



GREEN GATHERINGS

MARKETING CAMPAIGN CASE STUDY

OUR STORY

During the COVID-19 pandemic, as more people turned to outdoor activities, picnicking surged—along with the waste it created. Green Gatherings was founded to address this problem by offering biodegradable, sustainable picnic products made from pressed leaves. Our mission: make gatherings greener, without sacrificing convenience or beauty.





THE RESEARCH

In order to better understand our target market, we sought to understand...

- women, primarily between the ages of 30-50
- young families with children between the ages 3-12
- environmentally conscious people
- people in the middle income range
- and lastly those who live in Europe

30–50 Y/O WOMEN



- Women aged 30–44: Significantly more likely to purchase sustainable products, influenced by health, family, and values.
 - <https://nypost.com/2024/10/17/lifestyle/most-parents-are-concerned-about-the-environment-for-their-kids-heres-what-theyre-doing-about-it/>
- According to a study published by the NIH, this demographic values products appeared to be environmentally sustainable presumably to conform to societal standards.
 - https://www.shorr.com/resources/blog/sustainable-packaging-consumer-report/?utm_source=chttps://www.shorr.com/resources/blog/sustainable-packaging-consumer-report/

YOUNG FAMILIES WITH 3-12 Y/O CHILDREN



- 72% of parents worry about the future of their kids in reference to global warming.
- Parents want eco-friendly products that will help preserve the future for their children.
 - <https://nypost.com/2024/10/17/lifestyle/most-parents-are-concerned-about-the-environment-for-their-kids-heres-what-theyre-doing-about-it/>

ENVIRONMENTALLY CONSCIOUS INDIVIDUALS



- 50% of total consumers rank sustainability among their top 4 purchasing wants.
- This finding indicates that half of the population value sustainable products.
 - <https://meyers.com/meyers-blog/consumer-sustainability-trends-in-the-packaging-industry>

MIDDLE CLASS



- Middle income individuals want to be sustainable, but only if they can afford it.
- Middle income individuals actually lag behind high income buyers for buying sustainable products. However, 64% of middle-income people say that they'd choose sustainable products if they're affordable.
- This research suggests that if we're to market to the middle class, pricing is crucial.
 - <https://packagingeurope.com/news/cost-of-living-and-climate-change-main-concerns-in-pro-cartons-2025-consumer-survey/12544.article?>

EUROPEANS



- Europeans automatically have higher EU sustainability standards to comply with
 - <https://ecomundo.eu/en/blog/ppwr-packaging-waste>
- In Europe, 84% of consumers look for cycling information on package
 - https://www.packagingworldinsights.com/non-food/packaging-sustainability-trends-84-of-european-consumers-actively-look-for-recyclability-instructions-on-products/?utm_source=chatgpt.com



BRAND VOICE & TONE

In establishing the brand's messaging, I wanted to be as positive and educational as possible. People need to know the company's mission and that there is a current waste problem. At the same time, I wanted to avoid being negative or condescending. I wanted it to feel like having a conversation with a friend.

- Warm
- Optimistic
- Educational

BRAND TONE

The tone and communication style did change slightly, depending on the content platform. Though the content style changed depending on the content, the mission remained the same; to educate in a positive and conversational manner.

Blog Post

- Educational
- Conversational

Email Marketing

- Actionable
- Helpful

Product Landing Page

- Simple & clean
- Mission-driven

BUYER PERSONAS

To understand our target audience, we created two buyer personas, Julia and Susan

JULIA

- Julia is a 32-year-old mom from London, balancing career growth with raising two kids. She's health-conscious, budget-aware, and eco-minded. While she can't always afford premium sustainable brands, she wants her everyday choices to make a difference. Green Gatherings offers her a guilt-free, affordable way to do something meaningful with her kids.

SUSAN

- Ingrid is a 58-year-old grandmother in Europe who enjoys cooking, gardening, and being outdoors with her grandkids. She values health, family, and sustainability. Picnics are her favorite way to gather—and using biodegradable tableware allows her to model eco-conscious habits while making memories.

LONG-FORM BLOG

OBJECTIVE

- The point of this blog article was primarily to establish trust and credibility to those who don't know the brand yet.
- Additionally, a point of emphasis was to influence visitors to sign up for the newsletter, turning them into a lead.

CONTENT STRATEGY

- The writing style for this blog leans heavily on a conversational/friendly type of messaging.
- This is meant to educate without intimidation/condescension. I think that people, especially today, are wary of authority, so I tried to write like I was having a conversation with an old friend, and not your teacher.

Smart Transportation

Transportation is one of the biggest contributors to emissions—but it's also one of the easiest places to make a change. Carpooling with a friend saves money and reduces your carbon footprint. Combining errands into one trip cuts down on gas use and stress. And if you can, skip the car altogether. Biking or walking is better for the environment—and your health.



