



DOUGLAS COLLEGE

Term Project Report: The Ocean Cleanup

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The Non-Profit Organization: The Ocean Cleaner

Topic Overview and Background

The Ocean Cleanup is a non-profit organization founded by Dutch inventor Boyan Slat in 2013 in the Netherlands. The organization's goal is to create advanced technology to remove pollution caused by plastic in oceans worldwide. Ocean Cleanup has successfully developed systems designed specifically to clear out all plastic waste from the surface of the oceans efficiently. The non-profit organization operates on public donations, contributions from corporations, and support from government institutions. The Ocean Cleanup team executes and implements its systems with the assistance and collaboration of approximately 120 engineers, researchers, scientists, computational modelers, and volunteers determined to work throughout the year to rid the ocean of its plastic pollution.

One of their main projects involves deploying a large U-shaped floating barrier in ocean gyres that guides plastic in the retention zone. These barriers carefully move forward slowly through active propulsion ensuring there is no harm committed to marine life underneath. The accumulated plastic waste is then retrieved and recycled. They also aim to prevent new plastic from entering the ocean but tackling plastic waste that's found its way into rivers. As mentioned above they utilize a U-shaped barrier that guides plastic waste into the retention zone, but they also have solutions to combat this problem these include a small barge that utilizes a conveyor belt to scoop waste and offload it into the dumpster, and a barricade that's designed to withstand the yearly tsunamis off trash that flood down the river during the rainy season.

Target market identification

Target Market:

The Ocean Cleaner's target market involves a range of entities and demographics connected to and impacted by ocean conservation efforts and sustainable practices such as:

- 1. Environmental Advocates and Organizations:** This group includes non-profit organizations and environmental groups, as well as people who are enthusiastic about preserving and repairing the ocean ecosystem. They encourage sustainable practices, actively participate in environmental initiatives, and support environmentally friendly items.
- 2. Educational and Corporate Entities:** Organizations that support environmental education, corporate social responsibility, and the development of policies pertaining to ocean conservation, such as universities, corporations, governments, and companies. To assist with their sustainability projects and educational campaigns, these organizations might look for alliances, product adoption, or cooperative efforts.
- 3. Tech Innovators and Solution Providers:** Businesses that develop cutting-edge technologies for trash management, ocean cleanup, and environmental solutions. Partnerships with these organizations may improve The Ocean Cleaner's technological capabilities and outreach.

Target Audience:

The specific audience within the broader market segments that The Ocean Cleaner aims to engage with this target audience below:

- 1. Tech-Savvy Urban Residents:** People in the 25 to 35 age range who live in cities and use social media on a daily basis. They are committed to sustainable worlds and are early adopters of most updated, eco-friendly commodities and technologies.
- 2. Environment Conscious Parents:** Parents in the 25–45 age range who are deeply conscious of environmental issues and seek out eco-friendly products that can contribute to a cleaner environment, especially for a better life of future generations.
- 3. Students and Educational Institutions:** Students and educational institutions at the tertiary level who are passionate about environmental concerns, ready to acquire knowledge, or seeking practical, realistic approaches to teaching and learning about ocean conservation and environmental sustainability.
- 4. Influencers and Environmental Activists:** People who are powerful in the fields of environmental activism and sustainability. Working with these celebrities broadens the brand's appeal and increases its visibility while also lending credibility to the company.
- 5. Corporate Decision-Makers:** Leaders and decision-makers in businesses that support sustainability and corporate social responsibility. They are eager to collaborate with companies who share their values and embrace cutting-edge solutions.

Situational Analysis

SWOT Analysis:

<u>Strength</u>	<u>Opportunities</u>
<ul style="list-style-type: none"> Offering Innovative Solution: The organization collects and recycles plastic waste from oceans, contributing to environmental conservation by using advanced technology such as sensors and robotics enable precise targeting of polluted areas, maximizing the impact of the cleaning process. Moreover, conducting the largest cleanup in history by continuous innovation in technology ensures the company stays ahead in the field of ocean conservation. Public Support and Awareness: The company has gained significant community support and collaboration to expand its reach and contribute to a positive public perception and increased involvement in beach cleanups. Therefore, Public support plays a crucial role in the success of ocean cleaning preservation. 	<ul style="list-style-type: none"> Becoming a World leader in Technological Adaptation for Ocean Preservation: Organization's technology presents a unique opportunity to drive innovation, gain global recognition, and contribute significantly to the ongoing efforts in environmental conservation by strategically addressing challenges and capitalizing on the strengths. This can develop the company's reputation of technological solutions for a sustainable future. Expansion into Global Collaborations for Large-Scale Cleanups: Growing awareness of microplastic pollution presents an opportunity for collaboration on an international scale by forming alliances with international organizations can enhance the company's profile on a larger scale that has increased global visibility for funding opportunities.
<u>Weakness</u>	<u>Threats</u>
<ul style="list-style-type: none"> High Operational Costs: The technology-intensive for ocean cleaning operations lead to high operational costs such as autonomous cleaning devices and data analytics systems. These costs encompass technological infrastructure and regular maintenance. Limited Supporter: The customer base for ocean cleaning initiatives might be limited to those who are environmentally conscious. Potentially restricting the company's ability to achieve significant growth and expansion. 	<ul style="list-style-type: none"> Shifting Public Interest: If public interest changes from environmental concerns, the company may face challenges in maintaining support and funding. It's important to continually engage the public and adapt to evolving trends in environmental consciousness. Regulatory Challenges Geopolitical tensions and regulatory changes at an international level may impact on the company's ability to operate in certain regions.

