

## Project Overview

Business Name	Green Roots Digital Agency
Client Name	Jessica Matthews
Social Security Number (SSN)	137-45-6872
Project Category	Social Media Marketing
Client Status	Active
Social Media Platform	Instagram
Social Media Username	GreenRootsJessica
Password	Leafy2024!

## Client Brief

Green Roots Digital Agency has been contracted by Jessica Matthews, the marketing director for a rapidly expanding urban farming collective called Green Roots. Our primary objective is to elevate the collective's presence on Instagram. The target market is environmentally conscious Millennials and Gen Zers residing in metropolitan areas who are seeking ways to adopt sustainable urban living. Jessica wishes to focus on sharing educational and engaging content such as urban gardening tips, eco-friendly DIYs, before-and-after transformations of community plots, and customer success stories with user-generated content highlights. The project will require us to develop a cohesive content strategy aligned with brand aesthetics—utilizing calming green and earthy tones, and a consistent storytelling narrative around environmental stewardship. Analytics will play a key role: we expect bi-weekly reporting on engagement growth, reach, and follower interactions. Jessica is particularly interested in influencer partnerships with micro-influencers passionate about sustainability, hoping to double current engagement rates within three months. Customer testimonials and interactive polls should be incorporated via Instagram Stories and Reels, and branded hashtags must be monitored

for campaign effectiveness. The main pain point is standing out in a crowded green-living space and converting passive followers into active contributors to the collective. Our goal is to reliably increase the account's organic reach, drive event sign-ups, and strengthen Green Roots' reputation as a leader in local sustainability efforts, all while adhering to the latest platform algorithms and best practices.