compelling content
- Increasing **brand awareness**

## Threats

- **Increased competition** from established sustainable fashion brands
- Economic uncertainty and **changes in consumer spending habits**
- **Greenwashing** & skepticism
- **Changing fashion trends**
- Supply chain disruptions, **pricing increase**

## Appendix 3

### Business goals:

to promote sustainability in the fashion industry;  
to become a leading sustainable fashion brand;  
to raise awareness about the negative impact of fast fashion and encourage consumers to make more sustainable choices  
to create a community of like-minded individuals who are passionate about sustainability and ethical fashion

### Business objectives:

to expand its product line - increase the number of products available by 20% in the next 2 years  
to increase its customer base  
to become a leading sustainable fashion brand - reduce waste and emissions by 25% in the next 2 years by optimising production processes

### Long-term marketing objectives:

- to increase sales revenue by 50% in the next 12 months by highlighting the unique value proposition of EcoGlam products and targeting conscious consumers who prioritise sustainable and ethical fashion
- to improve customer retention by 30% in the next 12 months

Short-term digital marketing objectives	Digital marketing metrics
<b>Objective 1:</b>  Increase <b>email CTR</b> in the next six months by 3% with the engaged segment by personalising the content based on past purchasing behaviour.	<b>Metric to measure 1:</b>  Open rate, click-through rate, conversion rate, unsubscribe rate
<b>Objective 2:</b> To grow <b>email database by 30%</b> over the next six months.	<b>Metric to measure 2:</b> Number of email subscribers, active subscribers, unsubscribe rate
<b>Objective 3:</b>  Increase the number of <b>social media followers</b> by 25% over the next six months.	<b>Metric to measure 3:</b>  Number of followers on the main social media channels (Instagram, Pinterest, TikTok, Facebook), engagement rate
<b>Objective 4:</b>	<b>Metric to measure 4:</b>

# Digital marketing strategy canvas

Increase <b>website</b> traffic by 30% through <b>organic</b> and <b>paid channels</b> in six months.		Web visits, web unique visits	
<b>Objective 5:</b>  Increase the <b>purchase conversion rate by 10%</b> through <b>organic</b> and <b>paid channels</b> in the next six months		<b>Metric to measure 5:</b>  Website visits, conversion rate, cart abandonment	
<b>Objective 6:</b>  Improve customer retention by increasing the <b>repeat purchase rate</b> by 15% within the next six months.		<b>Metrics to measure 6:</b>  Repeat purchase rate, number of highly engaged customers, CLV	
<b>Customer segment:</b>  <b>Primary audience segment: Eco-Chic Millennial Emily Green</b> <b>Age:</b> 30 <b>Gender:</b> Female <b>Location:</b> London, UK <b>Occupation:</b> Graphic Designer <b>Income Level:</b> £45,000 annually <b>Values:</b> Sustainability, creativity, ethical consumption		<b>Customer pain points:</b> <ul style="list-style-type: none"> <li>- Balancing affordability with sustainability</li> <li>- Finding unique and stylish sustainable clothing</li> <li>- Confidence in the brand's values, avoiding greenwashing</li> </ul> <b>Goals:</b> To live a zero-waste lifestyle, support ethical brands, be a role model for sustainable living	
<b>Channels:</b> Website Email Social media - IG, Facebook, Pinterest, TikTok, LinkedIn Twitter SEM Influencer/PR Events	<b>Key opportunities and challenges:</b> <b>Opportunities</b> Growing demand for sustainable fashion, partnerships and collaborations, increased brand awareness <b>Challenges</b> Increased competition Changes in consumer spending habits Changing fashion trends Increased prices for raw materials	<b>Competitor insights:</b>  EcoGlam can differentiate itself by emphasising affordability, long-term cost savings, and genuine eco-friendly practices in the growing sustainable fashion market.	<b>Unique value proposition:</b>  Timeless, sustainably manufactured collection and enduring styles that hold up against changing fashion trends.

