

# DIGITAL MARKETING PORTFOLIO

## Save the Waves

Ocean Conservation and Education



**Save the Waves** is a non-profit organization committed to removing plastic from the oceans.

They raise money for ocean conservation through hosting surfing events, as well as selling branded silicone straws and stainless steel water bottles.

# BUYER PERSONA

active environmentalist  
conscious adventurer



"I spend all my free time surfing or thinking about surfing."

"A clean ocean is so important for future generations to enjoy this sport as much as I do."

**Age** 31

**Job** Finance

**Income** \$85,000

**Education** Masters

**Location** Los Angeles, CA

**Family** Single

SAM

### identifiers

travel blogs  
recycles and reuses  
active volunteer

### goals

surf every day  
go vegan  
batch craft brew

### objections

creating waste  
large scale events  
long commutes

### influences

reddit/surfing  
surfer magazine  
beachgoer  
national geographic

### challenges

conservation  
time to give back  
work/life balance

### opportunities

beach clean up  
surf competitor  
social events

# EMAIL CAMPAIGNS

[Download here.](#)

## SAVE THE WAVES

ANNUAL GALA FUNDRAISER FOR OCEAN CONSERVATION AND EDUCATION



In an on-going effort to support conservation and education, the surf community will unite in support of the Save the Waves, a non-profit organization devoted to ocean conservation and education.

Along with generous supporters, Save the Waves is hosting the third annual Ocean Gala beginning at 6:30 p.m., September 27, 2021 at the Oceanside Convention Center.

This "ocean casual" gala event will include complimentary beer and wine, delicious food, a live DJ, dancing, and both a silent and called auction.

All funds raised will go directly to support the Save the Waves conservation projects and scholarships.

**About Save the Waves:** Save the Waves is a 501c3 non-profit organization committed to removing plastic from the oceans. Save the Waves raises money for ocean conservation and education through fundraising, partnerships, and branded sustainable products. Our mission is to create positive change. Learn more about and support Save the Waves here: [www.savethewaves.org](http://www.savethewaves.org).

September 2021

27

Sign up today, this event will sell out!

REGISTER



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## SAVE THE WAVES

ANNUAL GALA FUNDRAISER FOR OCEAN CONSERVATION AND EDUCATION



Volunteer to work side-by-side with the Save the Waves team and help make sure our next cleanup is an exciting and educational experience.

Save the Waves plans free community cleanup events that are both educational and experiential for ocean supporters who wish to join their community in good deeds for the environment. Our goal is to inspire individuals to continue to work together for cleaner oceans!

Register for this event today!

**About Save the Waves:** Save the Waves is a 501c3 non-profit organization committed to removing plastic from the oceans. Save the Waves raises money for ocean conservation and education through fundraising, partnerships, and branded sustainable products. Our mission is to create positive change. Learn more about and support Save the Waves here: [www.savethewaves.org](http://www.savethewaves.org).

September 2021

14

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Save the Waves

August 12 at 5:10 PM · 🌐

Dutch non-profit The Ocean Cleanup announced that it has successfully developed a device that can capture and collect ocean plastic, moving the organization closer to its goal of eventually cleaning up some 90% of plastic waste that pollutes the ocean.

Learn more at [www.savethewaves.org](http://www.savethewaves.org)

#oceanconservation #plasticpollution #savethewaves



SAVETHEWAVES.ORG

**Homepage - Save The Waves**

Save The Waves protects coastal ecosystems around the world in...



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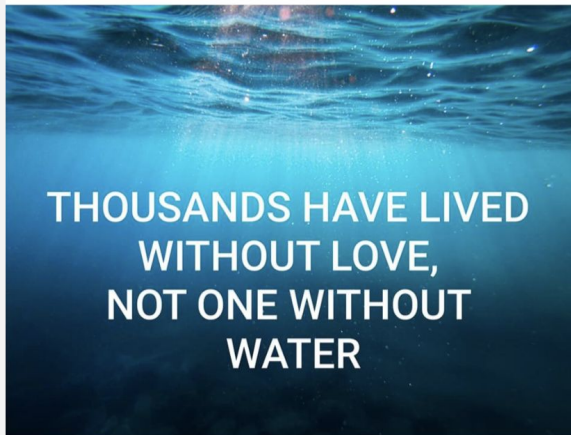
Save the Waves

34m · 🌐

Help us reduce plastic pollution in our oceans.

Join the movement at [www.savethewaves.org](http://www.savethewaves.org).

#oceanconservation #plasticpollution #savethewaves



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Save the Waves

Aug 12 · 🌐

Join us this Saturday for our annual beach clean up.

Sign up at [www.savethewaves.org](http://www.savethewaves.org).

#oceanconservation #beachcleanups #savethewaves



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INSTAGRAM



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1 like

**save\_the\_waves\_org** Reduce your need for single-use plastic bottles and cups. Your purchase supports Save the Wave's campaigns that help protect and restore our oceans. Buy now at [www.savethewaves.org](http://www.savethewaves.org).  
#savethewaves #plasticpollution  
#oceanconservationishumanconservation

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#oceanconservation #savethewaves #plasticpollution

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**save\_the\_waves\_org** Save the Waves is proud to host our annual surf competition this Saturday, June 27 at Huntington Beach in San Diego, CA. This is a one of a kind event to support ocean conservation and education. Sign up now at [www.savethewaves.org](http://www.savethewaves.org) #oceanconservation #savethewaves #surfcompetition

1 week ago

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Save the Waves  
@SavetheWaves3



10% of America's beaches fail to meet the federal benchmark for safe swimming water. Learn more at [savethewaves.org](https://savethewaves.org) [#savethewaves](#) [#plasticpollution](#) [#oceanconservation](#)



Homepage - Save The Waves  
[savethewaves.org](https://savethewaves.org)



Save the Waves  
@SavetheWaves3



International Surfing Day brings together surfers to share their love of the sport and give back to ocean conservation. Join us at [savethewaves.org](https://savethewaves.org) [#surfing](#) [#oceanconservation](#) [#savethewaves](#)



Save the Waves  
@SavetheWaves3



Most common finds during coastal cleanups are cigarette butts, straws, plastic bottles and bags. Help us save our oceans. Learn more at [savethewaves.org](https://savethewaves.org) [#oceanconservation](#) [#savethewaves](#) [#plasticpollution](#)

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