Part 1: Keyword Research and Link Building for SEO

1. Keyword Research

Hypothetical Product: Eco-friendly reusable water bottles
Tool Used: Google Keyword Planner, area: India

Keyword	Avg. Monthly Searches
reusable water bottles	60,500
eco friendly bottles	27,100
BPA free water bottles	14,800
sustainable water bottles	9,900
stainless steel water bottles	22,200
eco water bottles	5,400
reusable drink bottles	4,600
green water bottles	3,900
best reusable water bottles	6,600
personalized water bottles	8,100

2. Authoritative Backlink Opportunities

Tool Used: Ahrefs

Website	Reason for Authority
www.treehugger.com	High domain authority, eco-lifestyle focus
www.nrdc.org	Environmental advocacy site with strong credibility
www.goodhousekeeping.com	Popular consumer product review platform

www.realsimple.com	High traffic lifestyle site with sustainability content
www.wired.com	Recognized publication with tech and product features

Part 2: Personalized Notifications

Email Notification Campaign

Tool: Mailchimp

Subject: Udit, Meet Your New Favorite Water Bottle

Body:
 Hi Udit,

We noticed you loved our **Stainless Steel Eco Flask**. We're excited to launch our newest collection: **ColorPop Reusables** – vibrant, sustainable, and built for your lifestyle.

As a valued customer, you get **early access + 15% off** – just for you.

👉 [Shop Now]

Thanks for supporting a greener tomorrow.

— The EcoBottle Team

P.S. This offer is valid only for the next 72 hours.

Part 3: Triggered Marketing Campaigns

Triggered SMS Campaign

Tool: Twilio

Trigger Condition: User adds item to cart but does not complete purchase within 1 hour

SMS Script:
 Hey Udit, noticed you left a bottle in your cart! Complete your purchase in the next 2 hours and enjoy **10% off** with code **ECO10** 🌿 [Complete Now]

Part 4: Word-of-Mouth Growth and Customer Support

Social Media Post

Platform: Instagram

Caption:
Loved your EcoBottle? Tell the world
We're collecting testimonials from our amazing customers – YOU!
DM us a short video or story and get featured + a 20% discount on your next order!

#EcoBottleStories #GreenLife

Email Template for Testimonials

Subject: "Share Your Story, Get Rewarded 🌟"

Hi Udit,

We're thrilled you chose EcoBottle. We'd love to hear how it's helping your sustainable journey.

Send us a quick review or video – if we feature it, you'll receive **20% off your next order**.

[Submit Your Testimonial]

Thanks for being part of the movement!

— Team EcoBottle

Part 5: Doing Things That Don't Scale

Non-Scalable Action

Action: Handwritten thank-you notes for first 100 orders

Description:
Every order in our launch week includes a personalized, handwritten thank-you card, expressing genuine appreciation and our commitment to sustainability.

Impact: Builds emotional connection, encourages loyalty, and increases chances of organic word-of-mouth promotion.

Part 6: Press Coverage

Press Release

Title: EcoBottle Launches ColorPop Collection – Where Sustainability Meets Style

Body:
 FOR IMMEDIATE RELEASE
 Mumbai, India – [Date]
 EcoBottle, a rising star in sustainable consumer goods, is proud to announce the launch of its ColorPop Collection: vibrant, reusable water bottles combining fashion, function, and eco-conscious design.

With growing concerns around single-use plastics, EcoBottle offers consumers a way to make stylish, sustainable choices every day.

Media Contact:
 Rhea Kapoor, Marketing Lead
 press@ecobottle.com

Target Journalists:

- Priya Ramani – Sustainability columnist, Mint
- Suchita Salwan – Founder, Little Black Book (LBB)
- Jane Wakefield – Tech & innovation writer, BBC News

Part 7: Company Culture and User Experience

Company Culture Statement

"At EcoBottle, we champion sustainability, inclusivity, and customer obsession. We empower people to make eco-friendly choices through beautiful, functional design."

Hiring and Operations Impact:

- Hire individuals passionate about climate and community impact
- Daily ops focus on customer-first decisions and environmental responsibility

User Experience Plan for Early Adopters

Step-by-step Plan:

1. Create a closed feedback group with early adopters

2. Offer incentives (discounts, early access) for detailed feedback
3. Weekly check-ins (email or Zoom) to gather insights
4. Prioritize iterative changes based on feedback (e.g., cap design, colors)
5. Track NPS and satisfaction metrics
6. Share transparent product updates with the community