# Appendix 4

## EcoGlam Buyer Persona

### Primary Persona: Eco-Chic Millennial

#### Demographic Details

- **Name:** Emily Green
- **Age:** 30
- **Gender:** Female
- **Location:** London, UK
- **Occupation:** Graphic Designer
- **Income Level:** £45,000 annually
- **Education:** Bachelor's degree in Graphic Design
- **Family Status:** Single, lives with a roommate

#### Psychographic Details

- **Values:** Sustainability, creativity, ethical consumption
- **Lifestyle:** Urban living, minimalist, enjoys cultural activities
- **Interests:** Art, sustainable fashion & living, vegetarian cooking, volunteering at local charities
- **Goals:** To live a zero-waste lifestyle, support ethical brands, be a role model for sustainable living
- **Challenges:** Balancing affordability with sustainability, finding unique and stylish sustainable clothing

#### Behavioural Insights

- **Shopping Preferences:** Prefers unique, artistic clothing pieces that are sustainably made. Shops mostly online, sometimes in the charity shops.
- **Online Behaviour:** Active on Instagram and Pinterest, follows sustainable fashion brands and influencers, engages with content about eco-friendly living.
- **Communication Channels:** Instagram, eco-conscious blogs, email newsletters, Pinterest, TikTok

#### Narrative: Emily Green

Emily Green is a 30-year-old graphic designer living in London. Her passion for creativity and sustainability drives her to seek ethical and eco-friendly fashion brands. Emily enjoys the vibrant culture of London, frequently visiting art galleries, participating in community events, and experimenting with vegetarian recipes.

## Appendix 4

### EcoGlam Buyer Persona

Emily's primary goal is to live a zero-waste lifestyle and to support local small brands that prioritise ethical practices. She values unique, stylish clothing that reflects her artistic nature

while adhering to sustainable standards. Her biggest challenge is finding fashionable pieces that are both sustainable and affordable, as she navigates the higher cost of ethical fashion.

Highly active on Instagram and Pinterest, Emily follows various sustainable fashion influencers and engages with content related to eco-friendly living. She prefers shopping online where she can research brands thoroughly, reading reviews and product details to ensure they align with her values.

#### Secondary Persona: Ethical Entrepreneur

##### Demographic Details

- **Name:** James Hart
- **Age:** 34
- **Gender:** Male
- **Location:** Manchester, UK
- **Occupation:** Co-founder of a tech startup
- **Income Level:** £60,000 annually
- **Education:** MBA
- **Family Status:** Married, expecting first child

##### Psychographic Details

- **Values:** Sustainability, innovation, ethical business practices
- **Lifestyle:** Urban, work-life balance, enjoys tech and fitness
- **Interests:** Technology, sustainable living, cycling, cooking
- **Goals:** To integrate sustainability into his business and personal life, be a responsible role model
- **Challenges:** Time constraints, finding high-quality long-lasting sustainable menswear that is also professional

##### Behavioural Insights

- **Shopping Preferences:** Prefers classic, high-quality pieces that are versatile for work and leisure. Values brands with clear sustainability commitments.
- **Online Behaviour:** Follows tech and sustainability blogs, participates in online forums about ethical business practices and uses LinkedIn for networking.

## Appendix 4

### EcoGlam Buyer Persona

- **Communication Channels:** LinkedIn, sustainable living blogs, email newsletters, Instagram

#### **Narrative: James Hart**

James Hart is a 34-year-old tech entrepreneur based in Manchester. He co-founded a successful startup and is passionate about integrating sustainability into both his business and personal life. As a soon-to-be father, James is increasingly focused on making responsible choices for the future.

James values high-quality, versatile clothing that suits his professional and casual lifestyle. His challenge is finding sustainable menswear that meets his standards for both style and ethics. He is time-constrained due to his busy schedule but remains committed to supporting brands that align with his values.

James stays informed through tech and sustainability blogs, engages in online forums about ethical business practices, and uses LinkedIn for professional networking. Instagram is his go-to platform for discovering new sustainable brands and lifestyle tips.

