

# Portfolio

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A COMPLETE DIGITAL MARKETING CAMPAIGN

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Digital Marketing (MKT-4143-003)

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# BIOGRAPHY

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Aspiring digital advertising & marketing professional with a solid foundation in customer relations, communication, & team management. Currently pursuing a BA/MA in Advertising at the University of Oklahoma, with a passion for blending creative strategy & data-driven insights to build meaningful connections between brands & audiences.

Skilled in communication, leadership, & problem-solving, with proven success in fast-paced, collaborative environments. A background in management, event coordination, & marketing, paired with proficiency in Microsoft Office & Adobe Creative Cloud, provides a versatile toolkit for developing engaging, visually compelling campaigns that drive results.

## *Certifications*

Google Analytics Certificate - *Google*, March 2025

Digital Marketing Tools: Create a Marketing Campaign from Start to Finish - *LinkedIn*, April 2025

Digital Marketing Foundations - *LinkedIn*, April 2025



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## CAMPAIGN OVERVIEW - PROBLEM STATEMENT

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Plantennas, a rising brand in horticulture, offers biodegradable smart pots that improve plant care & sustainability. Despite their innovation, awareness is low, especially among hesitant adopters. To bridge this gap, Plantennas can create an interactive platform where enthusiasts connect, ask questions, & explore the benefits. Digital marketing is key to boosting engagement, positioning the app as an all-in-one plant care hub that guides users from discovery to daily use. Strong reviews & a clear value proposition will help solidify positive brand perception & encourage adoption.

# CAMPAIGN OVERVIEW - SMART GOALS

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*Increase*

## **Organic Website Traffic**

by 250% within four months of the campaign start date by implementing improved SEO tactics, including keyword optimization, content updates, & backlink strategies, as well as enhancing owned media efforts such as blog content & social media marketing. Progress will be tracked monthly using Google Analytics & SEMRush to ensure alignment with traffic growth targets.

*Tactics*

- Full SEO audit & keyword refresh
- Launch weekly blog series with targeted keywords
- Backlinking & analytics to boost UX

*Increase*

## **Social Media Following**

by 20,000 & boost engagement rate by 50% across Facebook, Instagram, Pinterest & X within four months of the campaign start date while expanding into newer platforms like Bluesky. This is achievable through a mix of consistent content creation, audience interaction, influencer collaborations, & platform-specific strategies. Progress will be tracked monthly using social media analytics to adjust tactics for optimal growth/engagement.

*Tactics*

- Consistently posting entertaining & engaging content tailored to platforms
- Partnering with influencers
- Using blog content to encourage discussion.

*Achieve*

## **20,000 App Downloads**

within four months of the release date by implementing a multi-channel digital marketing strategy, including targeted social media ads, email marketing, & app store optimization. Progress will be tracked monthly using analytics found in the app & social listening to measure download growth & optimize campaign performance.

*Tactics*

- App store optimization
- Targeted social media ads
- Personalized email marketing promoting the app

# RESEARCH OVERVIEW - COMPETITORS

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## *Product*

Although no product combines RFID with biodegradable pots like Plantennas, we analyzed similar eco-friendly pot brands & their marketing strategies to inform our positioning & outreach.

## **Cowpots**

Cowpot's marketing efforts are relatively limited, with a focus primarily on a few video & print advertisements. Their promotional materials is minimal & they largely rely on organic content. Additionally, their brand guidelines are readily available on their website, seemingly designed to encourage user-generated content (UGC).

## **Jiffy Pots**

Not a huge online presence, but Jiffy is the leading producer of biodegradable pots. Their marketing appears to be primarily B2B, with content focused on educating growers & retailers about sustainable practices & the advantages of using eco-friendly growing solutions.

## *App*

While there are similar apps on the market, none offer the full suite of features that we project the Plantennas app to provide.

## **Planta**

A Swedish-made app offering smart plant care features like watering reminders, plant identification, light metering, community forums, & the ability to share care routines with others.

