

# Digital Marketing Strategies for Environmental Campaign

College of Business and Public Management

MKT3490: Internet Marketing

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## **Executive Summary**

DrinkBig\_DreamBigger is an environmental campaign in response to the United Nations Sustainable Development Goals Initiative, specifically targeting responsible consumption and production as well as climate action. This campaign is based on multiple digital channels, mainly Internet marketing, encouraging young consumers to shift from 16.9-ounce plastic bottled water to larger water containers, which helps reduce plastic pollution. The event is held throughout April and celebrated Earth Day 2025. It strategically attracted young adults, who are the most frequent purchasers of bottled beverages, by leveraging powerful digital presence such as Instagram, TikTok, YouTube, Facebook, LinkedIn, email marketing, and dedicated event websites. Through interactive content, storytelling, and educational posts, DrinkBig\_DreamBigger has successfully received responses in the following aspects, including audience in 9 countries with more than 250 viewers on our campaign website, and more than 650 on social media platforms.

## **Introduction**

For our internet marketing project, we decided to launch the DrinkBig\_DreamBigger campaign to encourage people to rethink their habits and make more sustainable choices. According to Becerril-Arreola and Bucklin (2021), A 20% shift in beverage choices from small to larger bottles could cut PET plastic waste by 10,000 tons per year in the U.S. alone. Therefore, our campaign promoted switching from 16.9 oz water bottles to gallons or even reusable water bottles, helping to reduce the plastic footprint we leave behind on the earth. The inspiration for this campaign came from the United Nations Sustainable Development Goals, where we focused on Goal 12, responsible consumption and production, and Goal 13, climate action.

This campaign is important for young adults because they are the largest consumers of bottled beverages. Even getting a small shift by targeting individuals can lead to a bigger impact over time. With most young adults today being Gen Z, and chronically online, we made sure to target them through social media. We created accounts on Instagram, TikTok, Facebook, LinkedIn, and YouTube. We even added email marketing to reach them, since that's where they are already paying attention.

Our DrinkBig\_DreamBigger campaign connects to bigger environmental goals by showing how small changes from individuals can grow into something larger. It's a more realistic way for a person to take action and stay involved, while also supporting the bigger picture of fighting climate change and reducing plastic pollution.

One issue we ran into was that people are used to the convenience of smaller water bottles. But an opportunity we found was that Gen Z and Millennials are becoming more aware of their

environmental impact. By using digital content and educational posts, we were able to reach an audience of over 650 people across 9 countries.

## Goals

The Drinkbig\_Dreambigger campaign we set a few goals to track how well our campaign was doing on social media over time. Since this was a digital campaign, it was important for us to focus on online engagement and real audience interaction, not just posting content and hoping for the best. Here is our timeline:

Goal	Timeframe	Description
500 Social Media Engagements	By April 30, 2025	Reach 500 total likes, shares, comments, reposts across all platforms.
100 User-Tagged Posts	April 1–22, 2025	Get 100 people to post about switching to gallons and tag our account (Earth Day-focused).
300 Website Visitors	Throughout April 2025	Achieve 300 website visits to show deeper campaign interest.
150 Email Subscriptions	Throughout April 2025	Gain 150 subscribers to maintain contact and grow the movement post-campaign.
Reach 10 Countries	By April 30, 2025	Expand reach internationally via website traffic and social media shares.

One of our first goals was to get at least 500 engagements on all our social media platforms by the end of April 2025. This included likes, shares, comments, reposts, basically anything to show people were engaging with our posts. We picked this goal because engagement shows that people aren't just seeing our content; they're reacting and thinking about it. Getting people to stop scrolling and interacting was a bigger priority for us.

Another goal we had set was for people to show their involvement in our campaign by posting about making the switch from smaller water bottles to larger gallons by tagging us. We wanted to get at least 100 people to do so by Earth Day. So, this ran from April 1st to April 22nd. Since Earth Day was coming up, environmental topics were already trending, and more people most likely wanted to get involved.

Another goal we had set was for us to get 300 visitors to our website throughout the month of April. If someone went onto our website and clicked through, we knew they were interested in learning more. We also wanted to get at least 150 people to subscribe to our email list before the end of the campaign. Having an email list allows us to keep in touch even after the campaign ends. This way, we can continue to promote sustainable habits and possibly grow Drinkbig\_Dreambigger into something bigger later on.

Lastly, we wanted to reach people in 10 different countries by the end of April 2025 through a mix of website visits and social media shares. This was important to us because plastic pollution is a global issue, not just a local one (Dutta and Choudhury, 2018). The message reaching others around the world shows how our message resonated with others beyond our community.

All these goals were to help make sure that it wasn't just content we were posting but that we were building a movement. We were able to make people feel involved, inspired, and ready to make

these small changes and help contribute to the bigger picture. Hence why, tying numbers to these goals was important for us to measure how well our campaign was throughout the month of April.

## **Target Market**

### **a. Target Audience Definition**

The DrinkBig\_DreamBigger campaign primarily targets young adults aged 18 to 35, focusing specifically on environmentally conscious Millennials and Generation Z consumers who actively seek sustainable lifestyle changes. This audience includes urban dwellers who have easy access to reusable water containers and established recycling programs, as well as students and young professionals who frequently purchase bottled beverages out of convenience but are open to eco-friendly alternatives when presented with practical options. Young adults aged 18-34 purchase bottled water more frequently than any other age group, accounting for nearly 40% of total bottled water sales (IBWA, 2023).

### **b. Demographic & Psychographic Insights**

The target demographic consists of individuals between the ages of 18 and 35, the group with the highest consumption of bottled water. While the campaign is primarily based in the United States, it holds strong global outreach potential given the universal relevance of environmental concerns. Psychographically, the audience shares strong interests in sustainability, zero-waste living, health and wellness, and social activism. Behaviorally, they are highly active on visually driven digital platforms such as Instagram, TikTok, and YouTube. They show a distinct preference for brands that align with their personal values, particularly those that are eco-friendly and socially responsible. Moreover, they are highly receptive to engaging with challenges, participating in user-generated content, and following influencer endorsements, making them an ideal audience for a digital-first campaign strategy.

**c. Why This Audience?**

Young adults are the largest consumers of single-use plastic bottles, making them a critical focus for any initiative aimed at reducing plastic waste. As digital natives, they respond particularly well to campaigns driven by social media and peer influence, allowing for broader organic reach and community-based movement building. Additionally, they are action-oriented and more likely to adopt small behavioral changes, such as switching from smaller bottled waters to larger, reusable options, especially when these changes are framed through clear, accessible, and shareable calls to action. "Research shows that 72% of Gen Z are more likely to take action on sustainability after seeing relatable social media content (Nielsen, 2022)."

**d. Alignment with Audience Needs**

The DrinkBig\_DreamBigger campaign is intentionally designed to align with the needs and preferences of the target audience. It promotes convenience by offering a simple lifestyle adjustment—swapping small water bottles for larger, reusable ones—without requiring major disruptions to daily habits. It leverages the power of community and social proof through initiatives such as the Earth Day Pledge and the #DrinkBig\_DreamBigger hashtag campaign, encouraging widespread participation and a sense of collective movement. Furthermore, the campaign integrates educational messaging, using data-driven content such as "one large bottle equals five fewer small bottles per week" to tangibly demonstrate the positive environmental impact and motivate sustained action.