#### **Rationale for Including a Male Persona**

The decision to choose a male persona as the secondary persona was based on the need to diversify the target audience and ensure that EcoGlam's marketing strategy addresses the unique needs and preferences of both male and female customers.

Here's the rationale behind this approach:

1. **Gender Diversity:** Including a male persona helps EcoGlam tap into the male segment of the market, which is often underserved in sustainable fashion. This ensures that the brand appeals to a broader audience.
2. **Balanced Representation:** Representing both genders equally ensures that marketing efforts are inclusive and address the needs of all potential customers, not just one gender.
3. **Expanding Market Reach:** By targeting both men and women, EcoGlam can increase its market reach and potential customer base, leading to higher sales and brand recognition.
4. **Unique Insights:** Men may have different purchasing behaviours, preferences, and challenges compared to women. Including a male persona provides unique insights that can help tailor specific marketing messages and strategies to effectively engage this audience.



# Appendix 4

## EcoGlam Buyer Persona

### Other Persona: Eco-Conscious Parent

#### Demographic Details

- **Name:** Sarah Miller
- **Age:** 45-55
- **Gender:** Female
- **Location:** Brighton, UK
- **Occupation:** Environmental Consultant
- **Income Level:** £55,000 annually
- **Education:** Master's degree in Environmental Science
- **Family Status:** Married, two teenage children

#### Psychographic Details

- **Values:** Environmental protection, education, community involvement
- **Lifestyle:** Suburban, eco-conscious, family-oriented
- **Interests:** Hiking, gardening, DIY projects, educational workshops
- **Goals:** To lead a sustainable lifestyle and educate others, support ethical brands, and provide eco-friendly options for her family
- **Challenges:** Balancing family needs with sustainable choices, managing costs of eco-friendly products

#### Behavioural Insights

- **Shopping Preferences:** Prefers durable, practical clothing that supports an active lifestyle. Values brands with strong community and environmental initiatives.
- **Online Behaviour:** Active on Facebook and local community forums, follows sustainability influencers, participates in online workshops and webinars.
- **Communication Channels:** Facebook, community forums, email newsletters, sustainability blogs

#### Narrative: Sarah Miller

Sarah Miller is a 45-year-old environmental consultant living in Brighton. She is deeply committed to protecting the environment and educating others about sustainable practices. Sarah lives in a suburban area with her husband and two teenage children, striving to lead by example through an eco-conscious lifestyle.

Sarah seeks durable, practical clothing that suits her active lifestyle and supports local ethical brands with strong community and environmental initiatives. Her challenge is balancing the needs and preferences of her family with sustainable choices, often finding eco-friendly products to be more expensive.

## Appendix 4

### EcoGlam Buyer Persona


Sarah is highly active on Facebook, participating in local community forums and following sustainability influencers. She engages with content through email newsletters and sustainability blogs, often attending online workshops and webinars to stay informed and connected.

## Appendix 5

### EcoGlam's Paid Ad Forest Footstep

To develop paid ads the primary buyer persona was considered:

### Emily Green



**"I'm looking for trustworthy sustainable clothing brand that fits my style and shares my values."**

Age: 30  
Work: Graphic Designer  
Family: Single, lives with a roommate  
Location: London  
Income level: £45,000

**Creative** **Practical**  
**Minimalistic** **Hardworking**  
**Visual** **Vegetarian** **Classy**

### Bio

Emily Green is a 30-year-old graphic designer living in London. Her passion for creativity and sustainability drives her to seek ethical and eco-friendly fashion brands. Emily enjoys the vibrant culture of London, frequently visiting art galleries, participating in community events, and experimenting with vegetarian recipes. Emily's primary goal is to live a zero-waste lifestyle and to support local small brands that prioritise ethical practices. She values unique, stylish clothing that reflects her artistic nature while adhering to sustainable standards. Her biggest challenge is finding fashionable pieces that are both sustainable and affordable, as she navigates the higher cost of ethical fashion.

