

CASE STUDY - II

Q. As a digital marketing consultant for Ecowear, I would create?

A comprehensive marketing strategy for Ecowear leveraging -

- 1) PPC Advertising (Pay Per Click)
- 2) Email Marketing
- 3) Content Marketing

lets break it down step by step.

1) PPC Advertising Strategy (Pay Per Click)

Objectives - Drive traffic to the website and boost sales of eco-friendly products

a) Platform Selection -

- Google ads - Use Google Search and shopping campaigns to target customers actively searching for sustainable.
- Facebook & Instagram ads - Target eco-conscious demographics based on interest (sustainability, eco-friendly products etc).
- Pinterest ads - Given that fashion and style inspiration are popular on Pinterest promote eco-fashion pins to drive traffic to the store.

b) Campaign Structure -

- Search campaigns
- focus on keywords like "eco-friendly clothing," "Sustainable fashion," and "Organic accessories".

- Use branded keywords for people searching for "Ecowear"
- Set up product-specific campaigns for popular products e.g. - Eco-friendly shirts.
- Shopping campaigns -
- Showcase product images and prices on Google Shopping to attract high-intent buyers.
- Remarketing campaigns -
 - Target website visitors who haven't purchased by showing ads across Google Display Network or social media.
 - Set up dynamic remarketing for abandoned cart recovery.

c) Optimization.

- A/B Test ads - Test different ad copy and images e.g. - focus on "eco-friendly benefits" vs. "fashionable designs".
- Keyword Refinement - Add negative keyword to avoid irrelevant clicks & focus on high-converting search terms.
- Bid Strategy - Start with manual bidding to control cost-per-click (CPC) and later switch to automated strategies once enough data is available.

d) Measurement -

- KPI's to Track
- Click-Through Rate (CTR)
- Indicate how appealing the ads are to the audience.
- Conversion Rate - Measures how many people clicked & purchased.
- Cost per Conversion - Track the cost of acquiring a sale.
- Return on Ad Spend (ROAS) - Measure the revenue generated per dollar spent on advertising.
- Impressions & Reach - Shows how many people are seeing the ads.

2] Email Marketing Strategy

Objective - Build a loyal customer base, encourage repeat purchases, and increase customer engagement.

a) List Building

- Lead Magnets - Offer incentives like 10% off on the first purchase, free shipping or a downloadable guide on sustainable fashion in exchange for email sign-ups.
- Pop-ups & Embedded forms - Place them on high-traffic pages like the homepage, blog and checkout page to capture visitor emails.

b) Email Campaign types

- Welcome Series - Automate a welcome series for new subscribers, introducing the brand, highlighting eco-friendly values and offering an exclusive discount.
- Product launch Emails - Announce new collections, emphasizing eco-friendly materials and processes.
- Abandoned Cart Emails - Send automated reminders for users who added items to the cart but didn't check out. Offer limited-time discounts to encourage purchases.
- Re-engagement Campaigns - Reach out to inactive subscribers with special offers or product recommendations.
- Seasonal Campaigns - Leverage holidays & sales e.g. Earth day, Black Friday to promote special deals.

c) Optimization -

- Segmentation - Create segments based on user behaviour, such as past purchases, website interactions, or engagement with previous emails. Target these groups with personalized content.
- A/B Testing - Test subject lines, send times, and email layouts to find what resonates best with the audience.
- Mobile Optimization - Ensure emails are optimized for mobile, as a majority of

users may access them on smartphones

a) Measurement

- KPI's to Track
- Open Rate - How many people opened the email
- Click Through Rate (CTR) - Percentage of users clicking on links within the emails.
- Conversion Rate - Measure the number of purchases made from email campaigns.
- Bounce Rate - Track hard and soft bounce to maintain list health.
- Unsubscribe Rate - A high unsubscribe rate can signal email fatigue or irrelevant content.

3] Content Marketing Strategy

Objectives - Establish Eowear as a thought leader in sustainable fashion while driving organic traffic and building a community around eco-conscious living

a) Content Types -

- Blog Posts
- Focus on topics like "Why Eco-friendly fashion matters," or "Sustainable materials explained," or "How to build a sustainable wardrobe."
- Include product round-ups featuring Eowear's offerings, linking directly to product pages
- Use SEO-optimized keywords like "sustainable fashion brands," "Eco-friendly clothing," "green

fashion brand."

- Infographics -
- Create visually engaging infographics about environmental impact of fast fashion v.s. sustainable fashion , benefits of recycled materials etc .
- User - Generated Content -
- Encourage customers to share their eco-friendly outfits on social media using a specific hashtag (# WearEcoWear)
- Video Content
- Short videos on social media or YouTube explaining how EcoWear products are made , showcasing behind - the - scenes processes , or featuring sustainability tips.

b) Distribution channels -

- Social Media - Share blogs posts , infographics , and user - generated content on facebook , Instagram , and Pinterest .
- SEO - Optimize all content for search engines by focusing on eco - conscious and product - related keywords .
- Email Newsletter - Regularly send newsletters featuring recent blog posts , product highlights and eco - fashion tips .

c) Optimization

- Content Calendar - Maintain a consistent publishing schedule . Plan content around key dates (e.g Earth day) and product launches .

- Internal linking - Connect relevant blog posts to product pages to help drive organic traffic from educational content to sales.
- SEO Optimization - Use tools like Google Search Console to identify SEO opportunities and optimize for specific keywords that target customers use.

a) Measurement -

- KPI's to Track
- Organic traffic - Track how many users are coming to the site via search engines.
- Time on page & Bounce Rate - Measure how engaging the content is.
- Social shares & Engagement - Track how many people are sharing and engaging with the content on social platforms.
- Lead Generation - Measure how many people sign up for the newsletter or take other desired actions. e.g. download a lead magnet.
- Conversion Rate from Blog - Track how many users from content pieces convert to product purchases.