



The Grove Box Case Study

Achievement 5 – Digital
Marketing Immersion

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Project Overview

This project involved developing a multi-channel marketing strategy for The Grove Box, a fictional outdoor wellness subscription brand. The focus was on building brand awareness, driving website traffic, and guiding users through a full-funnel customer journey using both organic and paid channels.

Role & Objective

01

Role

I acted as the Digital Marketing Strategist, responsible for research, planning, data analysis, and strategy development. This was an individual project, which required clear organization, independent decision-making, and applying feedback from course materials.

02

Objective

The primary objective was to design a data-informed, multi-channel marketing strategy that supports awareness, consideration, conversion, and retention for an early-stage brand with limited real-world data.

Solution

Approach

I developed a structured solution using the ACCR funnel framework to map customer behavior across multiple channels. The process included defining buyer personas, analyzing early social media performance, researching competitors, and modeling realistic performance data.

Key Channels & Methods

- Organic Instagram for awareness
- Blog content and Google Search Ads for consideration
- Retargeting ads for conversion
- Community content for retention

Key Used Skills

Strategic planning, funnel mapping, data analysis, storytelling, and cross-channel thinking.

Deliverable 1: Buyer Personas

Description:

Developed primary and secondary buyer personas to understand the target audience's needs, behaviors, and motivations.

Goal:

Ensure marketing channels and messaging align with real user intent.

Key Insights:

- The audience consists of outdoor enthusiasts who value wellness and sustainability.
- Instagram drives discovery, while Google supports research and evaluation.
- Messaging should focus on practicality and authenticity.

Skills & Tactics Learned:

- Persona development
- Audience segmentation
- User-centric thinking

Reflection:

This deliverable helped clarify who the brand was speaking to and guided all downstream strategy decisions.



Deliverable 2: Competitor Research

Description:

Analyzed competitors operating in outdoor gear, wellness, and sustainability spaces.

Goal:

Identify gaps and positioning opportunities for The Grove Box.

Key Insights:

- Most competitors emphasize gear rather than recovery and wellness.
- Subscription brands lack strong educational positioning.
- The Grove Box can differentiate by owning the outdoor wellness niche.

Skills & Tactics Learned:

- Competitive analysis
- Market positioning
- Differentiation strategy

Reflection:

This research highlighted how niche positioning can be a competitive advantage for smaller brands.



Deliverable 3: Data Analysis & Correlation

Description:

Analyzed available Instagram performance data and generated modeled data for other channels.

Goal:

Use data to inform strategic decisions and channel prioritization.

Key Insights:

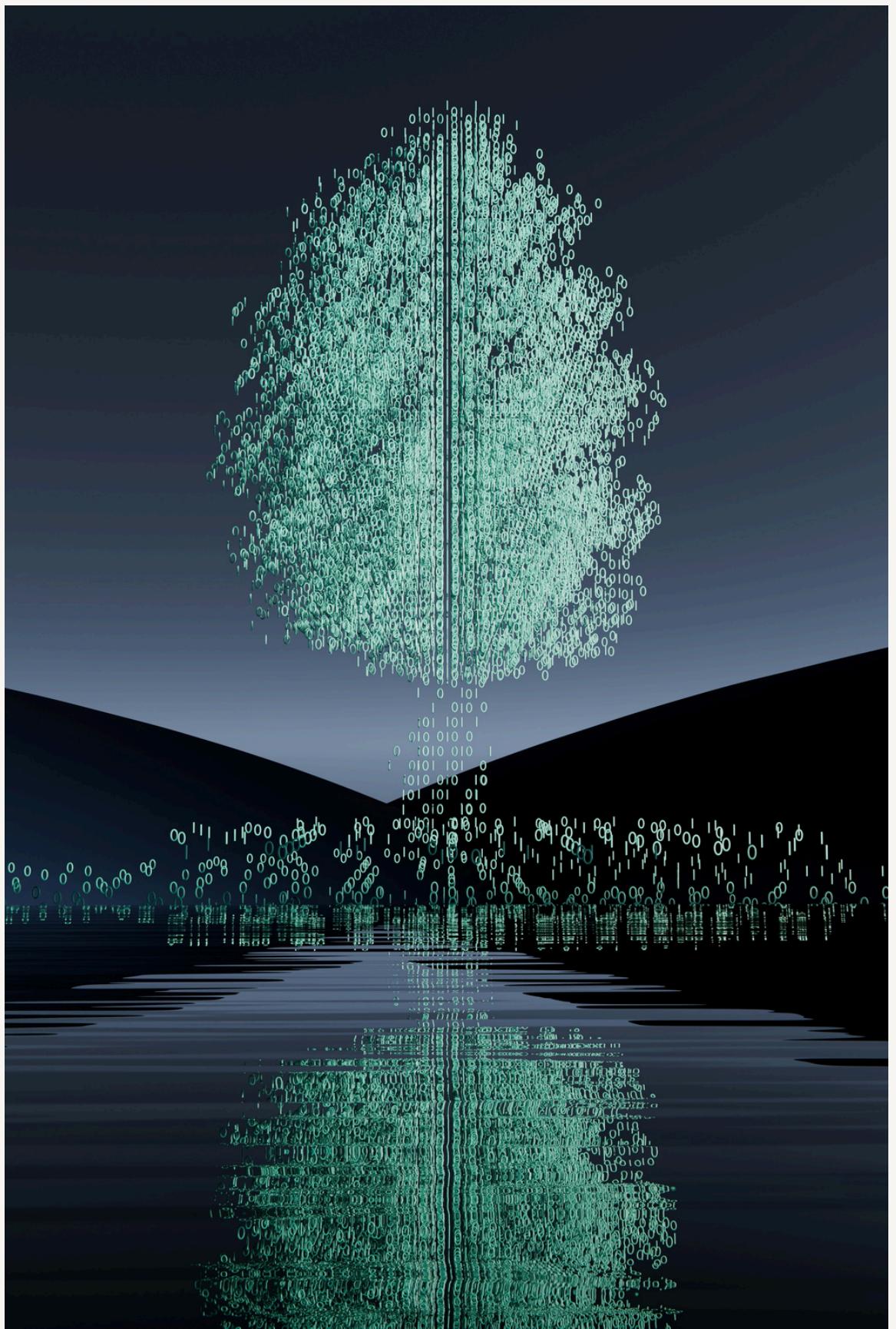
- Engagement is strong relative to reach across social posts.
- Higher engagement corresponds with increased website traffic.
- Expanding reach is a priority over changing content.

Skills & Tactics Learned:

- Engagement analysis
- Correlation analysis
- Interpreting limited datasets

Reflection:

Working with limited data reinforced the importance of using directional insights rather than definitive conclusions.



Deliverable 4: Multi-Channel Funnel & Customer Journey

Description:

Designed a full ACCR funnel mapping channels to each stage of the customer journey.

Goal:

Create a clear path from discovery to retention.

Key Insights:

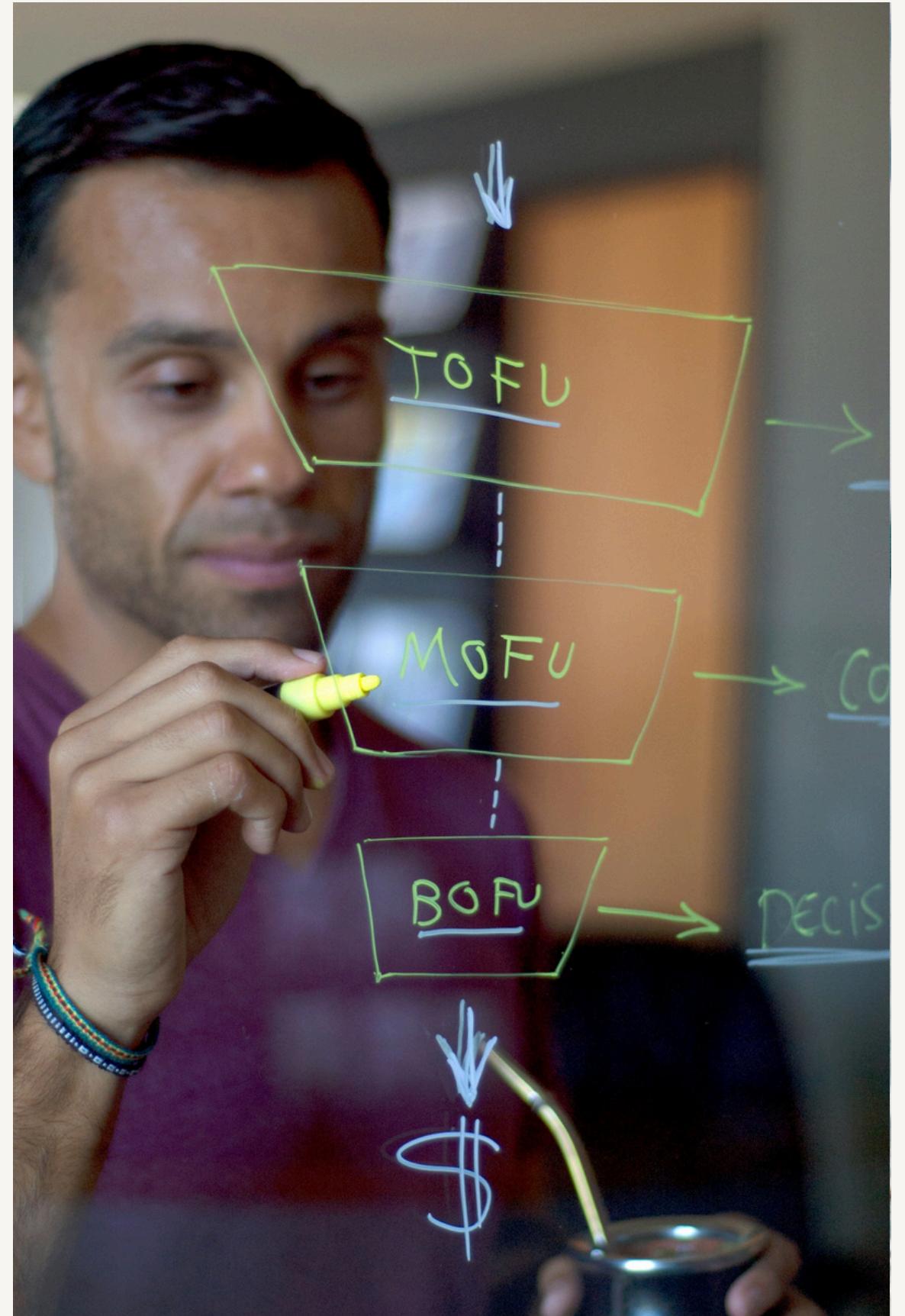
- Channels perform best when aligned with user intent.
- Instagram supports awareness, while blogs support consideration.
- Retargeting is most effective at the conversion stage.

Skills & Tactics Learned:

- Funnel design
- Customer journey mapping
- Channel alignment

Reflection:

This deliverable connected all prior work into one cohesive strategy.



Deliverable 5: Consistent Storytelling

Description:

Defined a consistent brand voice and narrative across all channels.

Goal:

Ensure messaging feels cohesive and authentic throughout the funnel.

Key Insights:

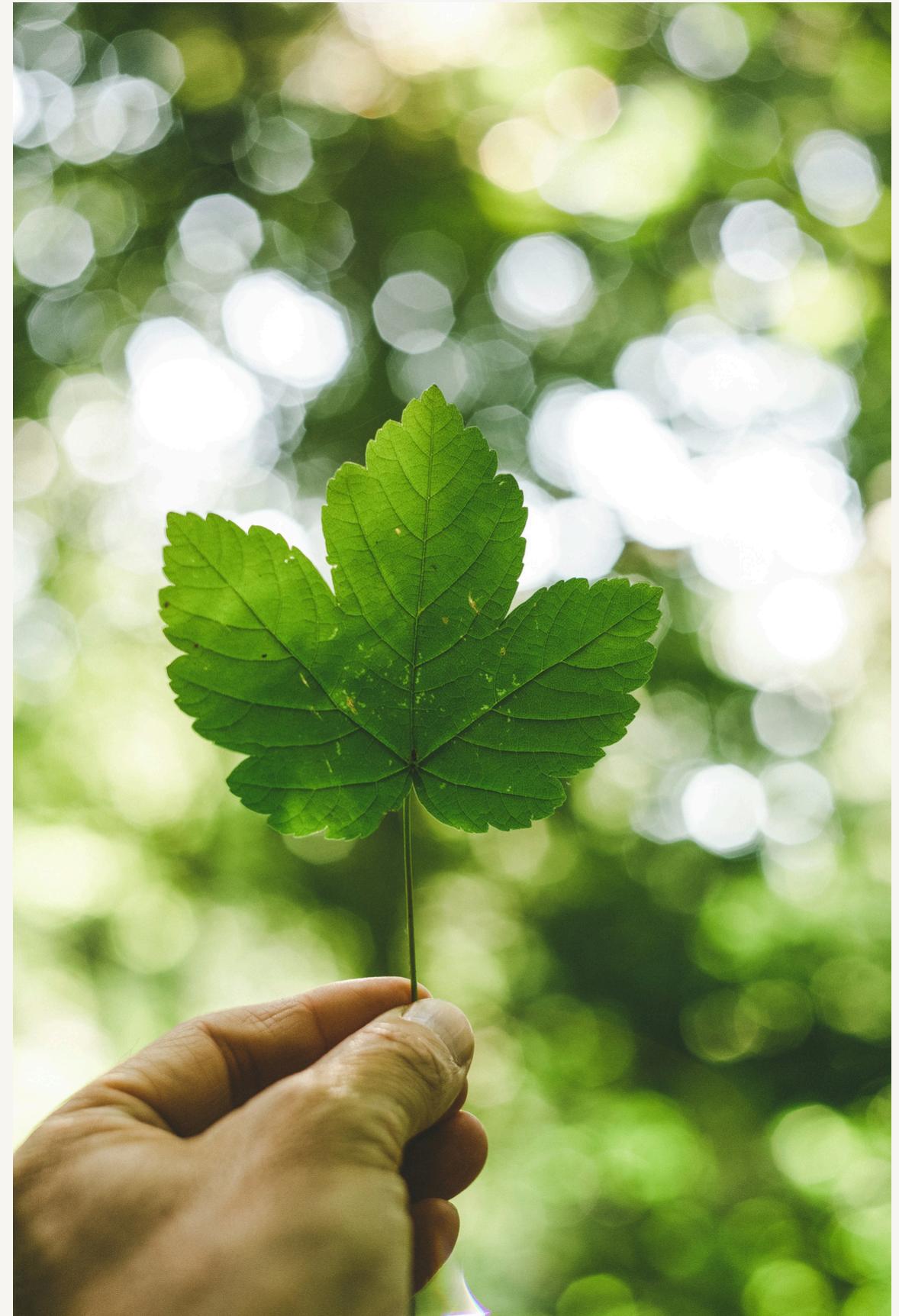
- Consistent themes improve brand recognition.
- An authentic, intentional tone builds trust.
- Educational storytelling performs better than promotional messaging.

Skills & Tactics Learned:

- Brand storytelling
- Tone alignment
- Message consistency

Reflection:

This reinforced how storytelling strengthens trust and brand identity across platforms.



Challenges & Solutions

01

Challenges

- Limited real-world data
- Fictional brand constraints
- Balancing creativity with data-driven decisions

02

How I Addressed Them

- Used industry benchmarks and clearly labeled assumptions
- Focused on logical reasoning and funnel alignment
- Relied on engagement patterns to guide decisions

Slide 11: Key Learnings & Next Steps

Key Takeaways

Strong engagement can signal product-message fit even with small audiences

Channel selection should align with user intent at each funnel stage

Data storytelling is as important as data collection

Next Steps

Test paid campaigns to validate assumptions

Expand SEO strategy with keyword performance data

Introduce A/B testing for messaging

Thank You

Final Reflection

This project strengthened my ability to design multi-channel strategies, interpret data, and communicate marketing decisions clearly. It demonstrated how structured thinking and storytelling can support effective digital marketing planning.