Introvert Extrovert  
Analytical Creative  
Loyal Fickle  
Passive Active

Instagram  
Pinterest  
Blogs, articles  
Email newsletters  
Google search

### Goals

- To contribute to circular economy by living a minimalist, zero-waste lifestyle
- To support local small brands and businesses/initiatives that prioritise ethical practices.

### Frustrations

- Balancing affordability with sustainability
- Finding unique and stylish sustainable clothing

Sustainability  
Look and feel  
Price  
Convenience  
Practicality

### Other brands

Omnes Rapanui  
Yes Friends Happy Earth  
Vinted Reformation

Considering that Instagram and Pinterest are the main social media channels for the primary buyer persona, I would suggest 2 ads options to target Instagram/Facebook and Pinterest channels.

#### The main benefits of the product we would like to highlight:

- **Eco-conscious** - made of sustainable materials, suitable for recycling
- **Comfort** - made for an active lifestyle, you can wear it all day long
- **Classic, timeless style** - wearing in the city or walking in nature, you will always remain in trend wearing these boots
- **Durable** - it will serve you for a long time and save your budget on buying new boots

#### Extra feature to mention:

Limited-edition collections, new product launch by Eco-Glam

## Appendix 5

### EcoGlam's Paid Ad Forest Footstep

#### Ad Mockup 1: Image Carousel Ad

##### Visual:

Multiple high-quality images showcasing the 'Forest Footstep' boots in various settings: hiking, urban environments, and casual wear.

##### Image 1 concept: Boots close-up

**Text overlay:** 20% Off New Limited Edition

**Primary text:** Eco-friendly footwear for every adventure.

**CTA:** "Learn More"

##### Image 2 concept: Boots on a hiking trail.

**Text Overlay:** "Eco-Conscious Materials"

**Primary Text:** "Made from sustainable materials: eco-friendly and recyclable."

**CTA:** "Learn More"

##### Image 3 concept: Person walking in an urban setting.

**Text Overlay:** "All-Day Comfort"

**Primary Text:** "Created for an active lifestyle, classic design boots that offer the comfort you can rely on all day long."

**CTA:** "Learn More"

##### Image 4 concept: Close-up showing the durability of the boots.

**Text Overlay:** "Durable & Budget-Friendly"

**Primary Text:** "Built to last - shop less and save more."

**CTA:** "Shop Now"

##### Copy:

- **Headline:** New limited edition: 20% off on the first purchase
- **Primary Text:** "Stay sustainable on the go with EcoGlam's new foot activewear collection: Forest Footstep. Eco-friendly essentials for every adventure."
- **CTA:** "Shop Now" - will direct people to the product landing page

#### Ad Mockup 2: Video Ad

##### Visual:

- Short video clips showing the 'Forest Footstep' boots in various settings: hiking, urban environments, and casual wear.
- Close-ups highlighting comfort, style, and durability features.

## Appendix 5

### EcoGlam's Paid Ad Forest Footstep

#### Copy:

- **Headline:** New Limited Edition Collection: 20% Off Sustainable Footwear
- **Primary Text:** Eco-conscious materials, all-day comfort, timeless style, and unmatched durability for urban and outdoor adventures. Be the first to discover sustainable footwear that lasts. Get 20% off on your first purchase of the Forest Footstep collection.
- **CTA:** "Shop Now "

#### Scheduling time: IG/FB

**Wednesday** at 11 am,

**Friday** between 10 am - 11 am,

**Saturday** at 11am - 4pm

**Sunday** 11am - 4pm

#### Scheduling time: Pinterest

**Mon-Thu** after 5 pm

**Friday** at 3 pm

**Saturday** from 8 pm - 11 pm

**Sunday:** 2 pm - 7pm

#### Based on the resources:

<https://thesocialshepherd.com/blog/social-media-strategy-fashion-brands>

<https://blog.littledotstudios.com/en-gb/news-views/fashion-brands-social-media-strategies>

<https://www.perplexity.ai/search/what-are-the-optimal-times-for-llycd6VZRxS6U1cKIhNpHg>