Credit: Anton Kotlovskii

PRODUCT LANDING PAGE

HERO SECTION

- The intent of this landing page was to promote the picnic kit set.
 - When opening the webpage, the first thing the user sees is the kit, followed by information about it.

PRODUCT DESCRIPTION

- If the hero section of the website captures the user's interest, they can scroll down to the product description which has more information about the advertised product.
- This section highlights the products strengths.

BLOG

- Lastly is the blog. If the user is interested in the company and wants to learn more, the user is free to read the blog and sign up for the newsletter if he/she likes the content.

GREEN GATHERINGS



FROM THE PLANET
FOR THE PLANET

A zero-waste picnic set that's durable, beautiful, and easy to compost.

[SHOP THE KIT](#)



REFLECTIONS

This campaign helped me see how interconnected every piece of marketing is—from research to content execution. Every persona, blog post, and landing page element must align with the core message. I've grown in my ability to think holistically and communicate clearly, while always staying grounded in the brand's purpose.

Keyword Analysis

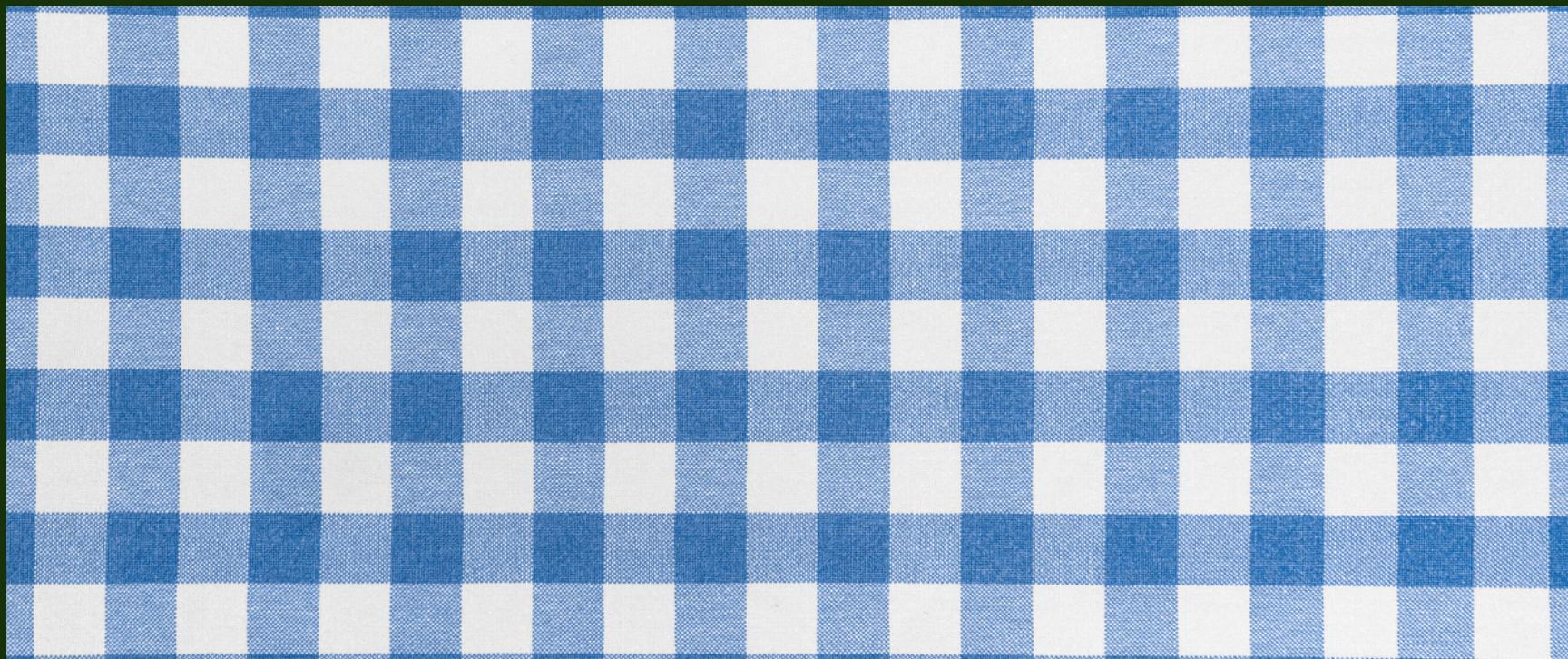


Possible Keywords

1. Sustainable picnic supplies
2. Biodegradable picnic set
3. Picnic supplies
4. Sustainable picnic set
5. Sustainable picnic kit
6. Eco-friendly tableware
7. Eco-friendly picnic set
8. Compostable plates and cups
9. Eco picnic
10. Everyday sustainable practices
11. Easy sustainable living tips
12. Low-waste living tips
13. Zero-waste picnic supplies
14. Picnic utensils Set
15. Picnic Dinnerware Set
16. Buy Eco Friendly Disposable Picnic Supplies Online
17. What is the most environmentally friendly cutlery
18. What are the environmentally safe cooking utensils
19. Which of these can replace plastic utensils at a picnic
20. Eco friendly utensils reusable
21. Best biodegradable picnic set for families
22. Affordable sustainable tableware Europe
23. Eco-friendly picnic supplies for kids
24. Compostable plates that don't leak
25. Plastic-free picnic ideas for grandparents
26. Where to buy sustainable picnic kits UK

Chosen Keywords

These short tail phrases had low difficulty scores, essentially allowing me to be more competitive in organic searches



01

Sustainable Picnic Supplies

02

Biodegradable Picnic Set

03

Sustainable Living Tips

Sustainable Living Tips For A Fast-Paced World

Blog Article

Keyword Focus: Sustainable Living Tips

JULY 9, 2025
OSBORNE92

Ever want to live more sustainably but feel like there's just not enough time? You're not alone. According to research, only 48% of working parents with children feel they have enough free time. But that doesn't mean you can't make a difference. These [sustainable living tips](#) are designed for busy people who want to help the planet—without adding more stress to their lives.