**e. Sub-Targets for Expanded Reach**

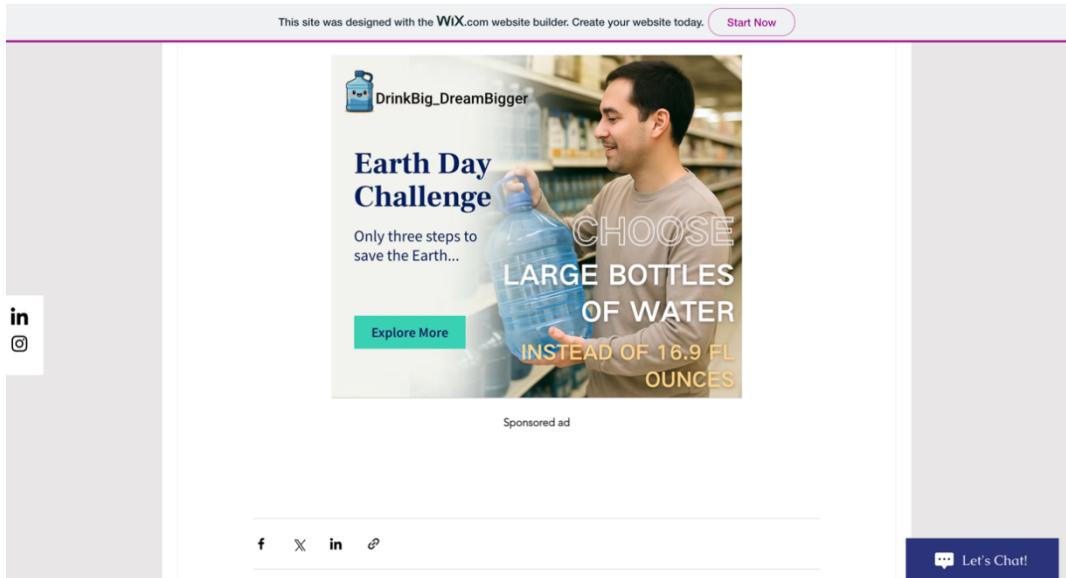
In addition to the core young adult demographic, the campaign identifies several key sub-target groups to broaden its influence. Eco-conscious parents, who are increasingly focused on reducing household plastic waste, represent an important expansion audience. Fitness enthusiasts, especially gym-goers who prioritize both hydration and sustainable living, align naturally with the campaign's message. Additionally, corporate teams are engaged through professional platforms such as LinkedIn, encouraging employees to participate in workplace sustainability initiatives and fostering a culture of environmental responsibility within organizational settings.

## **Digital Marketing Strategy**

Our digital marketing strategy is designed to maximize outreach and engagement for our environmental campaign, which encourages consumers to choose large bottles of water over small ones to reduce plastic pollution. By leveraging a multi-channel approach across our website, Instagram, YouTube, TikTok, Facebook, and LinkedIn, we tailor content and format to each platform's unique audience. This website has become the central hub for Campaign information and educational resources. Besides the information of the activities, it also publishes blog posts to enable consumers to have a deeper understanding of us. Instagram, on the other hand, places more emphasis on interactive content and builds connections with viewers at a more frequent update frequency. To better showcase this Campaign, we released the video form on TikTok and YouTube with different customized content on the two platforms. Finally, Facebook and LinkedIn will aim for community-driven and professional engagement. Overall, we offer multiple platforms for a wide audience to attract broader support (Doyle, 2015).

### a. Display Advertising (Banner Ads)

As part of our digital marketing strategy, we designed a visually compelling banner ad.

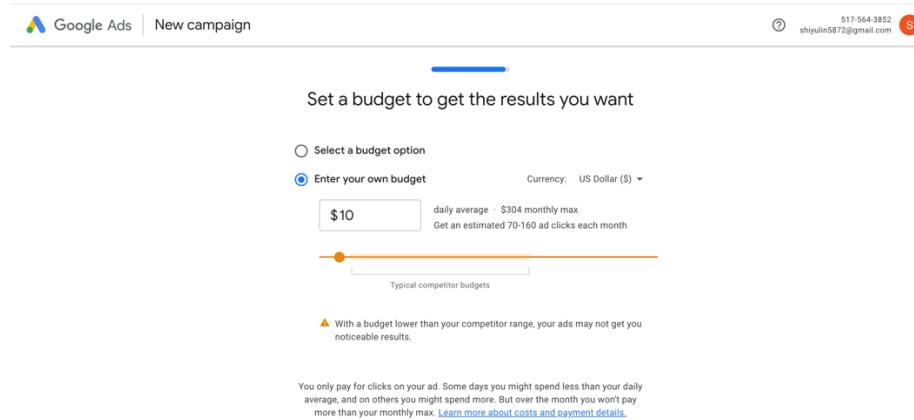


This banner ad was created using the creative automation platform Creatopy, which allows us to conveniently and quickly create advertisements that have a professional layout optimized for both desktop and mobile viewing. To maximize visibility, the banner was displayed on our TikTok account and a third-party blog site — Loaf and Love — targeting environmentally conscious readers interested in lifestyle and sustainability content.

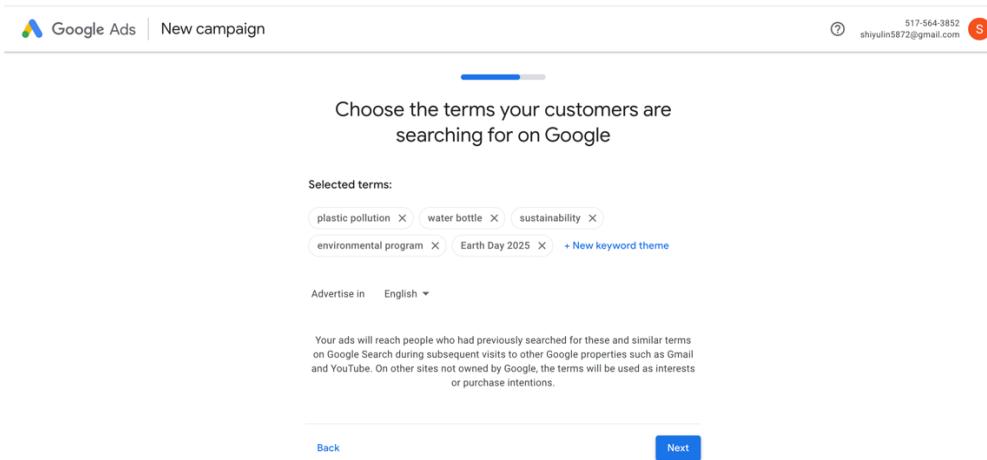
(<https://loafandlove.wixsite.com/official/post/how-to-warm-bread-without-burning-it>)

## b. Search Engine Marketing (SEM)

To further enhance the popularity and engagement level of our Campaign, we use Google keywords with a daily Budget of \$10 and a maximum monthly budget of \$304, which account for one-third of our Digital Marketing Budget.



We expect that this SEM investment will generate additional approximately 70 to 160 clicks per month. We carefully selected high-impact keyword themes, "plastic pollution," "water bottle," "sustainability," "environmental program," and "Earth Day 2025" to be consistent with the user's search intent and maximize relevance.

