

DIGITAL MARKETING
CREATING A BLOG USING WORDPRESS

PROJECT DESIGN PHASE – PART 1

ZONE: 17

TEAM ID: NM2023TMID02717

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PROPOSED SOLUTION

1. Novelty:

- Our sustainable living blog offers a novel approach to addressing the lack of accessible and reliable information on eco-friendly lifestyles.
- Novelty lies in providing well-researched articles, practical tips, and product recommendations that are regularly updated and relevant to readers.
- We aim to create a strong sense of community through reader engagement, online forums, and live events.

2. Feasibility of Idea:

- The idea of creating a sustainable living blog is feasible due to the growing interest in environmental sustainability and the need for practical guidance.
- The WordPress platform is widely accessible, user-friendly, and cost-effective for hosting and managing the blog.
- Monetization strategies, such as ads, affiliate marketing, and sponsored content, are viable options to generate revenue.

3. Business Model:

- **Content Monetization:** We will incorporate display ads, affiliate marketing, and sponsored content to generate revenue.
- **Digital Products:** We plan to develop and sell e-books, online courses, and sustainable living products.
- **Membership/Subscriptions:** A premium membership with exclusive content and benefits may be introduced.
- **Eco-Friendly Marketplace:** A marketplace for eco-friendly products can provide an additional revenue stream.

4. Social Impact:

- Our blog aims to have a positive social impact by promoting sustainable living practices, which can lead to reduced environmental footprints.
- It fosters a sense of community, support, and shared values among readers.
- We will actively collaborate with environmental organizations and charities, donating a portion of profits to relevant causes.

5. Scalability of Solution:

- The WordPress platform is highly scalable and can accommodate increased traffic and content.
- The sustainable living niche allows for potential expansion into related topics, such as eco-tourism, sustainable fashion, or zero-waste living.
- Collaboration with influencers and experts can help expand our reach and credibility.
- Mobile apps and localized content can extend our global reach.

6. Marketing and Promotion:

- We will leverage social media, content marketing, and email newsletters to promote the blog.
- Engaging with relevant online communities and participating in environmental events can help build our audience.
- SEO optimization will be a continuous focus to improve search engine rankings.