## **Plantum**

An AI-powered app offering features like plant identification, personalized care tips, watering & fertilizing reminders, light & pot size meters, & a diagnosis tool that lets you ask an expert.

## **Blossom**

A plant care app that helps users identify plants, monitor their growth, diagnose diseases, & stay on track with personalized care tips, routines, & reminders for watering & fertilizing.

## RESEARCH OVERVIEW - PROCESS

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The campaign began by identifying '**enthusiast growers**' as the primary target audience, recognizing their potential for long-term engagement. Their key traits were defined, & Plantennas' position within the broader **home & garden** industry was determined. Understanding this context was essential, as industry perceptions vary by audience. Category insights were gathered, & social listening tools were used to explore deeper behavioral & psychographic trends.

# RESEARCH OVERVIEW - INDUSTRY

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Research revealed that the houseplant & flower market is valued at \$20.6 billion. While the industry is growing slowly, it shows clear potential for innovation. The average plant owner spends approximately \$74 annually & \$566 over their lifetime, indicating a consistent investment in plant care. Social media also plays a powerful role in community-building & trend development as hashtags like *#plantmom* & *#plantparenthood* have been used over 4 million times on Instagram, while *#plantsoftiktok* has garnered 3.4 billion video views. Not only is the category active & engaged, but it's also primed for a solution like Plantennas.

<p><i>Strengths</i></p> <ul style="list-style-type: none"><li>• Innovative Product</li><li>• Room for Growth</li><li>• Versatility &amp; Possibilities</li><li>• Limited Direct Competition</li></ul>	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"><li>• Niche Appeal</li><li>• Low Brand Awareness</li><li>• Unclear Value Proposition</li></ul>
<p><i>Opportunities</i></p> <ul style="list-style-type: none"><li>• Rising Eco-Consciousness</li><li>• <u>Industry Growth</u></li><li>• New Platform Potential</li><li>• Mobile Expansion</li></ul>	<p><i>Threats</i></p> <ul style="list-style-type: none"><li>• Slow Market Growth</li><li>• <u>Cybersecurity Risks</u></li><li>• Market Adoption Barriers</li></ul>

# TARGET AUDIENCE

After defining the key demographics & psychographics of our target audience, AI was utilized to compile a list of the top 10 US cities with populations most aligned with these characteristics. The list was then refined using census data, focusing on three key metrics: the percentage of residents aged 25–44, the percentage of that group with a bachelor’s degree, & the percentage earning \$75K or more annually. By averaging these percentages, the list was narrowed down to the top five metropolitan markets. Analysis was further expanded to a county level to determine the total number of individuals meeting at least one of these demographic criteria, while also identifying the most common degree types in each market for more precise targeting. To deepen the insights, random zip codes were selected from the top three metros (D.C., Denver, & the Bay Area) & Claritas PRIZM data helped refine the behavioral & psychographic profiles of our target personas.

	Austin TX (Travis County)	Denver CO (county)	Washington D.C (city)	Boston MA (Suffolk county)	Nashville TN (Davidson County)	Seattle WA (King County)	Charlotte NC (Mecklenburg County)	Atlanta GA (Fulton County)	Chicago IL (Cook County)
% Male	51.5	50.7	47.4	48.3	48.3	50.7	48.3	48.6	48.8
% Female	48.5	49.3	52.6	51.7	51.7	49.3	51.7	51.4	51.2
% aged 25-34	22.6	23.3	21.3	21.7	20.2	18.1	17.2	17.1	15.6
% aged 35-44	17.8	17.2	16.8	13.9	14.9	16.2	14.7	14.7	14
% aged 25-44	40.4	40.5	38.1	35.6	35.1	34.3	31.9	31.8	29.6
% White	74.5	77.7	47.5	59	66.5	65.2	53.2	45.1	55.5
% 25-44 w/ BA	67	63.9	77.4	64.8	58.35	65.6	57.2	61.4	53.45
% \$75k+ income	58.6	72.3	63.2	57.4	53	78.8	55.5	59.3	52.9
Median Household income	91501	94157	108210	93360	80379	120824	84593	95371	80579
Overall % score	55.33	58.90	59.57	52.60	48.82	59.57	48.20	50.83	45.32