#### New Product Landing Page Design - Squeeze

- Visually appealing new product landing page, with a **video** that showcases the collection in various environments: nature, urban, different clothing styles
- Highlights benefits of the footwear
- Talks about the ideas behind this collection showcasing natural materials
- Includes an email sign-up form to receive a discount code for the first purchase
- Provides customer reviews of the brand
- CTA takes to the product page with a variety of products and prices

## Appendix 5


### EcoGlam's Paid Ad Forest Footstep


[Home](#) [About us](#) [Collections](#) [Contact](#)


# YOUR SUSTAINABLE BOOTS FOR EVERY ADVENTURE

Forest Footstep  
New Limited Edition Collection

[SHOP NOW](#)

 SAVE THE ENVIRONMENT

 SAVE MONEY


 ENJOY THE COMFORT

## 95% of produced shoes end up in a landfill

4M metric tonnes of CO2 is produced annually by the shoe industry alone. That is more than the total greenhouse gas emissions produced by the Bahamas.

You can stop the waste by choosing sustainable footwear

[SHOP SUSTAINABLE BOOTS](#)



## WHERE SUSTAINABILITY MEETS COMFORT & STYLE

Forest Footstep limited edition boots collection is made from sustainable materials: eco-friendly and recyclable.


Created for an active lifestyle, classic design boots offer the comfort you can rely on all day long, in urban or nature settings.


Be the first to discover sustainable footwear that lasts.


**Get 20% off** on your first purchase of the Forest Footstep collection.

[GET 20% OFF](#)

## TIMELESS STYLE FOR EVERY OCCASION

[SHOP NOW](#)

[SHOP NOW](#)

[SHOP NOW](#)

## Appendix 6

### Email Marketing Campaign Launch

#### Enhanced Email Marketing Campaign for EcoGlam's Sustainable Summer Collection

##### Objectives:

- **Increase Click-Through Rate (CTR) by 3%** among the engaged segment.
- **Promote the latest sustainable summer collection.**
- **Provide value and build long-term customer relationships.**

##### List Building and Segmentation:

##### Method:

- **Audience list building:** website opt-in, social media ads, and influencer collaborations offering exclusive content and discounts should be used to grow EcoGlam's customer database. Opt-in based on customers' interests could be offered to make sure the information provided is highly relevant.
- **Segmentation:** the existing list should be segmented based on past purchasing behaviour:
  - **High-value customers:** frequent buyers with a high average order value.
  - **Infrequent shoppers:** customers who haven't purchased in the last 6 months.
  - **Cart abandoners:** customers who have items left in their carts.

##### Email Frequency:

- **High-value customers:** send weekly updates with exclusive previews and value-added content.
- **Infrequent shoppers:** bi-weekly emails with special offers, sustainability tips, and reminders.
- **Cart abandoners:** three-part email series over a week.

#### Email template and personalised messaging

##### Email template:

**Subject Line:** New Eco-Summer Collection is Here!

##### Body:

- **Header animation:** Vibrant image showcasing the new summer collection.
- **Greeting:** Personalised greeting (e.g., "Hi [First Name],").
- **Introduction:** Brief intro about the new collection and its sustainability features.

## Appendix 6

### Email Marketing Campaign Launch

- **Product Highlights:** Featured items with images, brief descriptions, and links to product pages.
- **CTA:** “Shop Now” button linking to the collection.
- **Value-added content:** Include the latest sustainability tip, eco-friendly lifestyle advice, or a link to a blog post directing people to read more on the website.
- **Footer:** Social media links, contact information, and an unsubscribe option.

#### Personalised messaging:

##### 1. High-value customers:

**Subject Line:** Exclusive 15% Discount for Our New Summer Collection!

**Body:**

- **Greetings:** “Hi [First Name],”
- **Message:** “As one of our most valued customers, we’re excited to offer you an exclusive first look at our new sustainable summer collection. Learn how each piece is made from eco-friendly materials and get styling tips directly from our designers.”
- **Special offer:** “Enjoy a special 15% discount on your next purchase with code EXCLUSIVE15.”
- **CTA:** “Be The First, Explore New Collection Now”
- **Value-added content:** Include a link to an exclusive video interview with the designer.