We're facing an environmental crisis—not just climate change, but plastic waste piling up in landfills and oceans. That's why the following [sustainable living tips](#) are more important than ever. You don't need to overhaul your entire lifestyle—small, consistent actions can make a big impact.

Whether you're juggling work, family, or both, these [sustainable living tips](#) will help you cut waste, save time, and live more intentionally.

5 EASY [SUSTAINABLE LIVING TIPS](#) TO MAKE YOUR HOUSEHOLD MORE SUSTAINABLE

You don't need to overhaul your entire lifestyle to start living more sustainably. In fact, some of the most effective changes are the ones that fit naturally into your daily routine. Whether you're a busy parent, a working professional, or just someone trying to make more conscious choices, these five simple tips will help you reduce waste, save time, and feel good about your impact—without adding stress to your schedule.

Meal Prep with Less Waste (The Healthiest Sustainable Living Tip!)

One of the most effective [sustainable living tips](#) is to meal prep. It saves time during the week, reduces plastic use, and helps you eat healthier. Use reusable containers instead of plastic wrap or disposable bags. Buy in bulk to minimize packaging and freeze meals to avoid food waste.

metrix

Features ▾ Pricing Resources ▾ Blog Hey D...

Latest Performance Report for:
<https://christensendane.com/2025/07/09/sustainable-living-ti...>

Report generated: Sat, Jul 26, 2025 9:01 AM -0700
Test Server Location: 🇬🇧 London, UK
Using: 🌐 Chrome 125.0.0.0, Lighthouse 12.3.0

GTmetrix Grade: **B** Performance: 91% Structure: 85% Largest Contentful Paint: 1.6s Total Blocking Time: 52ms Cumulative Layout Shift: 0

Web Vitals

Summary Performance Structure CrUX Waterfall Video History Alerts

Speed Visualizer

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Accept

Re-Test Compare Page Settings Monitor Set Up Alerts Tags Share

Monitor this page on an hourly basis
Get fine grain performance tracking on this page with hourly monitoring on a GTmetrix PRO plan

Upgrade Plan

Landing Page

Keyword Focus: Sustainable Picnic Supplies

This is a fictional company and the content on this website should not be taken seriously.

SUSTAINABLE PICNIC SUPPLIES

Bio-degradable picnic supplies for a zero-waste lifestyle.

A zero-waste picnic set that's durable, beautiful, and easy to compost.

Shop the kit here or on [Amazon](#)

[SHOP THE KIT](#)



Each kit includes 10 bowls, 10 plates, and 10 cups—crafted from naturally fallen, pressed leaves. They're fully biodegradable, safe for food use, and surprisingly sturdy for any outdoor gathering. These [sustainable picnic supplies](#) make eco-friendly hosting effortless.



