

# ECOGLAM DIGITAL MARKETING STRATEGY



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# ECOGLAM'S DYNAMIC LANDSCAPE

EcoGlam's digital marketing strategy aims to leverage its commitment to sustainability and ethical practices to engage environmentally conscious consumers effectively.



- Current Situation: EcoGlam stands at the intersection of dynamic forces, possessing a potential advantage over competitors but facing challenges in **digital marketing effectiveness and buyer persona refinement**.
- Short-Term Objectives: The strategy focuses on enhancing engagement and ROI through clear messaging, personalized content, and data-driven personalization.
- Choice of Metrics: Key Performance Indicators (KPIs) include click-through rates (CTR), conversion rates (CR), revenue growth, brand sentiment, ROI, and customer lifetime value (CLV), ensuring a comprehensive evaluation of digital marketing efforts.

# Strategy Foundation

The starting point for me was to understand the business and the environmental context in which the organisation operates.



# Connecting with Eco-Conscious Consumers



## Sustainable Fashion Client



**Juliana**  
Sustainability  
Consultant

“  
Be Kind and You'll see  
the world

Age : 38  
Gender : Female  
Location : London  
Income : £60,000  
Family : Married  
with 2 kids

### Bio

Juliana is a dedicated sustainability advocate and environmentalist. She is passionate about conscious consumerism and seeks out fashion brands that align with her values. Juliana enjoys spending time outdoors with her family and is an active member of her local environmental community group.

### Devices

Mobile   
Tablet   
Desktop

### Social Media Platforms

Facebook   
Instagram   
TikTok   
Pinterest   
LinkedIn   
X (twitter)

### Opportunity

Juliana is open to discovering new sustainable fashion brands and supporting small businesses that prioritize eco-conscious practices. She appreciates transparency and authenticity in brands' messaging and products.

### Where she buys her products

She prefers to shop directly from sustainable brands' websites or from eco-conscious department stores in London. She occasionally buys pre-owned clothing from online marketplaces like Depop or Vestiaire Collective.

OMNES **depop**

### Current Favorite Product

Organic cotton trench coat from a local sustainable brand. She loves how versatile and durable it is, perfect for both work meetings and weekend outings.