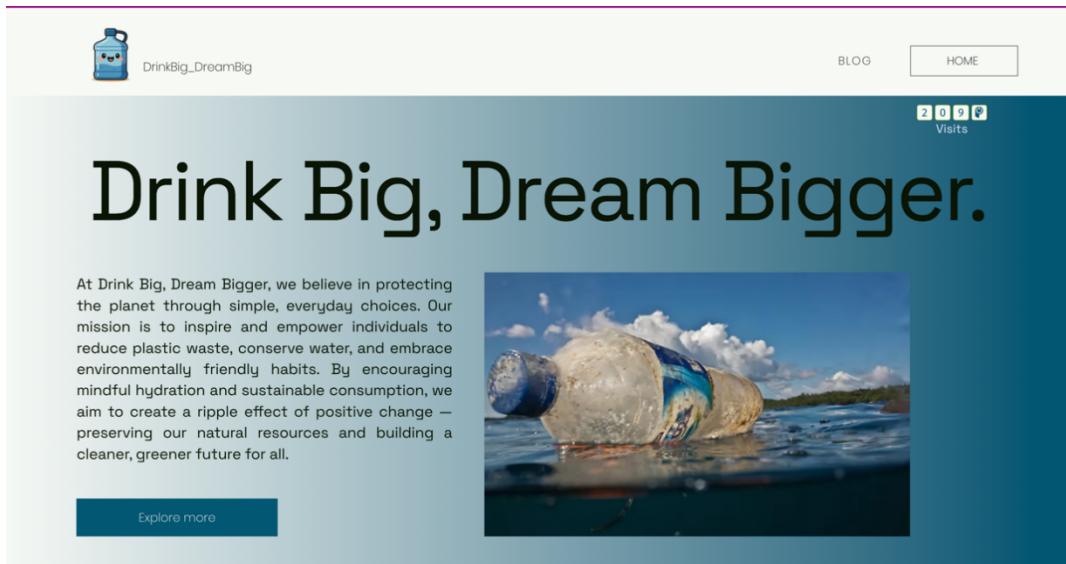


Our advertising titles, including "DrinkBig\_DreamBigger", "Reduce Plastic Pollution" and "Earth Day 2025", are accompanied by attractive descriptions to encourage viewers to switch to larger containers and reduce single-use plastics. Advertising directly links to our dedicated web site, where users can explore our mission, and links to the various social media platforms to take action. The target audience of this campaign is mainly in the United States, but we also promote it globally at the same time.

The screenshot shows the Google Ads interface for creating a new campaign. On the left, there are sections for 'Headlines' and 'Descriptions'. Under 'Headlines', three headlines are listed: 'DrinkBig\_DreamBigger' (20/30), 'Reduce the plastic pollution' (28/30), and 'Earth day 2025' (14/30). Below these is a blue 'Add headline' button. Under 'Descriptions', three descriptions are listed: 'Join the challenge to cut plastic waste. Choose big bottles!' (60/60), 'Make an impact this Earth Day—reduce plastic with large water containers.' (73/90), and 'Say no to small bottles. Help protect the planet by switching to larger...' (80/90). To the right, there is an 'Ad Preview' window showing a mobile phone screen with the headline 'DrinkBig\_DreamBigger | Earth day 2025' and the description 'Reduce the plastic pollution | Make an impact this Earth Day—reduce plastic with large water containers. Say no to small bottles. Help protect the planet by switching to larger..'. At the top right of the preview window, there are icons for a question mark, a user profile, and a red circle with a white letter 'S'.

### c. Website Marketing

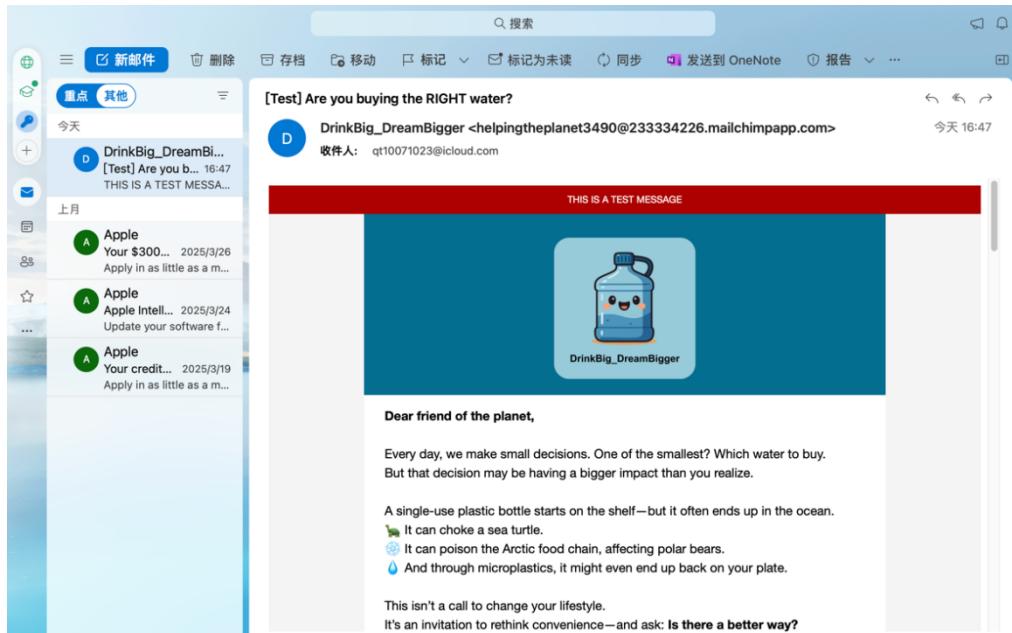
Our web site [https://helpingtheplanet34.wixsite.com/drinkbig\\_dreambig](https://helpingtheplanet34.wixsite.com/drinkbig_dreambig) is all information related to our environmental initiatives, resources, and the call for action at the center of the hub.



This website is built with Wix.com and its design is clean and intuitive to enhance the user experience. On the homepage, we have created the Event function "Earth Day Challenge", which enables visitors to quickly join our Campaign. Meanwhile, on the Blog page, we published content to let people understand the impact of plastic pollution on the environment and promote the benefits of switching to large containers. At the same time, search engine advertisements were added to this website and directed here.

#### d. Email Marketing

To directly reach out to environmentally conscious individuals, we also use Mailchimp to write email marketing. Send personalized emails to those users who subscribe on our website. The title of this email is "Have you bought the right water?" In order to attract target users to check our emails. The content of the email encourages clicks with an engaging story and a clear call to action. Visually striking images and data-driven infographics emphasize the urgency of the issue, while a clear three-step guide encourages the recipient to participate in the Earth Day challenge. This email also contains direct links to the event website and social media platforms, which helps increase traffic and encourage further interaction. The role of email marketing is to remind these subscribers to take action quickly, as this action is simple and effective.



**[Test] Are you buying the RIGHT water?**

DrinkBig\_DreamBigr <helpingtheplanet3490@233334226.mailchimpapp.com>

收件人: qt10071023@icloud.com

今天 16:47

It's an invitation to rethink convenience—and ask: **Is there a better way?**  
So here's what we're doing—and we want YOU to join us:

**CHOOSE  
LARGE BOTTLES  
OF WATER  
INSTEAD OF 16.9 OZ  
OUNCE**

Plastic waste is hurting more than just the environment.  
 🐚 Sea turtles are mistaking plastic for food.  
 🐾 Polar bears are absorbing toxic microplastics through their food chain.  
 💧 And single-use bottles? They're a major culprit.

### Why Size Matters?

Year	% PET Waste Change (Small to Midsize)	Waste Reduction (Metric Tons, Small to Midsize)	% PET Waste Change (Large to Midsize)	Waste Reduction (Metric Tons, Large to Midsize)
2009	-1.09	-495.85	-0.6	-455.74
2010	-1.08	-880.14	-0.56	-455.74
2011	-1.12	-917.95	-0.54	-437.27
2012	-1.19	-217.23	-0.53	-409.38
2013	-1.22	-994.45	-0.5	-428.69
2014	-1.23	-10044.13	-0.5	-404.95
2015	-1.29	-10544.72	-0.47	-384.51

*'A 20% shift in beverage consumption from small to larger bottles could reduce PET plastic waste by over 10,000 tons annually in the U.S. alone.'*