PEST Analysis:

Political	<ul style="list-style-type: none"> • <u>International agreements</u>. Ocean Cleanup is a Netherlands-based company, and for running activities abroad, it is essential to have an agreement between the Ministry of Infrastructure and Environment of the Netherlands and the Ministries of Maritime Affairs of other countries in which they aim to operate (The Ocean Cleanup, 2023). • <u>Current political situations</u> between countries affect the ability to enter a new market and the success of the business's operations in that country. Positive political relations will provide for the Ocean Cleanup government support and permission to operate. • <u>International Laws</u>. Environmental laws in different countries vary. Matching technologies used with law requirements is necessary to operate according to foreign law. • The level of <u>government support</u> of international entrants is different for each country. In some countries, the company might want to rely on outside investments, in some on government budgeting.
Economic	<ul style="list-style-type: none"> • <u>Real GDP and Economic Growth</u>. The level of real GDP is important in determining government budget spending, including financing environmental activities. A higher Real GDP- more government support and people are willing to contribute more. Donations gathering focus on countries with higher real GDP is more efficient for the Ocean Cleanup. • <u>Economic Stability</u>. Economic stability determines the quantity and amount of donations coming from different countries. Target for donations more stable economies in the expansion process will lead to higher donation rates for the Ocean CleanUp (Economics Observatory, 2022).
Socio-Cultural	<ul style="list-style-type: none"> • Current “green” trends can help raise awareness of ocean pollution, leading to higher community support and fostering fundraising for the Ocean Cleanup. • <u>Level of education</u>. With a higher level of education, spend more on environmental protection (Tianyu. J & Meng. L, 2020). Educating people on ecological issues will positively impact the Ocean CleanUp, will generate more funds for and open abilities for partnerships. • <u>Trends in the disposal of waste</u> can be different in different countries, and the company needs to adjust its plans and tactics for operations. • People's mindset on <u>distributing income</u> influences the donation flows to the organization's operations. Consider gathering donations from countries with higher income distribution to charitable organizations.
Technological	<ul style="list-style-type: none"> • <u>AI-Powered technologies</u>. Any developments in AI-powered cameras need to be tracked by a company. With more trained AI algorithms, the organization will work more efficiently in capturing objects in the water. • <u>Live streaming technology</u> could help the organization to allow people to track waste cleaning work in real life, which could engage and encourage them to support the organization more.

Digital Marketing Strategy: The Ocean Cleanup

Digital Marketing Objectives

A SMART objectives that aligns with The Ocean Cleanups mission to remove 90% of floating plastic from the world's oceans would be to increase online donations by 20% within the next 6 months to support the cause. By setting this SMART objective, Ocean Cleanup can focus its digital marketing efforts on strategies that specifically aim to drive a measurable increase in online donations over the specified time-period. Regular assessments of progress can be made against the 20% target to ensure that the objective remains on track. Another digital marketing objective we will be focusing on in our marketing campaign is the following: Increase awareness of The Ocean Cleanup website by twice the current amount within three months.

Tactics to achieve marketing objectives

Web Page/landing page:

Implementing the 7 principles of a Conversion Centric Design, a well-designed and optimized webpage can certainly play an important role in spreading awareness and raising donations for The Ocean Cleanup which is a non-profit organization. The webpage should communicate the mission and vision of the organization using compelling language that shows the effectiveness of donations to get the Attention of users. Including the right Context and being transparent about the use donations and showcasing the values of the organizations that would match the expectations of the users would result in raising the donation. The webpage would only include necessary elements, keeping the design clear by having Clarity and removing irrelevant information. There must be a prominent CTA on the webpage for Congruence that would encourage conversions; however, since this is a non-profit, the CTA should focus on getting users to make donations or signing up with the newsletter. Incorporating testimonials and the results of successful projects or showcasing images of before and after the installation of the systems on the oceans would build Credibility and trust with users. A webpage for The Ocean Cleanup with a positive Closing would help in completing the final step at the webpage, in terms of conversions CTA would encourage more donations, signups for newsletters. A proper Continuance would be optimal as it would continue the engagement with the users after they have donated which could include providing updates on The Ocean Cleanups ongoing activities and achievements and future projects and results of current progress.