[Fully Biodegradable](#): Everything used in the creation of our picnic supplies is fully biodegradable.

rix

Features ▾ Pricing Resources ▾ Blog Hey Dane

[Sustainable Picnic Supplies](#)

Latest Performance Report for:
<https://christensendane.com/sustainable-picnic-supplies/>

Report generated: Sat, Jul 26, 2025 9:02 AM -0700
Test Server Location: London, UK
Using: Chrome 125.0.0.0, Lighthouse 12.3.0

GTmetrix Grade: **A** Performance: 84% Structure: 98%

Web Vitals: Largest Contentful Paint: 2.6s Total Blocking Time: 0ms Cumulative Layout Shift: 0.03

Summary Performance Structure CrUX Waterfall Video History Alerts

Speed Visualizer: 0.3s

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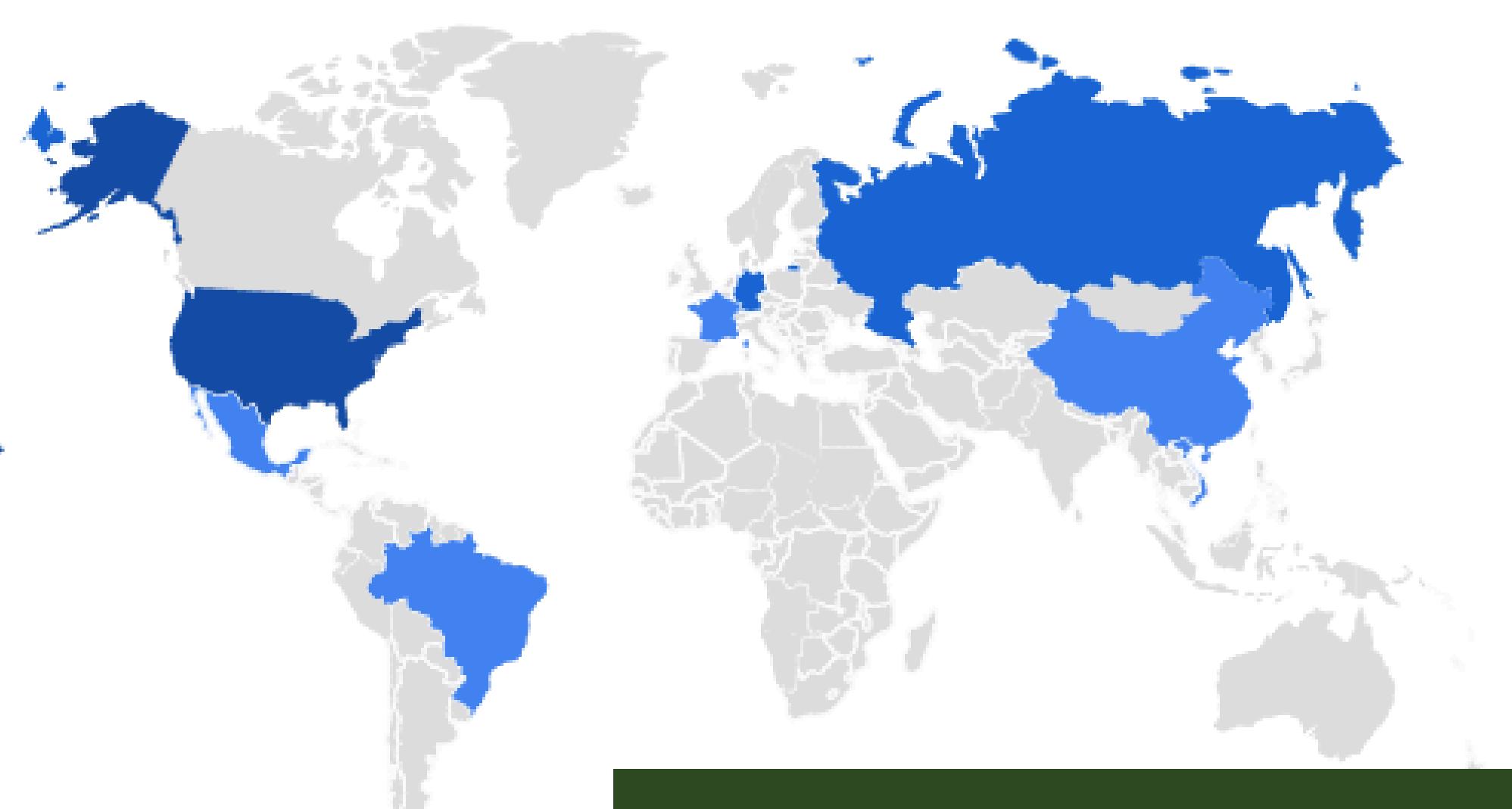
Re-Test Compare Page Settings Monitor Set Up Alerts Tags Share

Test this page on a mobile device
See how this page loads on over 30 different simulated mobile devices and variants with GTmetrix PRO!
Upgrade Plan



Rationale

Each of these keywords were utilized to increase readability and both of the page's organic search ranking. On both the landing page and the blog, “Sustainable Picnic Supplies” & “Sustainable Living Tips” respectively were used to emphasize the focus of the content, enhancing the website as a whole and boosting its online search ranking.