----Becerril-Arreola & Bucklin, 2021

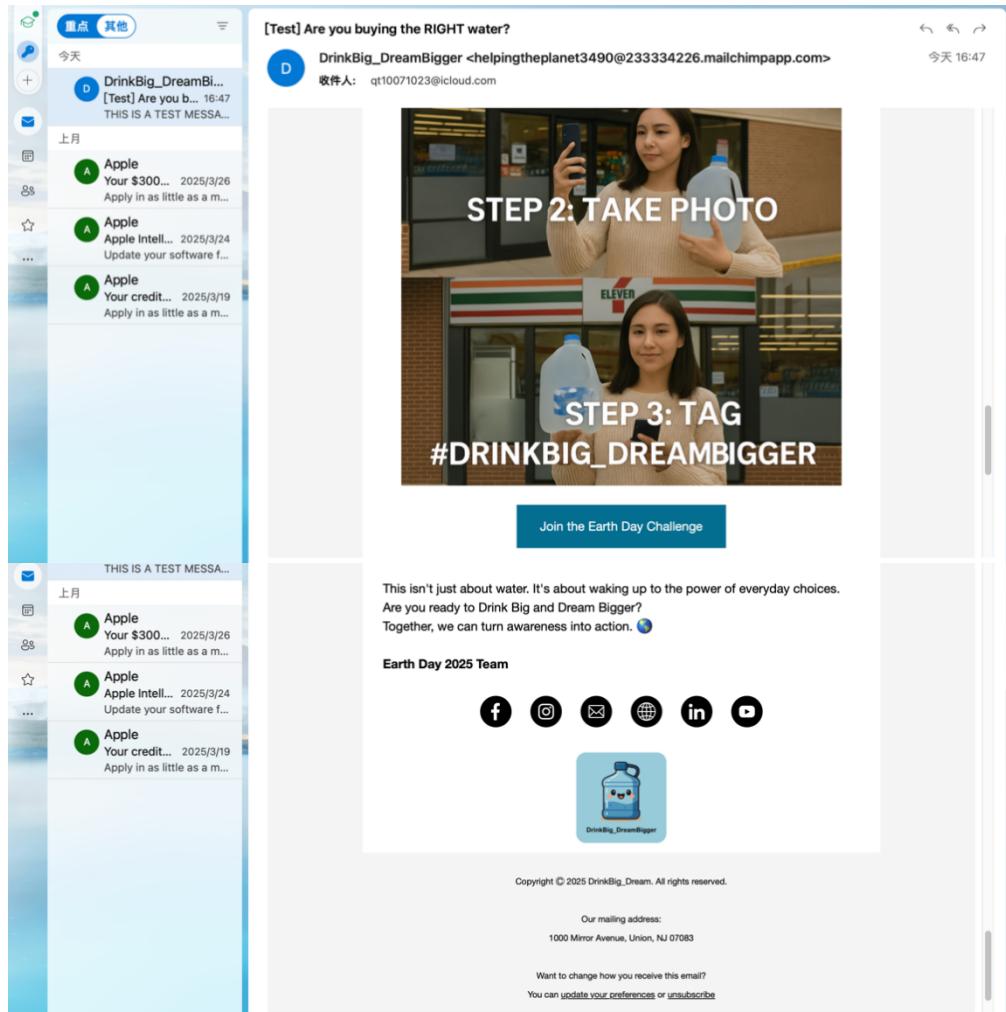
We're launching the #DrinkBig\_DreamBigger Challenge to take on plastic waste, one reusable bottle at a time.

- ✓ It's simple.
- ✓ It's impactful.
- ✓ And it starts with what you carry in your hand every day.

You'll be joining a growing community choosing to rethink daily habits—and to stand up for a cleaner, safer planet.

👉 Click below to see how to join and make your post count:  
[Button: Join the Earth Day Challenge]

**STEP 1: CHOOSE BIG**

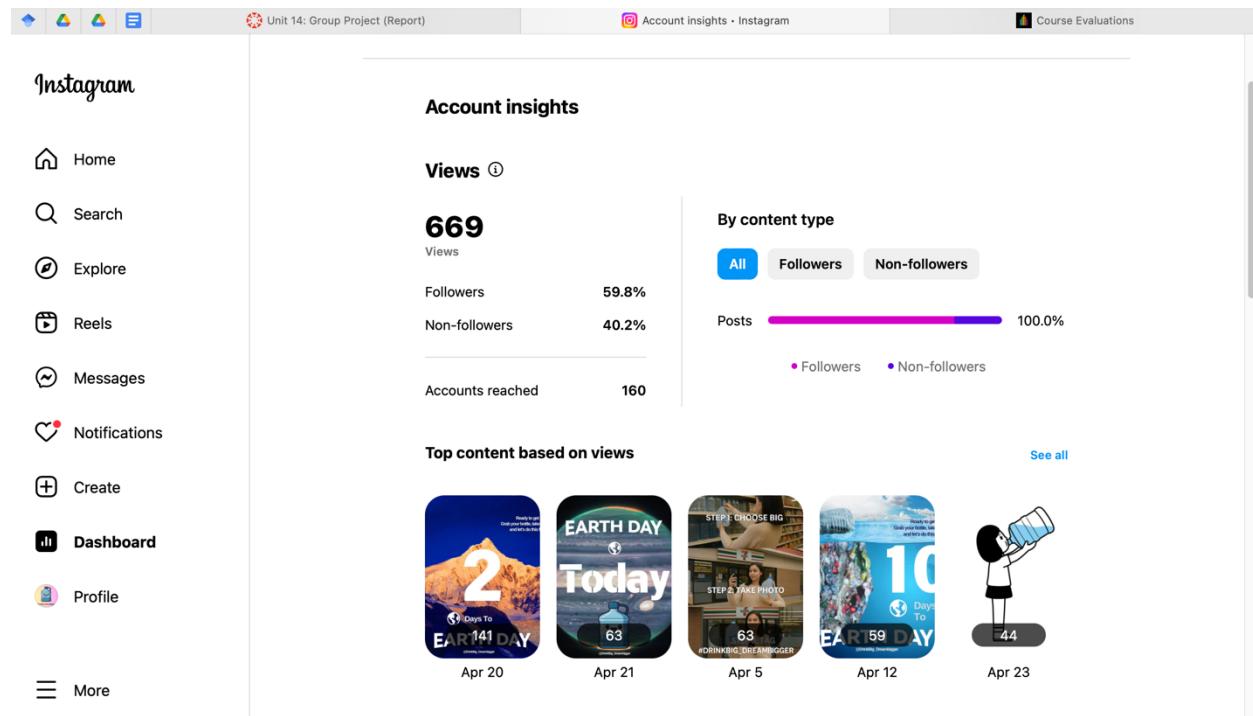


## e. Social Media Marketing

Our social media strategy is consistently centered around the Campaign's objectives and uses a unified profile picture and account information. However, on various platforms, emphasis is placed on different forms and contents in order to reach a larger audience and increase participation. Throughout the entire event, each member of our group was responsible for 1 to 2 platforms, thus being able to have an effective and continuous interaction with our audience on these platforms.