SEO:

SEO Optimization will increase quality traffic to the website from organic search. Focusing on keyword lists with longer tails, specific to The Ocean Cleanup activities and branded keywords, could help achieve the conversion objective. This tactic will help target an audience that is aware of The Ocean Cleanup organization or its activities and on the stage about to take action, so the tactic can help push searchers towards conversions. Focusing on broader and related environmental and water pollution keywords will help reach awareness objective. This tactic will drive more traffic and appear in SERP more often, making it easier to find the organization's website for searchers. Combining the keyword list with high-quality, relevant website content will help to keep the website higher in the SERP. The organization could post updated news on related topics to increase the website quality, for example, updates on how the donations are being used to eliminate water pollution. Using keywords in the website's headings and main content will allow it to stay relevant to the possible search intent. In off-site SEO optimization, quality backlinks to the website can be built through networking and partnerships

with environmental organizations and educational institutions. Backlinks from these resources can increase awareness and support the organization's credibility.

Search Marketing:

The Search ad tactic for The Ocean Cleanup will include a negative keyword list along with targeted keywords. For the negative keywords, we will use words and phrases irrelevant to the website's content to eliminate the number of ineffective clicks on the ad and avoid wasting the budget. Except for relevant and engaging landing pages and search ad content, the tactic for higher ad ranking will include bidding based on suggested and competitors' bidding amounts and on the daily allocated budget. The Ad copy will consist of keywords in the heading and description for better search optimization, as well as a CTA phrase—"donate now," "join the community," or "raise funds" that would show the action the organization is asking to take and where the link will lead to. A unique value proposition mentioning the goal to clean 90% of waste in waters and use advanced unique technologies- will help to be noticeable for searchers and enable differentiation from possible competitors. This approach will allow The Ocean Cleanup to allocate the budget effectively without giving away ad quality, which can help to win the auction. A greater ad ranking will meet the Ocean Cleanup conversion goal, as the ad will simultaneously be noticeable to searchers and relevant to searchers' intent.

Display / Digital Advertising:

Ocean Cleanup's display ad approach relies on emotionally and visually striking creatives that communicate the significance and urgency of their cause. The advertisements should demonstrate The Ocean Cleanup's cutting-edge technologies in action while emphasizing the terrible effects of plastic pollution on marine life. Ads that are aimed at environmentally concerned audiences might highlight the concrete results of individual efforts and promote support in the form of donations or volunteer work. Reinforcing the message and building a sense of community, retargeting can be used to engage individuals who have visited The Ocean Cleanup's website or expressed interest in environmental topics. Static photos, interactive graphics, and video material are just a few of the ad types that the campaign should use to successfully convey the organization's progress and the continued need for assistance. Furthermore, highlighting the organization's objective of ceasing operations once the oceans are clean can instill in the audience a sense of shared accountability and long-term influence. A focused and effective display ad strategy for The Ocean Cleanup will be ensured by ongoing campaign monitoring and optimization based on performance statistics.

Content Marketing:

The ocean clean ups content marketing approach will be heavily reliant on platforms like Instagram and twitter/x. The content marketing strategy with these platforms is to create visually engaging and captivating photos and videos that are designed to increase awareness of the organization's cause and increase the total amount of donations. As an organization we will also try to maximize our reach by using niche specific hashtags. Each social media platform will include a link to our landing page in the bio and each post will include a call to action in the caption of each post to click the link in bio to donate. One of the key features that we will utilize is photos. We will use a series of compelling photos aimed at providing information, statistics, and the daily operations and progress of the organization. We will also use short form videos to post to twitter and Instagram, showing the company's cause and daily operations. This approach helps users to connect and understand the organization and their cause. Since the organization's

main objective is to spread awareness our key performance indicators would include shares, likes, and comments.

Email Marketing:

Utilizing data gathered from signups for email marketing promotions can significantly boost engagement and conversions for the Ocean Cleanup by encouraging website visitors to subscribe and turn into supporters and donors. To maximize effectiveness, clear objectives, and compelling calls to action with personalized messages should be integrated into the strategy to attract sign-ups. Additionally, regular newsletters play a crucial role in maintaining awareness for both current and potential supporters to inform about the organization's progress in ocean cleaning efforts. This approach will contribute to the establishment of trust and loyalty, which are crucial elements for achieving the foundation's mission.