	Seattle Metro	DC Metro	Denver Metro	Austin Metro	Bay Area
Counties included:	King, Pierce, Snohomish	DC; Montgomery, Prince George MD; Arlington, Fairfax, Alexandria VA	Adams, Arapahoe, Broomfield, Denver, Jefferson	Bastrop, Hays, Travis, Williamson	Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma
Total Population	4044837	4216148	2559229	2423416	7508799
% Male	50.4	49	50.54	50.43	49.96
% Female	49.6	51	49.46	49.57	50.04
% aged 25-34	16.03	17.44	17.42	15.1	13.6
% aged 35-44	15.73	16.32	15.7	15.6	14.2
% aged 25-44	31.76	33.76	33.12	30.7	27.8
% White	72.33	59.74	81	78.4	57.4
% 25-44 w/ BA	48.6	66.2	55.13	46.51	52.83
% \$75k+ income	65.57	69.4	63.86	59	68.28
Median Household income	108422	120612	100894	92944	124551
Overall % of Metro TA	48.64	56.45	50.70	45.40	49.64
Population apart of TA	1967409	2380016	1297530	1100231	3727368

## Demographics

College educated millennials (25-40) with a household income of \$75k+. Preferably women.

## Behaviors

Living active lifestyles, frequenting social media, & a want to learn more about horticulture & plants.

## Psychographics

Goal-motivated, already techy, nature lovers.

# TARGET AUDIENCE PERSONAS

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These target personas embody the key pain points outlined in the brief & serve as detailed representations of the individuals we aim to reach. They not only reflect the lifestyles, values, & challenges of our ideal audience but also help clarify where our messaging should be focused. By grounding our strategy in these personas, we ensure that both our creative & media efforts are aligned with the real needs, behaviors, & environments of the people most likely to engage with our brand.



*Diana Ross* Age: 40; **Occupation:** Consultant; Location: San Francisco; Income: \$120K- \$140K

Diana is a business consultant working remotely. She lives alone, rents, & has turned to horticulture to make her life more enjoyable. She already has a cat & wants to collect plants that are pet-friendly. She needs a platform where she can learn about houseplants care & tracking the watering timeline.

## WHAT SHE WANTS FROM PLANTENNAS

- An easy to use, one-stop-shop for her plant questions & needs.
- An interactive platform to meet other beginner horticulture enthusiasts.
- Watering reminders for her busy schedule.

## INDIVIDUAL PAIN POINTS

- Challenges maintaining optimal growing conditions.
- Fear of killing plants.
- Struggles to remember care requirements.

# TARGET AUDIENCE PERSONAS

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*Stephen Tyler* **Age:** 26; **Occupation:** Coding; **Location:** Washington DC; **Income:** \$90K-\$110k

Stephen Tyler is a coder living in Washington DC. He has always been techy & loves the outdoors. He wanted to bring the outdoors into his DC apartment & started a large plant collection, but struggles to keep up with the care instructions of each plant. He's also single & wants to meet other people that like plants & ask them questions.

## WHAT HE WANTS FROM PLANTENNAS

- A community to connect with other tech-oriented plant lovers
- A hassle-free way to track & manage plant care without memorizing instructions
- Reminders that keep his plants thriving, even with his busy schedule

## INDIVIDUAL PAIN POINTS

- Challenges in maintaining optimal growing conditions.
- Fear of killing plants.
- Struggles to remember care requirements.



*Penelope Cruz* **Age:** 32; **Occupation:** Insurance Broker; **Location:** Denver, CO; **Income:** \$80k-\$100k

Penelope is a coffee lover living in Denver, CO. She's married, shares her home with a lively dog, & spends her free time hiking & going to concerts. With some horticulture knowledge, she's eager to learn more & grow a thriving indoor garden. She wants a platform to deepen her expertise & keep her plants thriving.