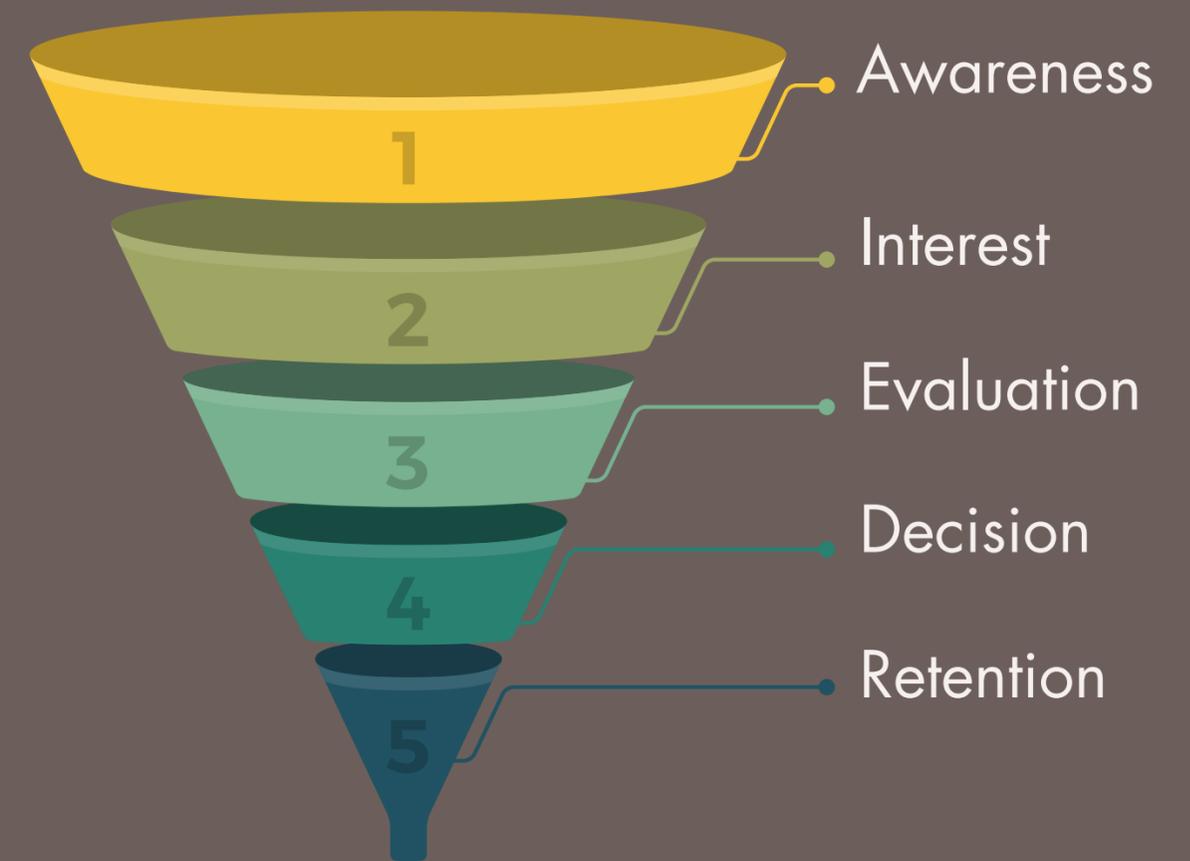
# Amplifying Reach and Impact

EcoGlam should focus its efforts on engaging eco-conscious consumers early in their decision-making process (engage with potential customers at the top of the funnel- TOFU). Rather than directly competing with established slow fashion brands, EcoGlam should leverage content marketing and brand awareness initiatives to attract and nurture conscious consumers who are actively researching topics like sustainability in fashion.

## Key Customer Pain Points:

- Website usability and navigation issues
- Lack of personalized customer experience
- Ineffective communication of unique value proposition
- Potential customers (eco-conscious consumers) did not perceive EcoGlam as a reputable sustainable fashion brand.

After analyzing the EcoGlam outbound campaign report, it's evident that the chosen keywords were too broad and competitive, where it didn't capture the attention of target audience, resulting in low ad visibility and high costs per click. However, from this analysis, we can derive valuable insights to shape a more effective digital marketing strategy aimed at achieving a higher click-through rate (CTR) and increasing the purchase conversion rate by 7%. Our primary target audience comprises eco-conscious adults, enthusiasts, and environmentalists, with potential prospects among young environmentalists in the long term.





# WHERE WE ARE HEADED

The core idea is to develop a consistent brand narrative that highlights EcoGlam's commitment to sustainability, ethical practices, and timeless fashion. This narrative should emphasize the brand's unique selling proposition of offering a personalized, high-quality fashion experience aligned with eco-conscious values.