Social Media: X (Formerly Twitter):

Utilizing X for the ocean cleanup is beneficial in several ways. Firstly, it helps spread awareness globally, encouraging people to take action. Through hashtags and trends, the cleanup efforts gain more attention. X's real-time communication allows quick updates and calls for help, mobilizing support and volunteers effectively. The platform's visual features, like sharing images and videos allows us to showcase the impact of pollution caused in the Ocean. Additionally, X's community around the world will help create a sense of shared responsibility to prevent Ocean pollution. In conclusion, using X makes the ocean cleanup cause more visible to people around the world, engages people effectively, and contributes to a positive impact on our oceans.

Social Media: Instagram:

The second social media platform we decided was most beneficial to utilize is Instagram. This is because Instagram is a very visually driven app, so it helps to really engage users with compelling images and videos of the ocean clean ups cause. Influencer marketing also plays a significant role because influencers marketing is very prevalent on Instagram. We often see influencers repost videos and photos for humanitarian causes. The first content approach we will take is to utilize Instagram's video feature with shortform content that highlights the ocean cleanups technology, shows the day-to-day operations, and helps bring awareness to the ocean clean ups cause. The second approach that we will take is to utilize Instagram's photo slide feature. We will focus on posting, focus on posting photos that help bring awareness to the organization's cause by showing statics, the day-to-day operations, and the impact of the organization's operations.

Mobile Marketing:

Responsive design for Mobile marketing of the Ocean Cleaner enhances the website for mobile accessibility to reach a broader audience through mobile devices. Furthermore, the mobile app serves as a powerful tool for educating, raising awareness, motivating the target audience, and converting impressions into conversions. The app might provide the current situation of rising ocean plastic pollution, insights on reducing ocean pollution, sustainable practices, new technologies to rid the oceans of plastics, and efficient solutions to preserve marine life. To collaborate community engagement, the mobile app should facilitate supporters

to be part of the movement on social media and encourage users to actively participate as supporter and donors through sign-ups and donation.

Work of tactics together in a strategy:

Combining those tactics will be effective on how people will involve more to The Ocean Cleanup campaign. We are linking up those tactics with AIDA (Attention, Interest, Desire and Action) framework as explained below:

Attention

1. **SEO:** Using targeted keywords, the website is optimised for particular Ocean Cleanup activities in an effort to increase attention. This entails improving content visibility in organic search results and honing it to match search intent.
2. **Search Marketing:** Within the context of search marketing, the use of targeted keywords in search ads guarantees that the ad copy contains a distinctive value proposition. This makes the company stand out in the crowded market by using attention-grabbing messaging to draw in the audience.
3. **Display/Digital Advertising:** Using visually arresting and emotionally compelling content, this strategy draws viewers in. These advertisements seek to elicit a visceral response by highlighting cutting-edge technologies and highlighting the harmful effects of plastic pollution, thereby raising awareness of the Ocean Cleanup's mission.
4. **Landing Page:** Designed to visually complement the ad creatives, the landing page functions as the online storefront. It reinforces the impact of potential donations by visually communicating the organization's mission. With clear call to action (CTAs), users can easily move from the advertisement to the website.
5. **Mobile Marketing:** Mobile Marketing: Reaching out to mobile consumers is crucial for Ocean Cleanup initiatives in today's mobile-first environment. This entails making the website mobile-friendly by making sure the content adjusts to fit different screen sizes and is easy to navigate. Additionally, by utilising location-based targeting and other mobile-specific characteristics, tailored mobile ads can be used to reach people on their smartphones and tablets. Mobile marketing contributes to a more thorough and successful marketing strategy by improving accessibility and guaranteeing that the Ocean Cleanup's message reaches consumers on the go.

Interest:

1. **SEO:** By focusing on keywords related to donations, the audience is targeted as part of an evolving SEO strategy to generate interest. By including keywords related to water environmental issues in the content, the organisation becomes more discoverable to a larger audience that is interested in environmental issues.
2. **Search Marketing:** To ensure that the ad budget is used effectively, search marketers can reduce irrelevant clicks by using negative keywords. Optimising bidding for higher ad rankings simultaneously makes the organization's message more visible.
3. **Display/Digital Advertising:** Using retargeting strategies, the display and digital advertising strategy moves into the interest phase. This reinforces the message and forges a bond with possible supporters by keeping the Ocean Cleanup fresh in the minds of the audience.
4. **Content Marketing:** Through the dissemination of aesthetically appealing content about the organization's daily activities and advancements, content marketing initiatives seek to

maintain and intensify interest. Users are kept informed and involved by this content, which creates a link between them and the cause.

5. **Social media (X):** By utilising real-time communication, the social media strategy on X raises awareness throughout the world. This strategy effectively mobilises support and fosters a sense of shared responsibility while keeping interest levels high through frequent updates and requests for assistance.
6. **Social media (Instagram):** To draw and hold attention on Instagram, the strategy makes use of visually stimulating content. Users are engaged and maintained in their interest in the Ocean Cleanup cause through influencer marketing and short-form content.