COUNTRY

COUNTRY	ACTIVE USERS
United States	16
Germany	3
Russia	3
Brazil	1
China	1
France	1
Mexico	1

Average engagement time per active user ?
30s



Pageview Report

EVENT	VIEWS
page_view	70
user_engagement	40
session_start	34
scroll	28
first_visit	26
Landing_Page_Visits	14
Thankyou_View	7

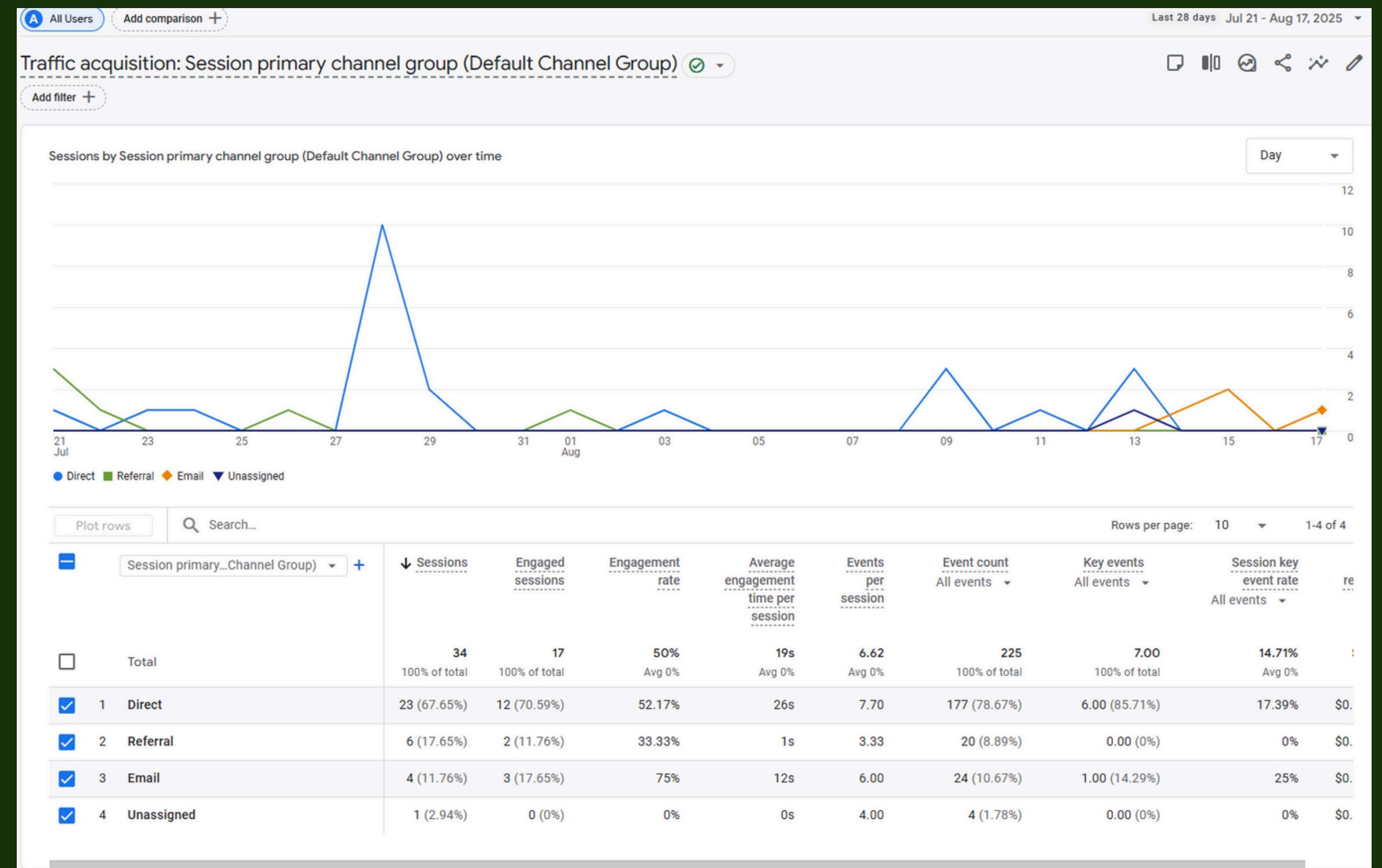
[View events →](#)

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Sustainable Living Tips for a...	20
Green Gatherings - Green Ga...	16
Home - Green Gatherings: S...	15
Thank you! - Green Gatherings	7
Blog Page - Green Gatherings	4
Green Gatherings – Green G...	4
Page not found - Green Gath...	3

[View pages and screens →](#)

