

Practical - 10

Mock Digital Marketing Campaign: "EcoFresh - Smart Air Purifier"

Product Overview

"EcoFresh" is a next-generation air purifier designed to keep your indoor environment fresh and clean while being energy-efficient and eco-friendly. It features smart sensors to detect air quality, connects to mobile apps for real-time monitoring, and has a sleek, modern design that fits into any home or office space.

Campaign Objectives

1. Increase product awareness among eco-conscious consumers.
2. Generate 1,000 pre-orders within the first month of the campaign.
3. Build a community of loyal customers around sustainability and healthy living.

Target Audience

- **Primary Demographic:**
 - Age: 25-45
 - Urban professionals, young families, eco-conscious individuals.
 - Income: Middle to high-income earners.
 - Interests: Sustainable living, technology, home improvement, and wellness.
 - **Secondary Demographic:**
 - Individuals with allergies or respiratory issues.
 - Small business owners (gyms, offices, wellness centers).
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Campaign Strategy

1. Pre-Launch Teasers (Week 1-2):

- **Social Media Teasers:** Short 15-second videos across Instagram, TikTok, and Facebook showing bits of the product without revealing it entirely. Use captions like "Fresh Air Coming Soon."
- **Influencer Partnerships:** Collaborate with eco-friendly influencers to build intrigue by having them share personal stories about air quality and why it matters.
- **Email Campaign:** Send teasers to subscribers of wellness and home improvement newsletters with a "Stay Tuned" message.

2. Launch Phase (Week 3-4):

- **Website Launch:** Dedicated landing page featuring an interactive 3D model of EcoFresh, showcasing its features and eco-friendly benefits. Offer early-bird discounts.
- **Social Media Ads:** Targeted ads on Facebook, Instagram, and LinkedIn focusing on the product's sustainability and health benefits, using carousel and story formats.
- **Google Ads:** Launch a pay-per-click campaign targeting keywords like "best air purifier," "eco-friendly air purifiers," and "smart home gadgets."
- **Influencer Reviews:** Partner with tech and wellness influencers to unbox and review EcoFresh live on Instagram and YouTube.

3. Engagement Phase (Week 5-6):

- **User-Generated Content Campaign:** Run a social media contest encouraging users to share how they keep their home environment healthy, using the hashtag #EcoFreshLiving. Winners get free EcoFresh units.

- **Interactive Polls & Q&A:** Conduct Instagram polls and Q&A sessions about indoor air quality and the benefits of smart air purifiers.
- **Collaborations:** Partner with eco-friendly brands and wellness bloggers to write articles on sustainable living, mentioning EcoFresh.

4. Sustained Awareness (Week 7+):

- **Customer Testimonials & Case Studies:** Feature customer testimonials on the website and social media channels. Share stories from users with allergies, showing real-world benefits.
- **Referral Program:** Launch a referral program where customers can earn discounts or free accessories for every new buyer they refer.
- **Monthly Blog Posts & Newsletters:** Continue engagement with content related to air quality, sustainability, and wellness, subtly integrating EcoFresh.

Budget Allocation

- ❖ **Social Media Ads:** 35%
- ❖ **Influencer Marketing:** 20%
- ❖ **Google Ads (PPC):** 15%
- ❖ **Website Development & Maintenance:** 10%
- ❖ **Email Marketing & Content Creation:** 10%
- ❖ **Contests & Referral Program:** 10%

Key Metrics to Track

1. Website Traffic & Conversion Rate

- Track visitors, bounce rate, and conversion rates using Google Analytics.

2. Social Media Engagement

- Monitor likes, shares, comments, and hashtag engagement on posts.

3. Influencer Reach & Sales Impact

- Measure the sales attributed to influencer partnerships by using unique discount codes.

4. Email Open & Click-Through Rates

- Track email marketing performance with email platforms like Mailchimp or HubSpot.

5. Pre-orders & Revenue

- Use e-commerce tracking tools to monitor the number of pre-orders and total revenue generated.

Campaign Timeline

1. Week 1-2:

- Social media teasers, influencer partnerships, and email campaign to build excitement.

2. Week 3-4:

- Full product launch, ads go live, website up with early-bird offers.

3. Week 5-6:

- Contest and user-generated content to boost engagement.

4. Week 7+:

- Continue awareness and customer loyalty with testimonials, blog content, and referral programs.