##### 2. Infrequent shoppers:

**Subject Line:** Exclusive 20% Discount for Our New Summer Styles

**Body:**

- **Greetings:** “Hi [First Name],”
- **Message:** “We’ve launched a new sustainable summer collection, and we think you’ll love these stylish and eco-friendly pieces. Discover how our new collection can help you maintain a sustainable wardrobe.”
- **Special offer:** “Use code WELCOME20 for 20% off your next order. We hope to see you back soon!”
- **CTA:** “Shop the Collection Now”
- **Value-added Content:** Share a blog post on sustainable fashion tips for Summer.

##### 3. Cart abandoners:

**Subject Line:** Don’t Forget These Items in Your Cart!

**Body:**



## Appendix 6

### Email Marketing Campaign Launch

- **Greetings:** “Hi [First Name],”
- **Message:** “You left some items in your cart! Our new sustainable summer collection is waiting for you. Learn more about the eco-friendly materials used in these items and complete your purchase now.”
- **CTA:** “Complete Your Purchase Now”
- **Value-added content:** Include a link to a customer testimonial video.

**If they don't complete the purchase after the second reminder, offer a special discount:**

“Here's a 10% discount code SAVE10 to complete your order.”

# Brand positioning EcoGlam

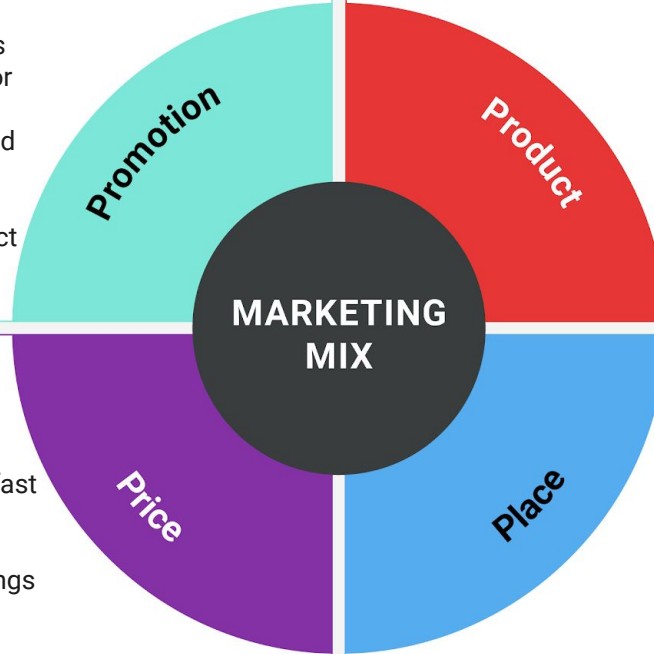
**Brand message: Ethical Fashion, Timeless Style.  
Wear Your Values.**

- Premium quality with affordable prices
- Highlight value for money: durability for longer use
- Opposite to fast fashion: always in trend design, discourage consumerism
- Discounts for loyal customers, promo codes for first time buyers, new product launch offers
- Luxury look & feel, nature colours

## **Affordable luxury**

Competitive pricing strategy positioned between high-end sustainable brands and fast fashion.

Emphasis on long-term value and cost savings due to product durability.



Sustainable fashion brand that combines style, durability, and ethical production.

High-quality, durable, and stylish sustainable fashion.  
Modern, versatile designs suitable for various occasions.

The brand's products are designed to appeal to eco-conscious consumers who value both aesthetics and sustainability.

Seamless and convenient shopping experience through its online platform.

Appealing to tech-savvy, eco-conscious consumers who prefer online shopping.

Primary distribution through an online store.

Select partnerships with eco-friendly boutiques

Temporary pop-up shops in urban locations to increase engagement.