Traffic Acquisition Report



Analytics

1. Approximate 22 Opened Emails
2. 9 Email Click Throughs
3. 15 Landing Page Visits
4. 7 Thank you page conversions

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Pageviews	GA Pageview Report	20	70
Email Signups	Number of subscribers	Mailchimp Audience	15	9
Email Campaign	Open rate			
	Email 1	Mailchimp Campaign Report	35%	62.50%
	Email 2			62.50%
	Email 3			62.50%
	Email 4			62.50%
	Email 5			
	AVERAGE			62.50%
Email Campaign	Click throughs			
	Email 1	Mailchimp Campaign Report	10	3
	Email 2			2
	Email 3			2
	Email 4			2
	Email 5			
	TOTAL			9
Landing Page	Pageviews	GA Pageview Report	8	15
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	7



Summary

The Bad

Upon looking at the raw numbers, the campaign looked promising. The page views kpi was especially promising as I almost doubled the target value of 8. However, when looking at the dates of the website traffic, the majority of the home page views came when the website was first launched. The home page only received 5 views during and following the email campaign. I ran into the same problem with the thank you page with only one visitor during the email campaign.

The Good

Though the end outcome of the email campaign wasn't met, there were some positive insights. The average open rate was 62.5% and the click through rate was just one click shy of reaching the target goal of 10. My strong email open rate coupled with my weak landing page visitor rate might suggest that I need to work on the content of my emails.

Welcome Email



GREEN
GATHERINGS



Welcome to Green Gatherings!

We're so glad you're here. 

At Green Gatherings, we believe sustainability should be simple, beautiful, and accessible. Whether you're planning a park picnic, a backyard gathering, or just looking to make your life a little greener—we're here to support your journey.



Email Flowchart

Email: 1



GREEN GATHERINGS

Quick Ways to Live More Sustainably Without the Stress

We get it, life is busy. Between work, family, errands, and everything else, it can be tough to prioritize sustainability.

That's why we've rounded up five small but impactful changes that fit right into your routine. No stress, no guilt; just easy steps that help you live a little greener every day.

1. Use Cloth Instead of Paper Towels

Switch to washable cloths for spills and cleaning. This simple change can prevent hundreds of single-use paper products from ending up in landfills each year, while saving you money.

2. Bring Your Own Bags

Keep a few reusable shopping bags in your car, work bag, or backpack. By

Photography: Sven Mieke

Photography: Ella Olsson

3. Meal Prep to Reduce Waste

Planning meals ahead helps you buy only what you need, cutting down on both packaging and food waste. Batch cooking also frees up time during the week.



Photography: Ella Olsson

4. Choose Bar Soap & Shampoo Bars

They last longer, travel better, and cut down significantly on plastic bottle waste. Many brands use all-natural ingredients that are gentler on your skin and the environment.



Photography: Towfiqu Barbhuiya

5. Compost What You Can

Even a small compost bin can keep food scraps out of landfills, reducing methane emissions and creating nutrient-rich soil for your plants.



Real Change from Real People



Meet Anna, a mom of two from Berlin who decided to reduce her family's waste without turning her life upside down.

She began with small steps: washable cloths instead of paper towels, bulk shopping to cut down on packaging, and composting food scraps. Within a few weeks, her family was sending 3 fewer pounds of trash to the landfill every week.

What surprised Anna most? Her children embraced the change. They helped sort recyclables, reminded her to grab the reusable bags, and took pride in their "eco missions" during family grocery trips.

Anna's journey shows that sustainability is contagious—when one person commits, it can inspire the whole household.

PHOTOGRAPHY by Emrecan Dora

Email: 2

Sustainably



**You shouldn't
have to choose
between
convenience and
caring for the
planet.**

Traditional picnic supplies are easy—but most end up as plastic waste that can take centuries to break down. At [Green Gatherings](#), we imagined something better.

Email: 3



Our Zero-Waste Picnic Kit Is Here

After months of design and testing, we're proud to introduce our sustainable picnic kit—a zero-waste alternative to disposable tableware that's as stylish as it is eco-friendly.

Each kit includes:

- 10 biodegradable bowls
- 10 Plates
- 10 Cups

All made from naturally fallen leaves; durable, compostable, and perfect for picnics.