## WHAT SHE WANTS FROM PLANTENNAS

- A way to expand her horticulture knowledge & improve plant care.
- Care instructions for her individual plants & tips & tricks to take care of them.
- Watering reminders for her busy schedule.

## INDIVIDUAL PAIN POINTS

- Struggles to remember care requirements.
- Limited access to professional care instructions
- Needs watering reminders

# CHANNEL STRATEGY - OVERVIEW

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Marketing across multiple channels is crucial because not everyone engages with the same platforms. While social media is often the first thing people think of when it comes to marketing, it's important to recognize that each platform has unique strengths & audiences. Just as a strong social strategy relies on a mix of platforms, an effective marketing campaign should leverage a variety of touchpoints, including mobile, website, email, & social media. For this campaign, the focus was on creating a cohesive brand experience across all channels to ensure audiences could be reached wherever they were most active. By making information easily accessible on every platform, the campaign was able to establish a consistent brand voice, build trust with users, & make the brand more approachable & inclusive. A multi-channel approach not only expanded overall reach but also strengthened engagement by offering audiences a seamless experience across all touchpoints.

The campaign can be broken down into 4 channels:

***Mobile***  
Page

***Email***  
Page

***Social***  
Page

***Website***  
Page

# CONTENT STRATEGY - OVERVIEW

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Plantennas' content strategy will be built around tailoring content to fit each platform's strengths, ensuring that the brand message remains consistent but feels native to wherever the audience encounters it. Long-form content will serve as foundational material that can be broken down into smaller, bite-sized pieces for use across various platforms. By meeting users where they are, & delivering content in the format they prefer, Plantennas can build stronger, more authentic connections with its target audience.

## *Overall Content Themes*

**Educational** - showcase Plantennas in action

**Friendly** - appeals to all skill levels, being inviting for those hesitant to purchase

**Sustainable** - highlight biodegradable aspect of the product.

**Tech** - showcasing the innovative nature of Plantennas & how it can integrate into daily life

## *Content Tone*

Friendly, warm, encouraging, & confident without being overly formal.

Simple, green forward visuals, utilizing plant imagery.

## *Content Types*

**Plant Care Tips**

**Educational “how to’s”**

**Behind the Scenes**

**Influencer Collaborations**

**User-Generated Content**

**Creative Call-to-Actions**

# CONTENT STRATEGY - BLOG POSTS

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Blog content will be created & published weekly to the Plantennas website, keeping the brand top-of-mind while providing value to both new & experienced plant lovers. Posts will range from educational how-to guides to fun, personality-driven stories featuring Plantennas in action. Beyond boosting SEO, the blog will play a key role in shaping brand voice & cultivating a like-minded community. Each post will serve multiple strategic functions: content can be repurposed across social media to maintain consistent messaging, personalized in email campaigns for deeper audience connection, & used as conversation starters within the Plantennas app forum to drive engagement. Over time, a consistent, high-quality blog presence will help position Plantennas as a trusted & innovative leader in the smart plant care space.

Advanced Plant Care:  
Unlocking the Full Potential of  
Your Greenery with  
Plantennas

Plant Care 101: A Beginner's  
Guide to Thriving Plants with  
Plantennas

Both blog posts were initially crafted by ChatGPT, then edited & designed in WordPress. Click [here](#) or on the images above to view each post.

# CONTENT STRATEGY - EBOOK

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Although not initially part of the Plantennas campaign strategy, ebooks, such as the one provided, can serve as highly effective tools for lead generation & brand awareness. By adopting a more educational & conversational tone, they cater to a broad audience, making complex or unfamiliar products accessible to consumers of all experience levels. Ebooks offer an in-depth exploration of the product, including its features, practical applications, & user testimonials, fostering a deeper understanding & connection with the brand. By addressing common questions or challenges, they position the brand as a trusted authority within its industry, paving the way for stronger consumer trust & loyalty. These qualities make ebooks a versatile addition to the marketing toolkit, capable of not only advancing short-term goals like lead acquisition but also supporting long-term objectives such as brand positioning & customer engagement.