Desire

1. **SEO:** To arouse desire, high-quality content is integrated into the SEO strategy. In order to encourage a desire for more engagement, this entails combining keywords with gripping narratives that highlight the organization's impact.
2. **Content Marketing:** The goal of content marketing is to emotionally bind users to the cause through an evolving approach. Testimonials and success stories are included to increase interest in getting involved and highlight the benefits of supporting the Ocean Cleanup.
3. **Email Marketing:** By combining strong calls to action with well-defined objectives, email marketing strategy helps to create desire. Personalized [Personalised](#) communications encourage subscribers to become involved donors and supporters, which heightens their desire for ongoing interaction.
4. **Landing Page:** An essential element in creating desire is the landing page. To increase desire, build trust, and highlight the benefits of supporting the organization [organisation](#), testimonials and success stories are prominently displayed.

Action

1. **Content Marketing:** Content marketing campaigns encourage user participation by converting the desire for involvement into concrete actions through shares, likes, and comments. The organization's reach is further expanded by this user-generated engagement.
1. **Search Marketing:** By including distinct calls to action (CTAs) in ad copy, search marketing initiatives shift to encouraging specific actions. By optimising bidding for conversion objectives, one can make sure that the intended actions—donations or engagement, for example—are accomplished.
2. **Display Advertising:** The goal of the display and digital advertising approach is to promote particular behaviors. Users are encouraged to align with the objectives of the organization by supporting the cause with concrete acts such as volunteer work or donations.
2. **Email Marketing:** The goal of this strategy is to turn subscribers into contributors and supporters who are actively involved. Targeted communications support the organization's conversion objectives by motivating recipients to act.
3. **Landing Page:** The last point of contact before encouraging action is the landing page. Users are guided to make contributions by a clear and compelling call to action for donations. Additionally, options for different levels of engagement, like joining the community or raising money, offer a comprehensive pathway for users to take significant actions.

Additionally, the tactics above have KPI as a target of each element and Customer action as an impact of each. It can be seen on the table.

Attention			
No.	Tactics	KPI	Customer Action
1	SEO	Boost traffic from organic searches	To access the website, click the link in the search results
2	Search Marketing	Achieve a click-through rate (CTR)	To find out more about the Ocean Cleanup, click on the search advertisement.
3	Display Advertising	Achieving a view-through rate (VTR)	Watch the powerfully emotional advertisement and take in its message
4	Landing Page	Attain a conversion rate for landing pages	To explore donation options or learn more, click on the CTA buttons
5	Mobile Marketing	Mobile Click-Through Rate (mCTR)	Visit the Ocean Cleanup mobile-optimized website to explore ocean cleanup initiatives and visually engaging content.
Interest			
No.	Tactics	KPI	Customer Action
1	SEO	Increase the time spent on the website.	Explore various sections of the website, including blog posts and project updates.
2	Search Marketing	Reduce bounce rate	Engage with multiple pages on the website after clicking on the ad.
3	Display Advertising	Achieve a retargeting click-through rate (CTR).	Click on retargeting ads after visiting the website for the first time.
4	Content Marketing	Increase social shares	Share blog posts and updates on social media platforms
5	Social Media (X)	Increase engagement rate on X	Like, share, or comment on posts related to Ocean Cleanup
6	Social Media (Instagram)	Grow the follower base.	Follow the Instagram account and engage with content
Desire			

No.	Tactics	KPI	Customer Action
1	SEO	Increase the number of newsletter sign-ups.	Subscribe to the newsletter for regular updates
2	Content Marketing	Receive positive feedback on success stories from users.	Share personal success stories related to Ocean Cleanup
3	E-mail Marketing	Achieve an email click-through rate (CTR).	Click on the email links to engage with specific content or offers.
4	Landing Page	Increase the average donation amount	Make a donation and explore opportunities for further engagement
Action			
No.	Tactics	KPI	Customer Action
1	Content Marketing	Increase user-generated content.	Share, comment, or participate in discussions on content.
2	Display Advertising	Increase the number of volunteer sign-ups.	Express interest in volunteering through the website
3	Search Marketing	Achieve a conversion rate on ad clicks.	Complete a desired action, such as making a donation or signing up for an event.
4	E-mail Marketing	Convert email subscribers into active donors.	Make a donation after receiving targeted email communications
5	Landing Page	Increase the overall conversion rate.	Take a meaningful action, such as joining the community, raising funds, or making a donation, through the landing page.