### Instagram

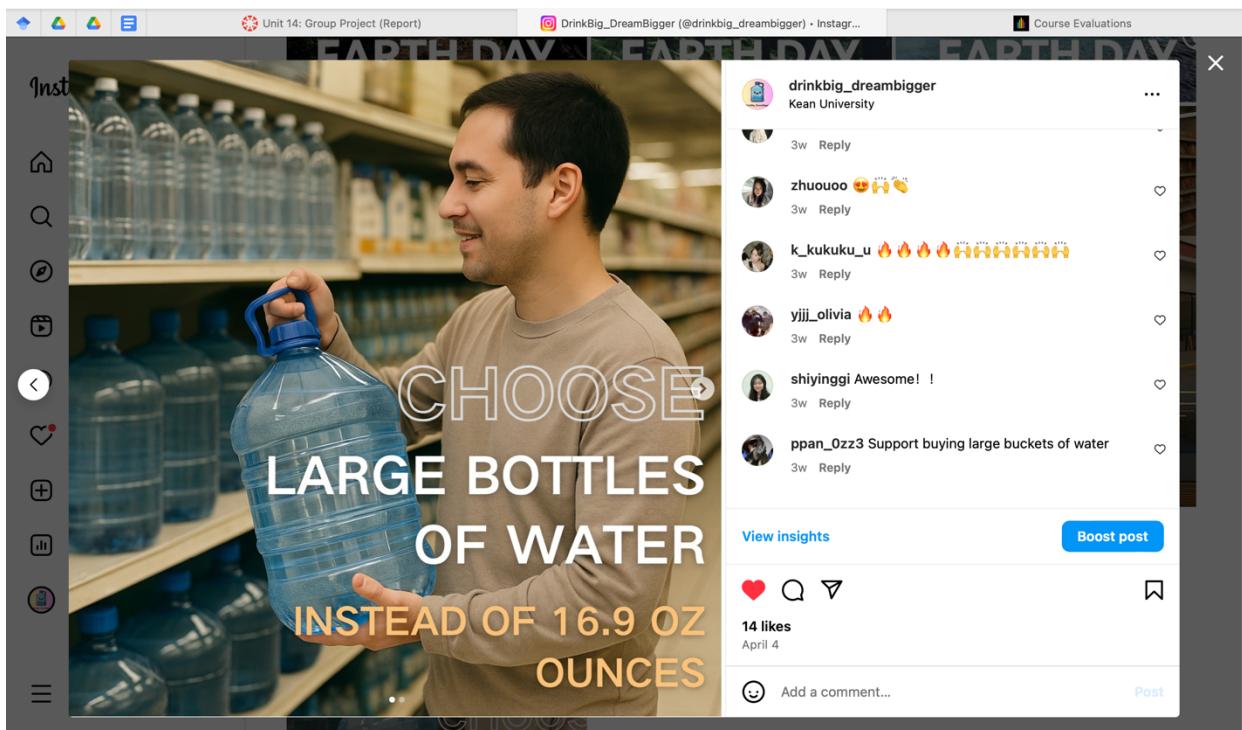
[https://www.instagram.com/drinkbig\\_dreambigger/](https://www.instagram.com/drinkbig_dreambigger/)



Instagram serves as the core platform for our campaign's engagement strategy, reflecting our understanding that the majority of bottled water consumers are young people who are highly active on this visual and interactive platform. Leveraging the lead-up to Earth Day, we executed a countdown series that created a sense of urgency and encouraged daily interaction with our followers. This consistent posting rhythm helped build anticipation and maintained ongoing

visibility in users' feeds. Each post combined visually appealing graphics with concise, action-driven messages that aligned with our campaign's call to reduce plastic waste by switching to large water containers. Additionally, the use of interactive elements such as tags, hashtags (#DrinkBig\_DreamBigger), and shareable challenges enabled users to actively participate and amplify the message within their own networks, turning individual actions into a broader movement. Instagram not only functioned as our visual storytelling channel but also as a dynamic space for fostering behavioral change through digital activism.

Some Instagram posts and the likes and comments are showing below:



Unit 14: Group Project (Report) Ready to get started? DrinkBig\_DreamBigger (@drinkbig\_dreambigger) - Instagram Course Evaluations Ready to get started?

# Why Size Matters?

Year	% PET Waste Change (Small to Midsize)	Waste Reduction (Metric Tons, Small to Midsize)	% PET Waste Change (Large to Midsize)	Waste Reduction (Metric Tons, Large to Midsize)
2009	-1.09	-8915.85	-0.6	-4903.28
2010	-1.08	-8805.14	-0.56	-4565.96
2011	-1.12	-9137.95	-0.54	-4372.67
2012	-1.19	-9725.23	-0.51	-4190.36
2013	-1.22	-9978.45	-0.5	-4058.69
2014	-1.23	-10044.33	-0.5	-4061.85
2015	-1.29	-10544.72	-0.47	-3843.51

*"A 20% shift in beverage consumption from small to larger bottles could reduce PET plastic waste by over 10,000 tons annually in the U.S. alone."*

---Becerril-Arreola & Bucklin, 2021

drinkbig\_dreambigger ...

That's the kind of change your bottle choice can lead. Not just a personal habit. A public impact. 🌎🌟

Keep your bottle close. Keep the mission loud. Let's bottle less plastic, together. 🍃

#DrinkBig\_DreamBigger #EarthDay2025

1w

k\_kukuku\_u wow😍😍 1w Reply

ppan\_0zz3 🤩🤩🤩 1w 1 like Reply

syuu524 Big difference🔥🔥🔥 1w 1 like Reply

[View insights](#) [Boost post](#)

7 likes April 19

Add a comment... Post

Unit 14: Group Project (Report) Ready to get started? DrinkBig\_DreamBigger (@drinkbig\_dreambigger) - Instagram Course Evaluations Ready to get started?

Ready to get started?  
Grab your bottle, take that pic,  
and let's do this for Earth!

2 Days To EARTH DAY

@DrinkBig\_Dreambigger

Your insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

**Views** ⓘ

- Views 141
- Followers 15.6%
- Non-followers 84.4%

**From**

- From Home 87
- From Other 39
- From Profile 15

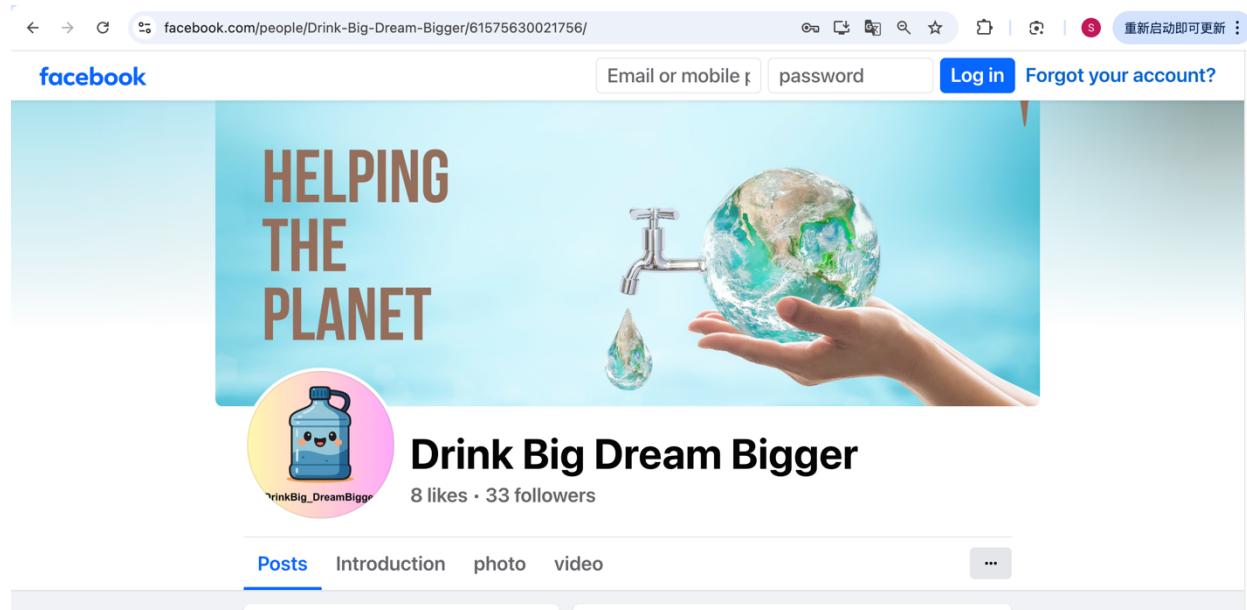
**Accounts Center accounts reached** 103