The ebook included in this campaign was created entirely using ChatGPT, serving as an experiment to evaluate its capabilities in both writing a publication of this nature. Click the cover to read.

## ***Growing Better Together: The Ultimate Guide to Thriving Plants and Beautiful Spaces***

Brought to you by Plantennas  
(written entirely by ChatGPT)

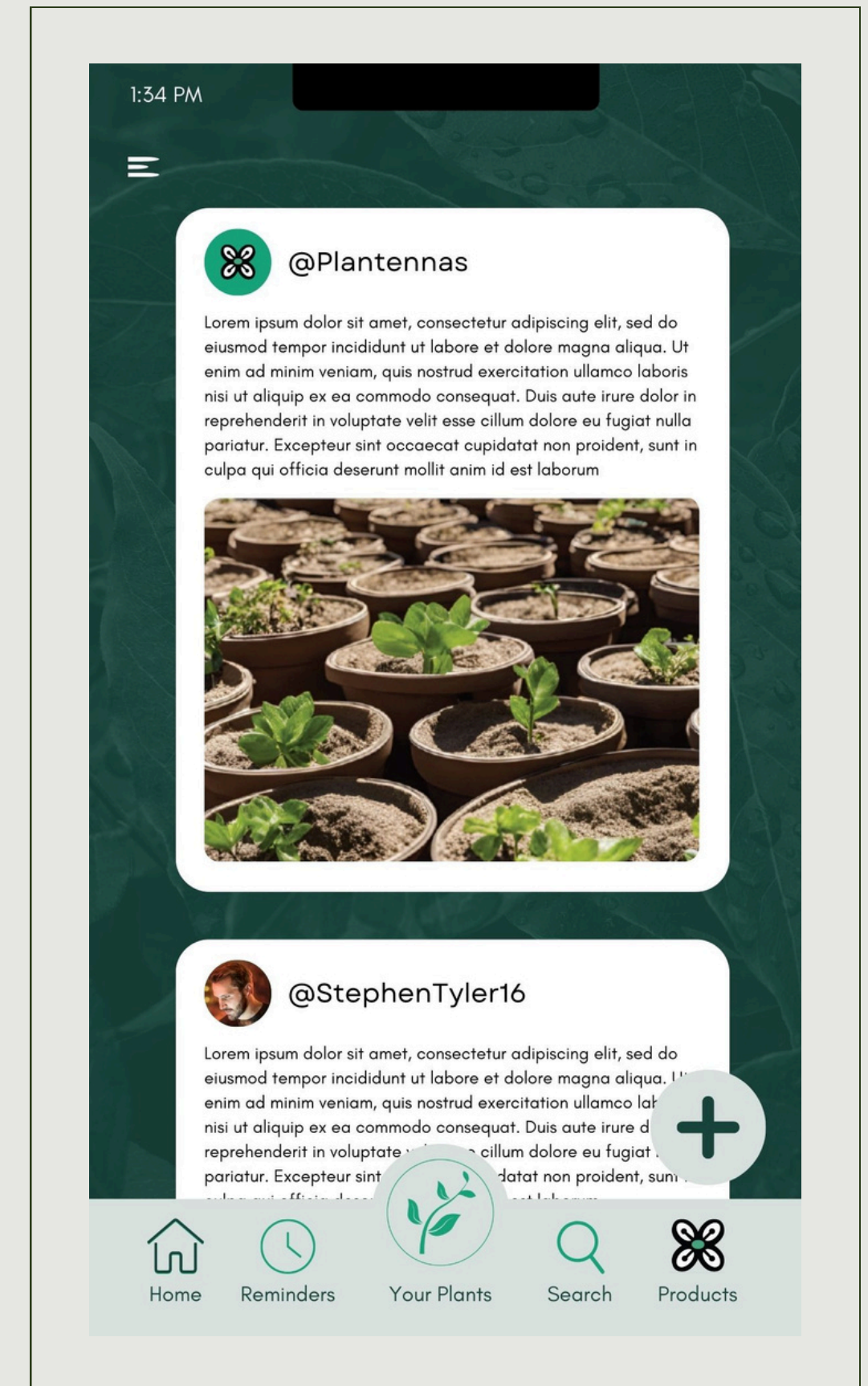
### **Table of Contents**

1. Welcome to the Plantennas Family	Page 1
2. Why Plants Are the Secret Ingredient to a Happier Home	Page 1
3. How to Choose the Right Plants for Your Space	Page 3
4. The Magic of Antennas for Plants: How Plantennas Work	Page 4
5. How to Care for Your Plants (Without Losing Your Mind)	Page 5
6. Common Plant Problems (and How to Fix Them)	Page 6
7. Plant Styling 101: How to Design Stunning Spaces	Page 9
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9. Advanced Plant Care Techniques for Enthusiasts	Page 13
10. The Future of Gardening: Smart Plant Care with Plantennas	Page 16
11. Final Thoughts: Growing a <a href="#">Life</a> You Love	Page 18
12. About Plantennas	Page 21
13. Additional Resources	Page 23

# MOBILE STRATEGY

The Plantennas mobile app is where users experience the most value & is what sets Plantennas apart from competitors. By working seamlessly with RFID-enabled pots, the app transforms plant care into a personalized, interactive experience that's accessible for growers of any skill level. It also amplifies the impact of the RFID technology, giving it a clear purpose beyond tracking. The app offers real value to a wide range of users, from casual hobbyists to large-scale agricultural operations. For commercial growers, it tracks plant health, monitors growth, & manages care schedules with precision. For everyday plant lovers, it simplifies the process