These strategies' interdependence guarantees a seamless flow through the AIDA framework. Users progress from first awareness to a deeper comprehension of the issue, developing a desire to help, and ultimately taking significant action to further the goals of The Ocean Cleanup.

Additionally, the tactics above are having KPI as a target of each elements and Customer action as an impact of each. It can be seen in the table.

Evaluation & Monitoring- All

The success of the strategy will be measured by using this metrics:

Landing Page	SEO	Paid Search / Display Ads	Social Media	Email	Mobile Ads/App
Average Time Spent on Page	Organic Search Sessions	Impressions	Impressions	Open Rate	Download Rate
Conversions Rate	Clickthrough rate	Clickthrough rate	Post Likes	Clickthrough Rate	Active Users
Bounce Rate	Average Position	Cost per Click	Reach	Conversion Rate	Uninstall Rate
Clickthrough rate	Bounce Rate	Conversions	Follower Growth	Bounce/Unsubscribe Rate	Average Time Spent on App
	Quantity and Quality of Backlinks	Clicks	Engagement		
	Organic Traffic Conversion Rate	Returns on Ads Spend			

Marketing Assets and Mock-ups

Web Page/landing page

SEO: Keyword Lists

Awareness Focused Keyword List

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
clean ups	49,500	\$0.89	\$9.09	LOW
great pacific garbage patch	40,500	\$1.24	\$2.91	LOW
pacific ocean garbage patch	40,500	\$1.24	\$2.91	LOW
great garbage patch	40,500	\$1.24	\$2.91	LOW
picking up trash	40,500	\$2.72	\$12.07	LOW
pacific trash island	40,500	\$1.24	\$2.91	LOW
plastic island in pacific	40,500	\$1.24	\$2.91	LOW
pacific trash patch	40,500	\$1.24	\$2.91	LOW
trash vortex	40,500	\$1.24	\$2.91	LOW
great pacific garbage	40,500	\$1.24	\$2.91	LOW
picking up garbage	40,500	\$2.72	\$12.07	LOW
4 oceans	27,100	\$0.58	\$0.90	HIGH
micro plastics	27,100	\$0.39	\$7.29	LOW
world oceans	27,100	\$1.09	\$6.47	LOW
garbage in the pacific	40,500	\$1.24	\$2.91	LOW
pacific garbage dump	40,500	\$1.24	\$2.91	LOW
great pacific trash	40,500	\$1.24	\$2.91	LOW
garbage swirl	40,500	\$1.24	\$2.91	LOW
great pacific trash pile	40,500	\$1.24	\$2.91	LOW

miro

Conversion Focused Keyword List

Keywords	▲ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
the ocean cleanup foundation	8,100	\$1.38	\$7.10	LOW
the ocean cleanup	6,600	\$1.86	\$7.76	LOW
the oceancleanup	6,600	\$1.86	\$7.76	LOW
cleaning up the great pacific garbage patch	880	\$2.00	\$10.79	LOW
cleaning up the garbage patch	880	\$2.00	\$10.79	LOW
cleaning up the pacific garbage patch	880	\$2.00	\$10.79	LOW
the ocean cleanup project	480	\$2.04	\$8.27	LOW
clean the ocean	8,100	\$1.38	\$7.10	LOW
ocean cleanup foundation	8,100	\$1.38	\$7.10	LOW
the ocean cleanup foundation	8,100	\$1.38	\$7.10	LOW
great pacific garbage patch cleanup	880	\$2.00	\$10.79	LOW
pacific garbage patch cleanup	880	\$2.00	\$10.79	LOW
garbage patch cleanup	880	\$2.00	\$10.79	LOW
great garbage patch cleanup	880	\$2.00	\$10.79	LOW
clean up great pacific garbage patch	880	\$2.00	\$10.79	LOW

Search Marketing

Donation Focused Search Ad Copy Mock-up

Ad · <https://theoceancleanup.com/donate/>

Largest Ocean Cleanup. Take Part in Saving the Oceans:

Donate Now!

Greatest Pacific Garbage Patch Cleanup In History. Let's clean 90% of floating ocean plastic by 2024 together. Be a part of the solution.

Innovative Solutions · Leader in Ocean Pollution Science · AI-powered technologies

About Us:

<https://theoceancleanup.com/about/>

Track Impact Dashboard:

<https://theoceancleanup.com/dashboard/>

Join Our Crew:

<https://theoceancleanup.com/careers/>

Become a Citizen Scientist:

<https://theoceancleanup.com/research/citizen-science/>

Display / Digital Advertising

Side Banner Display Advertising



Center Banner Display



Content Marketing

Instagram Slides Post Mockup



Slide 1



Slide 2

Email Marketing

Email marketing for donation and becoming Supporters via sign ups and following on social media.