**Interactions** ⓘ

- Interactions 16
- Followers

## Facebook

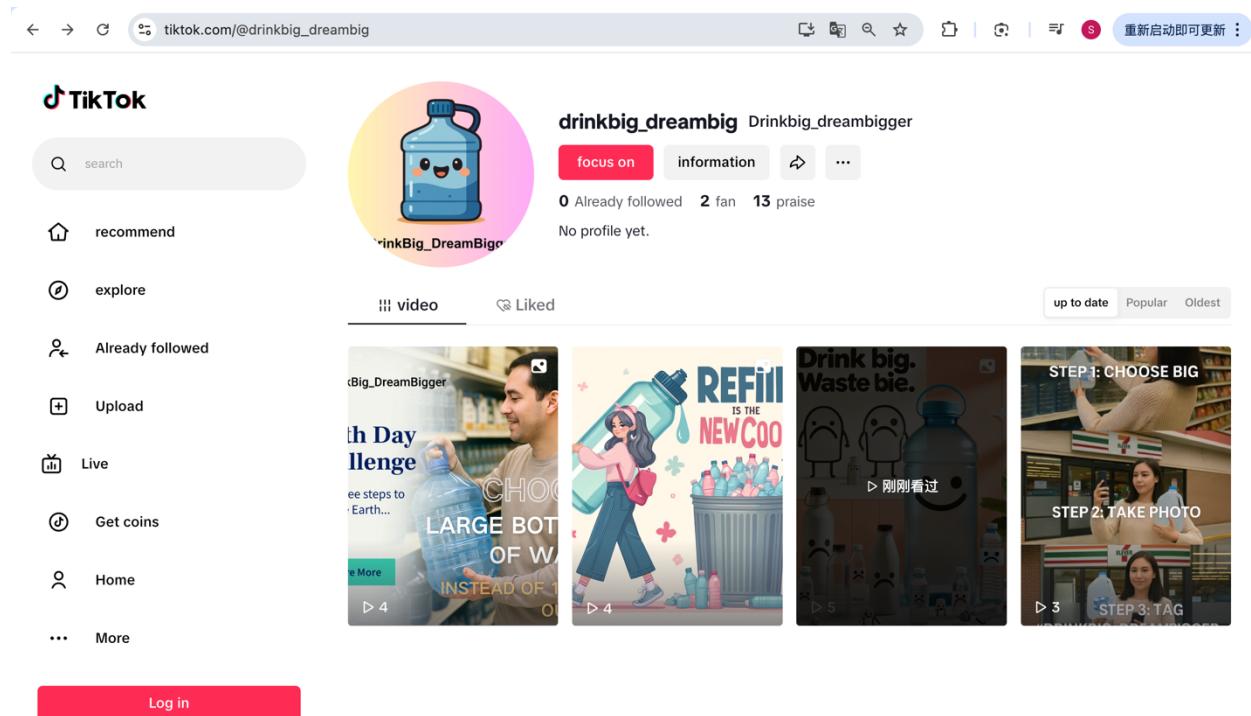
<https://www.facebook.com/profile.php?id=61575630021756>



On Facebook, our campaign strategy focuses on building community engagement and encouraging thoughtful reflection on environmental responsibility. Posts are crafted to be more informational and discussion-oriented, with longer captions and impact-driven visuals that resonate with a slightly older demographic compared to platforms like Instagram or TikTok. By sharing personal stories, user comments, and detailed infographics on plastic pollution, we create a space where users can learn, react, and share their own perspectives. The platform is also used to repost Instagram content with added context to maximize cross-platform consistency and reach.

## TikTok

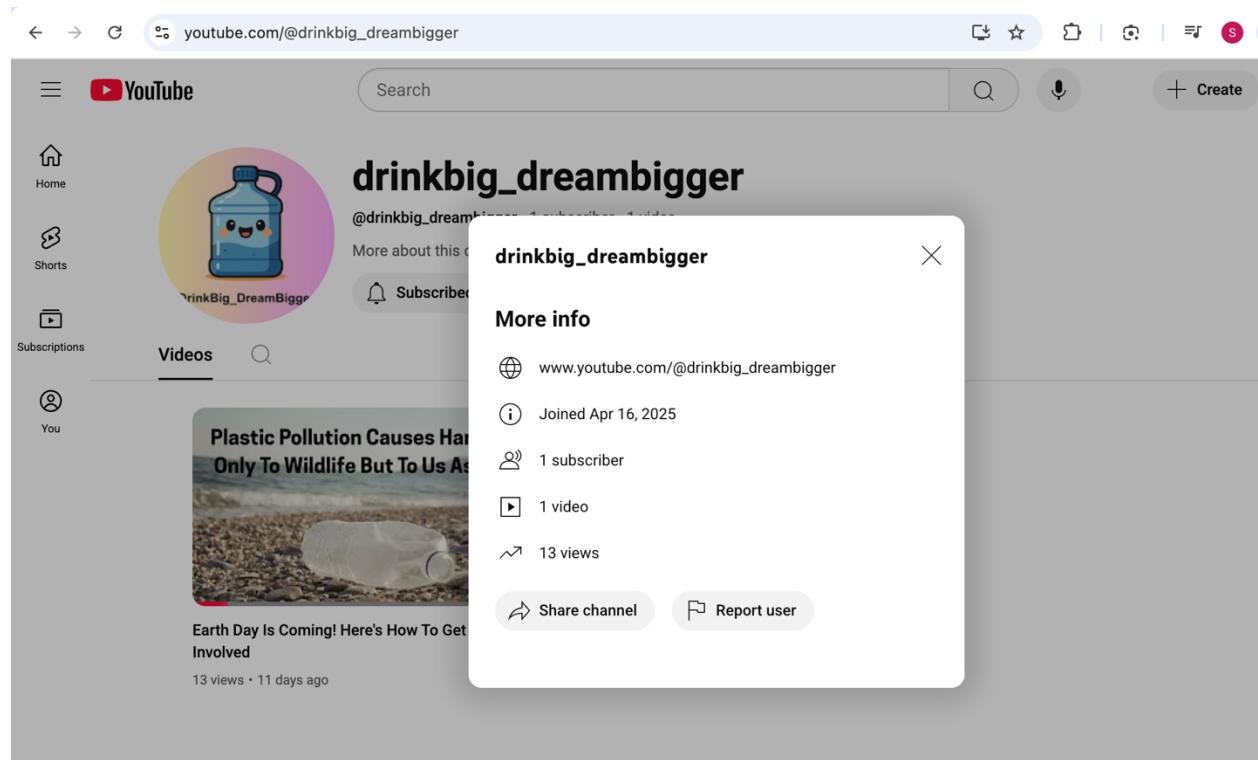
<https://www.tiktok.com/t/ZTj28748T/>



TikTok is also a hub for younger audiences, plays a key role in our campaign by delivering short, engaging 15-second videos enhanced with trending background music to quickly capture attention and boost visibility. By embedding external links to our website, we invite users to dive deeper beyond the video and explore educational content and campaign details. Our strategy turns each brief clip into a gateway, aiming to spark curiosity and encourage users to spend much more than 15 seconds thinking, learning, and acting for the planet.

## YouTube

[https://www.youtube.com/watch?v=\\_5UGRMk3B2s](https://www.youtube.com/watch?v=_5UGRMk3B2s)



YouTube serves as our platform for delivering deeper, more informative content through 45-second videos that combine audio narration with visual explanations. Unlike our short-form strategies on TikTok, the longer video format on YouTube allows us to provide a more immersive and educational experience, explaining the environmental impact of single-use plastics and the benefits of switching to large water bottles. These videos are structured to balance storytelling with data, using real-world visuals, infographics, and voiceover to enhance message clarity and emotional connection. By doing so, we aim to engage viewers not just as social participants, but as informed advocates who understand the why behind our campaign and are motivated to take meaningful action. YouTube also serves as an important link-out platform, guiding audiences back to our website for further engagement and participation.