Email: 4

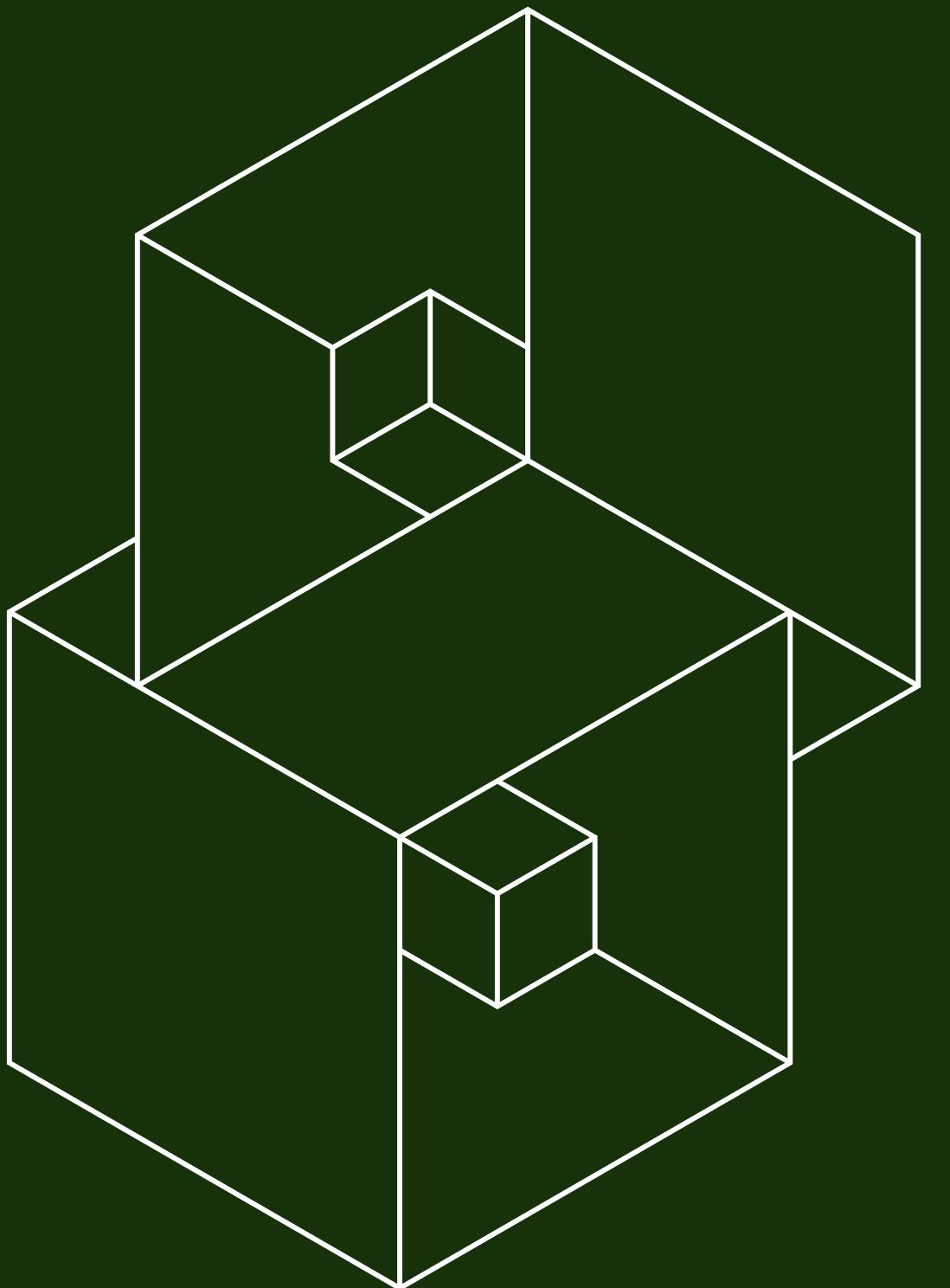
Takeaways

The more I learn about digital marketing, the more I don't know, and I absolutely love that. Throughout this Green Gathering project, I've learned how to use various tools such as MailChimp and WordPress. I've learned marketing fundamentals such as "Tone" and "Personas" as well as marketing funnels. This project has utilized everything that I've learned and I feel like there is still so much more to learn. If I was to improve on one thing, I think would be consistency throughout the whole project. I tent to just "wing" things and go with my gut, but marketing is just as much of a science as an art. So I would like to make more of a science of marketing going forward.