THE OCEAN CLEANUP

HELP CLEAN

Your generous donations and support are helping us to work together to achieve our shared goal of cleaning up the world's oceans and removing plastic pollution. Your contributions are allowing us to make strides in fighting for a better and cleaner environment for all. We are thankful for your help and support in this important endeavor.

[Make a donation](#)

THE LARGEST **CLEANUP** IN HISTORY

SPREAD THE WORD

The power of the crowd was the driving force behind the start of The Ocean Cleanup in 2013. Join the movement and show your support on social media!

[Sign Up](#)

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Let's connect

Social Media: X (Formerly Twitter)

the ocean cleanup @TCleanupmock · 1s
Become a part of the Ocean Cleanup Mission by purchasing our merch today. Each item contributes to cleaner oceans! 🌊 ❤️ #OceanCleanup
#SustainableLiving

Post 1



the ocean cleanup @TCleanUpMock · 21s
Proud to announce our collaboration with @coldplay. Together, we're
adopting Interceptors to tackle ocean plastic. 🚤 Let's turn the tide for a
cleaner, healthier planet! 🌎 #ColdplayCleansUp
#OceanCleanupMission

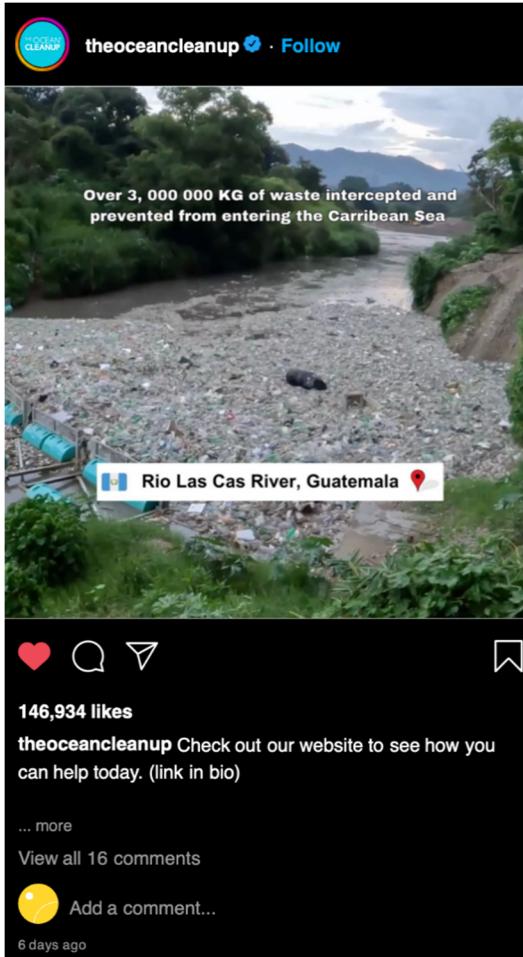
A screenshot of a social media post from the account "the ocean cleanup" (@TCleanUpMock). The post features the same aerial image of a boat near a plastic waste patch. The profile picture of the account is also visible. The post includes a caption: "Proud to announce our collaboration with @coldplay. Together, we're adopting Interceptors to tackle ocean plastic. 🚤 Let's turn the tide for a cleaner, healthier planet! 🌎 #ColdplayCleansUp #OceanCleanupMission". The timestamp "21s" is shown next to the caption. Below the image, there are standard social media interaction icons: a reply icon, a retweet icon, a like icon, a share icon, and a save icon.

Post 2

Social Media Platform: Instagram

Instagram Post Link:

https://drive.google.com/file/d/1Diq4W4a6qZ4Akw9BG9MNShNkB53QYIM/view?usp=share_link



Instagram Video Mockup

Mobile Marketing

Mobile app designed for facilitating the supporter's accessibility, which include

Updates to display all information about The Ocean Cleanup, Projects to show the successful cases, tracking to trace the geographic region of trash removed in total, and Donate to receive all supports.

The image displays four screenshots of the Ocean Cleanup mobile application, arranged in a 2x2 grid. Each screenshot highlights a different feature of the app:

- Top Left (Updates):** Shows a news article titled "UPDTAES" with a photo of hands in gloves handling plastic waste. Below it is another news item: "First 100,000 kg removed from The great pacific garbage patch". Both news items have a "More detail" button.
- Top Right (Projects):** Displays the "Cleaning the ocean garbage patches project". It includes three main stages: 1. Target and Capture (How it works diagram showing currents moving plastic), 2. Extraction (Diagram of a ship collecting trash), and 3. Recycle (Diagram of plastic being processed). Each stage has a descriptive text box.
- Bottom Left (Tracking):** Shows the "Dashboard" for "Ocean system System 03 HARVESTING". It displays a map of the Pacific Ocean with the system's location, the amount of trash removed ("328,636 kg"), and a detailed description of System 03's deployment and performance. It also features a "Videos & Images" section with links to "How System 03 cleans the Great Pacific Garbage Patch" and "System 03 Delivers: Our Biggest Plastic Extraction to Date".
- Bottom Right (Donate):** Shows the "Donation" screen. It features a photo of people picking up trash on a beach. Below it is a "DONATE" button with options for "One-time" or "Monthly". A payment form allows users to choose currency (EUR or USD) and enter an amount (25 USD, 50 USD, 100 USD, or "USD type amount..."). At the bottom, there is a "DONATE" button and a note about terms and conditions, along with payment method icons for PayPal, VISA, and MasterCard.