## LinkedIn

<https://www.linkedin.com/company/drink-big-dream-bigger/>

The screenshot shows the LinkedIn company profile for 'Drink Big Dream Bigger'. The page features a profile picture of a water bottle with a face. The company name is displayed prominently, along with a note that it's a non-profit organization with 2-10 employees. Below the main header are buttons for '+ focus on' and 'Send Message'. A navigation bar includes links for 'front page', 'about', 'dynamic', 'Position', and 'member'. On the right side, there's a sidebar titled 'Members also followed' which lists 'Ferrari' (Motor vehicle manufacturing) and 'LinkedIn for Marketing' (Advertise with us). The main content area shows 'Home News' with two recent posts from the company, both of which have 0 followers and were posted 5 days ago. The LinkedIn interface includes a search bar, a top navigation bar with various icons, and a sidebar for business-related actions.

On LinkedIn, our event strategy focuses on emphasizing corporate and environmental responsibility to attract professional audiences. These posts are consistent with topics such as business sustainability, ESG goals, and green consumer behavior, making them highly relevant to decision-makers, sustainability officials, and environmentally conscious professionals. We use LinkedIn to showcase the wide-ranging impact of the campaign, share insights on plastic reduction strategies, and invite businesses and organizations to support or collaborate on our initiative. By building our message from an enterprise perspective and emphasizing long-term environmental value, our goal is to promote B2B engagement. Because if a company makes a deep impression, then the participation of all its employees will be a very powerful force.

## Budget Information

### Total Budget: \$1,000

This plan outlines how to allocate a \$1,000 budget across five core digital marketing strategies: Display Ads, SEM, Website Development, Email Marketing, and Social Media Marketing.

Strategy	Platform/Channel	Budget	Purpose / Importance
Display Ads	LinkedIn	150	To build brand awareness with a professional audience.
SEM	Google Ads	304	To drive traffic from high-intent users searching for relevant services.
Website Development	Wix (Free Tool)	0	Wix is used to build a functional landing page with no additional cost.
Email Marketing	Mailchimp	100	Covers subscription costs and supports list growth and automation.
Social Media Marketing (Instagram)	Instagram	280	Used to engage with target audiences and promote services.
Social Media Marketing (TikTok)	TikTok	166	Enhances visibility with creative, short-form video content.

This plan shows how a \$1,000 budget is split across five key digital marketing areas: Display Ads, SEM, Website Development, Email Marketing, and Social Media Marketing. The goal is to get the most visibility and engagement without overspending. We decided to put \$150 into Display Ads on LinkedIn because it's a great place to connect with a professional audience (Utz, 2016). This helps people become more aware of the brand, especially those who might be in need of the service.

For SEM (Search Engine Marketing), we chose to use Google Ads with a budget of \$304. This is our biggest investment because it targets people who are already searching for the kinds of services we provide. It gives us a better chance of getting direct traffic and real leads. We didn't allocate

any budget to Website Development because we're using Wix, which is a free and easy-to-use tool. It allows us to build a clean and professional-looking website without extra costs. This website will serve as the main hub where we send people from our ads, emails, and social media.

For Email Marketing, we're spending \$100 using Mailchimp. That amount covers the monthly subscription and gives us room to grow our email list. Email helps us stay in touch with our audience and share important updates, which builds loyalty over time. Social Media Marketing is divided between Instagram and TikTok. We're putting \$280 into Instagram because it's a strong platform for promoting services through visuals like stories, reels, and posts. TikTok will get \$166, which helps us boost brand visibility through short, creative videos that can go viral and attract a lot of new viewers.

Overall, this budget is focused on using free tools when possible and putting money into platforms that give us the best chances to reach and connect with our target audience. The balance of ads, content, and communication is designed to bring real engagement and growth without going over the \$1,000 limit.

Following is our budget breakdown with the screenshot.

## 1. Display Ads Allocated Budget: \$150

Purpose: Increase brand visibility and awareness through visual advertisements.

Select objective ?

Increase awareness of your post ▼

Select audience ?

LinkedIn Audience template ▼ Small Business Owners ▼

[View full targeting for this audience](#)

**Audience**

+ Locations

United States X

Select audience profile language ▼ English ▼

[For advanced targeting visit Campaign Manager ▼](#)

**Advanced options ^**

Automatic Audience Expansion ?  
Increase the reach of your campaign by showing your ads to audiences with similar attributes to your target audience.

Include LinkedIn Audience Network ?  
Place ads on trusted 3rd party publishers where LinkedIn audiences engage.

**Set a start and end date ?**

4/24/2025 - 5/7/2025

mm/dd/yyyy mm/dd/yyyy

**Set lifetime budget ?**

\$150.00

A minimum budget of \$10.00 per day is required. Your post will be boosted as an ad for 14 days and spend no more than \$150.00 total.

**Forecasted results ?**

Audience size	Spend	Impressions
6,400,000+	\$58 - \$150	8,600 - 35,000

Results shown reflect spend and key results for 14 days. Forecasted results are directional estimates and do not guarantee performance. [Learn more](#) ...more

**Preview ad**

Desktop Feed ▼

Because we only have one planet, let's take care of it. ? ▼  
Every choice matters — from what we drink to how we ...more

**BECAUSE WE ONLY HAVE ONE**

**LET'S TAKE CARE OF IT.**

drinkbigdreambigger.com

Like Comment Repost

## 2. Search Engine Marketing (SEM) Budget

Allocated Budget: \$304

Purpose: Drive high-intent traffic to the website through paid search ads.

The screenshot shows the 'New campaign' setup in Google Ads. The user has selected 'Enter your own budget' and input '\$10'. The currency is set to 'US Dollar (\$)' with a monthly max of '\$304'. A note indicates an estimated 70-160 ad clicks each month. A warning message states: 'With a budget lower than your competitor range, your ads may not get you noticeable results.' Below this, a note explains: 'You only pay for clicks on your ad. Some days you might spend less than your daily average, and on others you might spend more. But over the month you won't pay more than your monthly max.' A link to 'Learn more about costs and payment details' is provided.

The screenshot shows the 'New campaign' setup in Google Ads. Under 'Headlines', three headlines are entered: 'DrinkBig\_DreamBigger', 'Reduce the plastic pollution', and 'Earth day 2025'. An 'Add headline' button is available. Under 'Descriptions', three descriptions are entered: 'Join the challenge to cut plastic waste. Choose big bottles!', 'Make an impact this Earth Day—reduce plastic with large water containers.', and 'Say no to small bottles. Help protect the planet by switching to...'. An 'Add description' button is available. To the right, an 'Ad Preview' window shows a sample ad with the headline 'Ad · helpingtheplanet34.wixsite.com' and the description 'Reduce the plastic pollution | DrinkBig\_DreamBigger | Earth day 2025'. The preview includes a 'Call business' button. A note at the bottom states: 'Assets can be shown in any order, so make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.'

### 3. Website Development Budget

Allocated Budget: free

This screenshot shows the 'Sessions by country' section of the Wix Analytics Traffic Overview. It features a world map where countries are colored according to their session volume. A bar chart to the right lists the top countries:

Country	Sessions
United States	65
China	8
Malaysia	7
Canada	3
Singapore	2
United Kingdom	1

This screenshot shows the 'Traffic Overview' section of the Wix Analytics dashboard. It includes a line graph of traffic over time, a bar chart of average sessions per day, and two circular charts for new vs returning visitors and sessions by device.

**Traffic Trends:**

Date	Visitors
Jan 29	0
Feb 7	0
Feb 16	0
Feb 25	0
Mar 6	0
Mar 15	0
Mar 24	0
Apr 2	0
Apr 11	10
Apr 20	12
Apr 21	0

**Avg. sessions by day:**

Day	Sessions
Sun	1
Mon	5
Tue	4
Wed	3
Thu	1
Fri	6
Sat	5

**New vs returning visitors:**

- Unique visitors: 33
- New: 100% • 33
- Returning: 0% • 0

**Sessions by device:**

- Site sessions: 84
- Desktop: 50% • 42
- Mobile: 49% • 41
- Tablet: 1% • 1

## 4. Email Marketing

### Allocated Budget: \$100

This budget will cover a basic Mailchimp subscription plan, suitable for sending newsletters and promotional emails to a small-to-medium contact list. Since Mailchimp doesn't charge per ad, the budget is used for the monthly fee, email design, and automation setup. This helps build customer relationships and encourage repeat engagement.