Takeaways Pt. 2

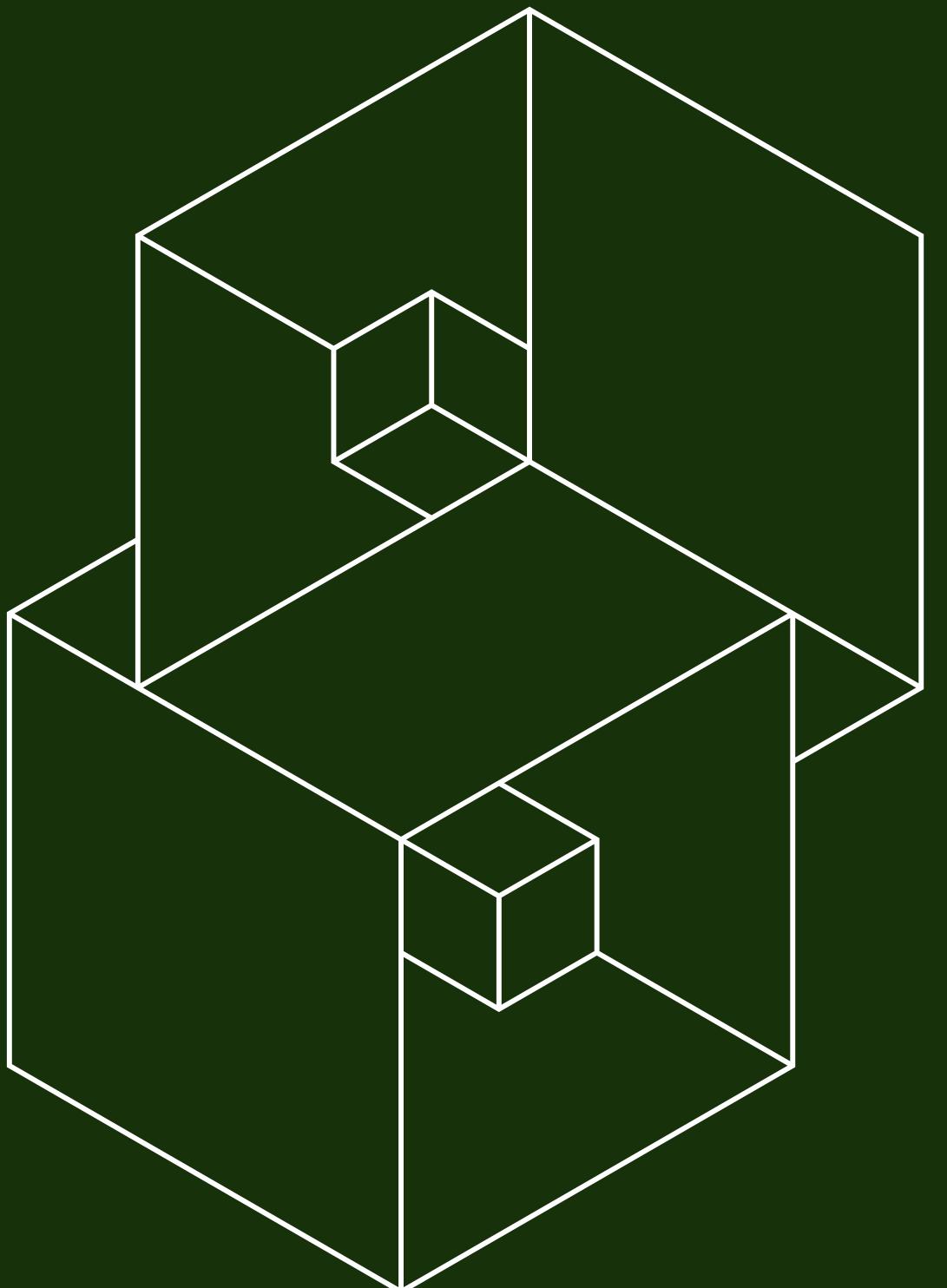
As far as this project, itself; my thoughts are that it did go pretty smoothly. I would have liked to work with a much larger audience and increase the length of the campaign so I could really dive into the numbers. I fear that my Google Analytics numbers can't really be trusted because my audience is biased. The people subscribed to my email list are either people that know me or people who are in the course. Demographics are often the biggest limitation to most studies and this project is no different. I look forward to learning and growing more within and outside this course.

Recommendations



As previously mentioned, when looking at the overall campaign performance from start to finish, the results appear to be nearly a complete success. I was able to double my KPI target for visitors reaching the “thank you” page. However, a closer look at the timeline reveals that the majority of these visitors arrived before the email campaign was launched. This indicates that the email campaign itself had minimal impact on driving conversions. Instead, it suggests that the primary driver of success was the website’s SEO and content, which likely played a significant role in attracting and converting visitors.

Recommendations Pt. 2



1. The most glaring statistic was the lack of landing page views/click throughs during my email campaign, despite having an astonishing 62.5% open rate. This might suggest that I need to work on the CTA and content of the emails.
2. The blog article failed to receive enough attention as well which effected the amount of email signups. I recommend improving the blog content and SEO of the page to attract more users.
3. Over the 2-month span of the campaign, we received approximately 80% of web-based KPIs when the website launched. Rather than immediately switching to an email campaign, keeping momentum on the website might have been the wiser move.
4. Before starting another email campaign, generate a larger audience through blogging. This will ensure that we have more potential customers for the email campaign.

Page views