References

- The Ocean Cleanup. (n.d.). *The Largest Cleanup in History*. <https://theoceancleanup.com/>
- The Ocean Cleanup. (2022, March 14). *Indonesia Enters New Agreement with the Netherlands And The Ocean Cleanup To Reduce Marine Debris From Rivers*.
<https://theoceancleanup.com/press/press-releases/indonesia-enters-new-agreement-with-the-netherlands-and-the-ocean-clean-up-to-reduce-marine-debris-from-rivers/>
- Tianyu, J., & Meng, L. (2020). Does education increase pro-environmental willingness to pay? evidence from chinese household survey. *Journal of Cleaner Production*, 275, 122713.
<https://doi.org/10.1016/j.jclepro.2020.122713>
- Economics Observatory. (2022, November 25). What happens to charitable giving in a recession. Economics Observatory. <https://www.economicsobservatory.com/what-happens-to-charitable-giving-in-a-recession>

Appendix

Appendix A: Team 6 - Social Media Plan

SOCIAL MEDIA PLAN TEAM 6

Fill out this presentation deck and use it as a reference to help plan your social media activities

STEP 1: DETERMINE YOUR OBJECTIVES AND FOCUS

Participant Names: Paul, Olga, Pete, Fino, Cliff

SECTION 1: OBJECTIVES & FOCUS

What are you marketing?

Customized personal and commercial van conversions from vehicle purchase to delivery

Who is your target audience for your social media plan?

- 35+ years old
- > CAD 70,000/ year income in average
- Outdoor and Adventurous Lifestyle

SECTION 1: OBJECTIVES & FOCUS

What are my SMART objective(s) of my social media plan?

- Increasing the engagement rate of Youtube channel by 15% in 6 months
- Increasing the engagement rate of Instagram account by 10% in 6 months

What metrics/KPIs (Key Performance Indicator) will you use to define success?

- Youtube Engagement Rate : Likes, comments, shares, saves, average watch time
- Instagram Engagement Rate : Likes, comments, shares, saves, DMs, profile visits, average watch time, followers

SECTION 2: SOCIAL MEDIA PLATFORMS

Social Media Platform: PICK 2 PLATFORMS
(E.g., Instagram, Facebook, TikTok, Snapchat, LinkedIn, etc)

Social Platform	What are your social media tactics?
Youtube	Posting vlogs Van building process, Reviewing the finished van projects
Instagram	Posting photos of finished Van projects in an outdoor places

SECTION 3: CONTENT

What will be major topics or themes your social media content will cover?

Van Rebuilding, Van Conversion, Adventure, Road Trip, Camping

What types of content will you publish/post on social media?

- Vlogs
- Reviews
- Finished projects photos
- Project features reels
- Stories

SECTION 3: CONTENT

Do you have a colour palette?



Hashtags you'll use?

#adventures
#customizedvans
#outdoors
#vanlife
#pavedtopines
#custombus
#adventurewagons

Describe the mood or tone of your social media activities:

Earth tones
Outdoor-sy mood
Woods crafting
Relax
Simple Language
Inspiring
Aesthetic
Friendly
Informative

SECTION 4: DISTRIBUTE & PROMOTE

Content Calendar:

PLATFORM	CONTENT TYPE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Youtube	Videos	Rebuilding Vlogs		Camping Vlogs		Road Trip Vlogs
	Shorts		Before and after of rebuilding process		Camping Vlogs/Road Trip vlogs (Shorter version)	
Instagram	Post	Finished Project Photos		Finished Project Reviews Videos		Photo Carousel of Rebuilding Process
	Stories		Rebuilding Updates for current projects		Customer testimonials	

SECTION 5: Measure Success

What am I measuring?

SMART OBJECTIVE	Increasing the engagement rate of Instagram account by 10% in 6 months	
Metric to Track	What does this measure?	Metric Source
Likes	The quality of content to audiences	Likes Section/Instagram analytics
Comments	How engaging the content is	Comments section/Instagram analytics
Shares	The benefits of post to target audience	Instagram analytics
Saves	The benefits of post to target audience	Instagram analytics