Preview

Desktop Mobile Inbox Send a Test Email

[View this email in your browser](#)



**Help people use your product or service.**  
Show how to get the most out of your products or explain how to get involved with your organization.

First, replace the logo and change the full-width header to a different color or to a high-res image. Then, enter your content in the blocks below.

Let's get started



[object Object]

Email Info

Enable live merge tag info

You haven't chosen an audience for this email yet.  
[Learn more about merge tags.](#)

To:  
Recipient's email address

From:  
sully sanchez  
helpingtheplanet3490@gmail.com

Subject:  
Untitled

Preview Text:

You haven't chosen an audience for this email yet.  
[Learn more about merge tags.](#)

To:  
Recipient's email address

From:  
sully sanchez  
helpingtheplanet3490@gmail.com

Subject:  
Untitled

Preview Text:

## GenZ Power: Make a Splash with DrinkBig\_DreamBig

DrinkBig\_DreamBig is built for Gen Z — the bold, conscious, and trend-savvy generation. By choosing bigger water containers, you cut down on plastic waste *and* show the world you care. From class to the gym, your bottle becomes your statement. Join the movement. Sip smarter. Make a difference.

[Get Started](#)



## Hydrate Sustainably: Join the DrinkBig\_DreamBig Movement

Passionate about the planet? So are we. DrinkBig\_DreamBig is the movement making sustainable hydration cool. By choosing larger water containers, you're cutting plastic waste and making a real impact — one big sip at a time. Ready to drink smarter and dream bigger?

[Get Started](#)



You haven't chosen an audience for this email yet.  
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To:  
Recipient's email address

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sully sanchez  
helpingtheplanet3490@gmail.com

Subject:  
Untitled

Preview Text:

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You haven't chosen an audience for this email yet.  
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To:  
Recipient's email address

From:  
sully sanchez  
helpingtheplanet3490@gmail.com

Subject:  
Untitled

Preview Text:



**Reduce Waste: Embrace Eco-Friendly Choices with DrinkBig\_DreamBig**

DrinkBig\_DreamBig is your go-to movement for eco-friendly hydration. By choosing larger water containers, you cut down on plastic waste and make every sip count. Drink smart. Dream big. Make an impact.

[Get Started](#)

**Read more in our website!**

[!\[\]\(0a6396f82ac034da0bd772445acbfca2\_img.jpg\)](#) [!\[\]\(cc2f6802f9924c0a41f27e348a1ac693\_img.jpg\)](#) [!\[\]\(10aef792e65acae011a1976f143103de\_img.jpg\)](#)

**Wix**

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Our mailing address is:  
1000 Morris ave, NJ, 07084

You haven't chosen an audience for this email yet.  
[Learn more about merge tags.](#)

**To:**  
Recipient's email address

**From:**  
sully sanchez  
helpingtheplanet3490@gmail.com

**Subject:**  
Untitled

**Preview Text:**

You haven't chosen an audience for this email yet.  
[Learn more about merge tags.](#)

**To:**  
Recipient's email address

**From:**  
sully sanchez  
helpingtheplanet3490@gmail.com

**Subject:**  
Untitled

**Preview Text:**

## 5. Social Media Marketing - Instagram

Allocated Budget: \$280 per 7 days

20:07

Budget & duration

**What's your ad budget?**

Excludes Apple service fee and applicable taxes

**Daily budget**

\$40 daily

**Duration**

7 days

i Similar businesses typically spend \$8 per day over 6 days.  
[Learn more](#)

<b>Ad Budget</b>	<b>\$280 over 7 days</b>
Estimated reach	17,000 - 44,000
Apple service fee <span style="color: #0070C0;">i</span>	To be calculated

Next

20:06

Feed

reed and profile feed. Learn how to manage which profiles your ad appears on

 drinkbig\_dreambigger Sponsored


 Ready to get started?  
Grab your bottle, take that pic,  
and let's do this for Earth!  
**10**  
 Days To  
**EARTH DAY**  
@DrinkBig\_Dreambigger

Visit Instagram Profile >

Heart Comment Share

drinkbig\_dreambigger Let the Countdown Begin!

We're gearing up for Earth Day  in just 10 days, and we want you to join us in making a positive impact! Here's how you can get involved:

Step 1: Choose a BIG reusable water bottle. Ditch those single-use plastics and go for something that'll help you hydrate all day long.

## 5. Social Media Marketing - TikTok

Allocated Budget: 166

The image displays two side-by-side screenshots of the TikTok Promote interface on a mobile device. Both screens show the same basic layout with minor differences in the promoted creative.

**Left Screenshot (Top):**

- Header:** Shows the time as 8:31 and battery level at 57%.
- Title:** "Promote" with a user icon.
- Key Metrics:** "7,846 - 78,541 Estimated video views".
- Audience Selection:**
  - "Define your audience" with a help icon.
  - "Default audience (TikTok chooses for you)" with a red circular selection button.
  - "Create your own" with a right-pointing arrow.
- Budget and Duration:**
  - "Set budget and duration" with a help icon.
  - Budget:** "\$16.00 Per day" with a dropdown arrow.
  - Duration:** "7 days" with a slider bar.
  - Note:** "Reminder: you are more likely to reach desired results with a minimum budget of \$19.80."
- Call-to-action:** "Choose a promotion pack" with a camera icon.
- Bottom Summary:** "\$160.00" and a "Pay" button.
- Legal Note:** "By continuing, you agree to the [TikTok Promote Program](#) and the [Payment Terms](#) and [Advertising Policy](#)".

**Right Screenshot (Bottom):**

- Header:** Shows the time as 8:31 and battery level at 57%.
- Title:** "Promote" with a user icon.
- Goal Selection:**
  - "Choose your goal" with a help icon.
  - Options:** "Boost account" (selected), "Get sales", and "Get leads".
  - Goals:**
    - "More video views" with a red circular selection button.
    - "More followers" with an empty circle.
    - "More profile views" with an empty circle.
- Creatives:** "Select creatives" with "1 creative >". A thumbnail image shows a person taking a photo with the text "STEP 2: TAKE PHOTO" and "15.1s".
- Custom Promotion:**
  - "7,846 - 78,541 Estimated video views".
- Call-to-action:** "\$160.00" and a "Pay" button.
- Legal Note:** "By continuing, you agree to the [TikTok Promote Program](#) and the [Payment Terms](#) and [Advertising Policy](#)".

## Conclusion

The digital marketing campaign effectively achieved our goals of increasing awareness and participation in our environmental initiative. Strategic allocation of the \$1,000 budget allowed us to leverage high-visibility platforms, ensuring that our message reached the right audience.

Here are the key results from the campaign:

- **Website Visitors:** We recorded 238 visitors to our website during the campaign period, showing steady traffic driven from our ad and content efforts.
- **Social Media Engagement:** Our combined Instagram and TikTok campaigns generated an impressive 78,541 views, far exceeding the number of team members involved and demonstrating strong public interest and reach.
- **SEM Performance (Google Ads):** Our Google Ads campaign generated between 70 to 160 clicks, successfully driving targeted traffic from users actively searching for related topics.
- **Email Campaign:** Our Mailchimp outreach achieved strong engagement, helping us maintain direct communication with interested participants and reinforcing our campaign message.

Overall, these digital efforts significantly boosted visibility, engaged the community, and built momentum around our environmental mission—delivering impactful results within our budget.

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