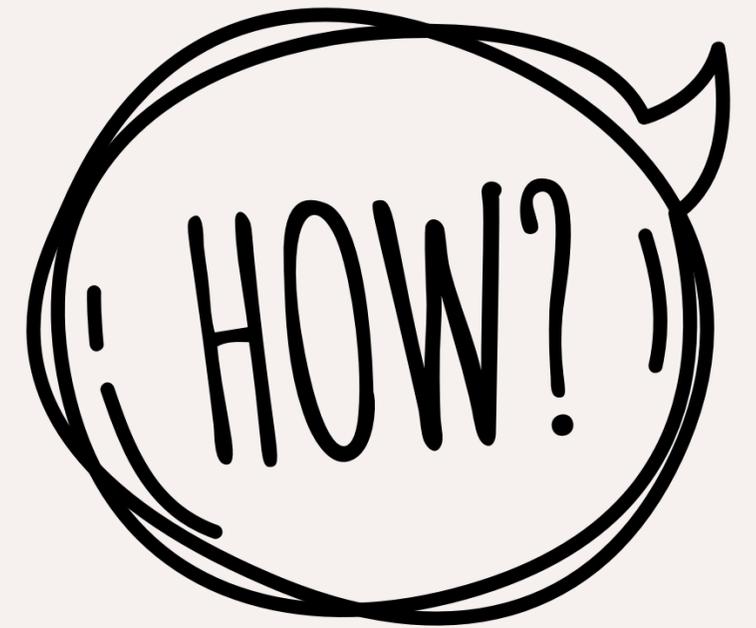


Our goal is to truly resonate with these passionate individuals who share EcoGlam's values and commitment to sustainability. Our customers should feel like they're part of something bigger, a community that's driving positive change and making a difference with every conscious choice they make.

# MULTICHANNEL MARKETING

**Today's consumers are everywhere!**

1. Meeting Customers Where They Are: Consumers today interact with brands across multiple channels, from social media and email to search engines and influencers. By adopting a Multichannel approach, we ensure that our message reaches our audience wherever they are, enhancing brand visibility and engagement.
2. Maximizing Reach and Engagement: Each channel offers unique opportunities to connect with our audience. By diversifying our marketing efforts across multiple channels, we maximize our reach and increase the likelihood of engaging with potential customers at different touchpoints along their journey.
3. Future-Proofing Our Marketing Strategy: A Multichannel approach future-proofs our marketing strategy, allowing us to adapt to emerging trends and consumer preferences.





## SEM

Elevating Brand Recognition  
Through Targeted Keywords.

Landing Page Optimization.

Focus on Mobile Optimization.



## Content Marketing

Informative content that  
addresses common consumer  
queries and concerns.

Develop an interactive online  
platform where users can  
embark on eco-friendly  
challenges, earn rewards, and  
discover exclusive sustainable  
fashion offerings from EcoGlam.



## Affiliate Marketing

Conducting an exclusive  
interview with EcoGlam founders,  
**Ana Patel** and **Luis Da Costa** will  
add authenticity and storytelling  
to the brand narrative. This  
initiative strengthens brand  
credibility, fosters trust with  
consumers, and differentiates  
EcoGlam in the competitive  
fashion industry.



## Instagram

- Increase frequency of product showcases, behind-the-scenes content, and customer spotlights.
- Harnessing the dynamic culture at EcoGlam through encouraging employees to actively engage with & share content to increase organic reach and to add a human touch to the brand messaging.

## LinkedIn

- Share thought leadership articles, industry insights, and collaborations to engage professionals and B2B audiences.
- Maintain a consistent presence with valuable content that aligns with EcoGlam's brand values.

## Paid Ads

- Utilize Instagram ads to reach the targeted buyer persona and drive traffic to EcoGlam's website.
- Promote best-selling product showcases and special offers to entice potential customers.
- Target professionals & industry stakeholders with sponsored content and ads showcasing EcoGlam's sustainability initiatives and ethical practices.



# LEAD GENERATION TACTICS

1. Create a dedicated landing page designed to warm up visitors and encourage them to sign up for EcoGlam's newsletter.
2. Provide valuable content and incentives to capture leads and nurture them through the sales funnel. (free shipping - discounts on first order)
3. Improve website usability with minimalistic and responsive design.
4. Utilizing Dynamic retargeting for a more personalized experience and higher conversion rates.

# EXECUTION

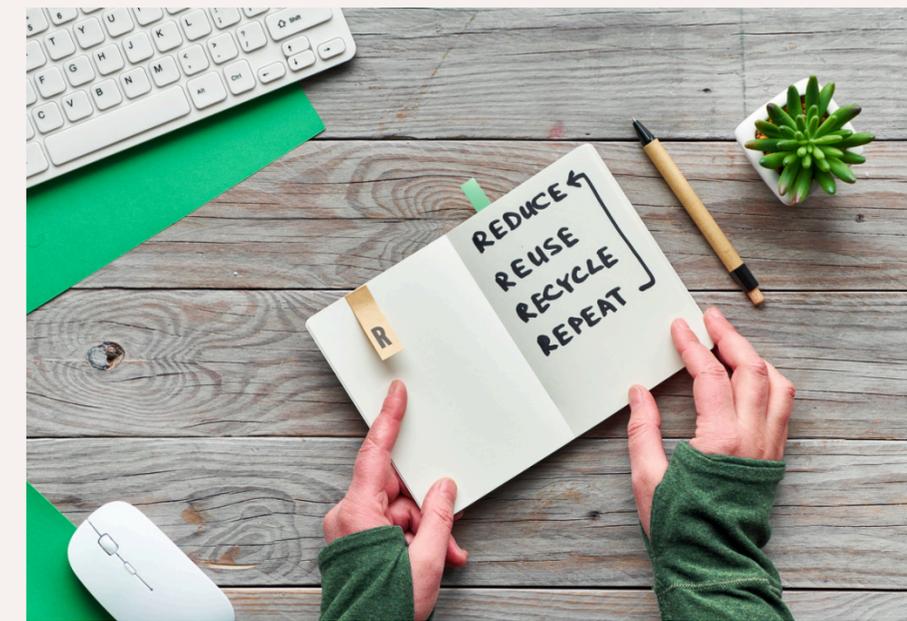
Channel	Budget	Justification
<b>Paid Social Media Ad</b>	Q3: £13,000 Q4: £13,000	Investing in a gamification initiative aligns with engaging eco-conscious consumers, driving brand interaction, and creating buzz around the upcoming product launch.
<b>Email Marketing</b>	Q3: £2000 Q4: £2000	Increasing the email marketing budget allows EcoGlam to provide valuable content to subscribers, reinforcing the brand's commitment to sustainability and ethical practices.
<b>Pay Per Click (PPC)</b>	Q3: £3000 Q4: £3000	Allocating budget to PPC campaigns with long-tail keywords focuses on attracting highly relevant traffic with less competition.
<b>Retargeting Ads</b>	Q3: £6000 Q4: £6000	Investing in retargeting ads is essential for increasing the purchase conversion rate. By retargeting website visitors who have shown interest but haven't converted, EcoGlam can effectively nurture leads, drive conversions, & maximize revenue.
<b>Affiliate Marketing</b>	Q3: £4000	Conducting an exclusive interview with EcoGlam founders and fashion designers adds authenticity and storytelling to the brand narrative.
<b>Contingency 10%</b>	Q3: £2500 Q4: £2500	

The image features a hand pointing towards the word 'ANALYTICS' in large, white, bold letters. The background is a collage of various data-related icons and charts, including a pie chart, a bar chart, a line graph, a gear, and a laptop. The overall theme is data analysis and technology.

# ANALYTICS

## DATA COLLECTION & ANALYSIS

1. **Website Analytics** (Traffic, bounce rate, conversion rates, average session duration, QS)
2. **Social Media Analytics** (Meta Business suite Insights, LinkedIn Analytics)
3. **Paid Advertising Analytics** (Google Ads, Meta Ads Manager, CTR, CPC, CR, ROAS)
4. **Email Marketing Analytics** (Bounce Rate, CTR, Unsubscribe Rate, Open Rate)
5. **Customer Relationship Management** (Customer Interactions, Purchase History, CLTV, CRC)



# CONCLUSION

EcoGlam's short-term digital marketing objectives are well within reach with a strategic approach and actionable steps. By aligning our strategies with the brand's core values of sustainability and ethical practices, we can effectively engage our target audience and increase brand recognition. Through a multichannel marketing approach, leveraging social media platforms such as Instagram and LinkedIn, we can amplify our reach and connect with eco-conscious consumers on a deeper level.