by offering detailed plant profiles, lineage tracking, & customizable reminders for watering, fertilizing, & general upkeep. A key feature of the Plantennas app is the community forum; a space where users can connect, ask questions, swap tips, & share their plant journeys. Professional growers & plant experts also join the conversation, offering trusted advice & support. Ultimately, the app's goal is to eliminate the guesswork that often leads to plant care mistakes. It helps users feel confident, informed, & connected resulting in healthier plants, a more enjoyable growing experience, & a thriving community built around a shared love for plants. The app experience itself becomes a powerful conversion tool, as users quickly see firsthand how Plantennas technology actively improves plant health & simplifies care.

Click the image to the right or [here](#) to view the mock app interface.



# EMAIL STRATEGY

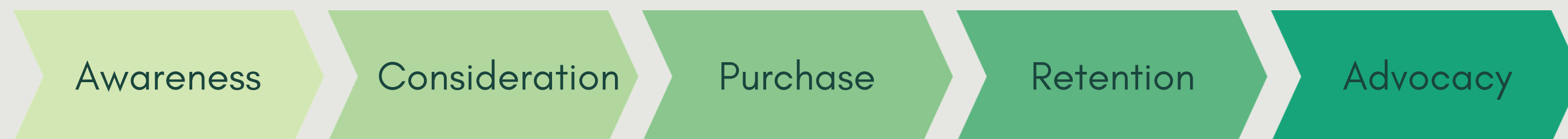
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Many people check their email as often as they browse social media, making it an essential platform for brands to maintain a strong presence. Email offers the advantage of direct, personalized communication, creating more opportunities for retention, conversion, & long-term engagement. It can also be a key factor in aiding customers through their buying journey. Email content can include a curated mix of blog articles, product updates, & educational resources to keep audiences informed, build brand loyalty, & gradually move them toward advocacy. To meet varying audience preferences, a flexible subscription model will be implemented, offering a low-frequency option for those who want to stay updated without receiving frequent emails, helping maintain positive engagement across all segments.

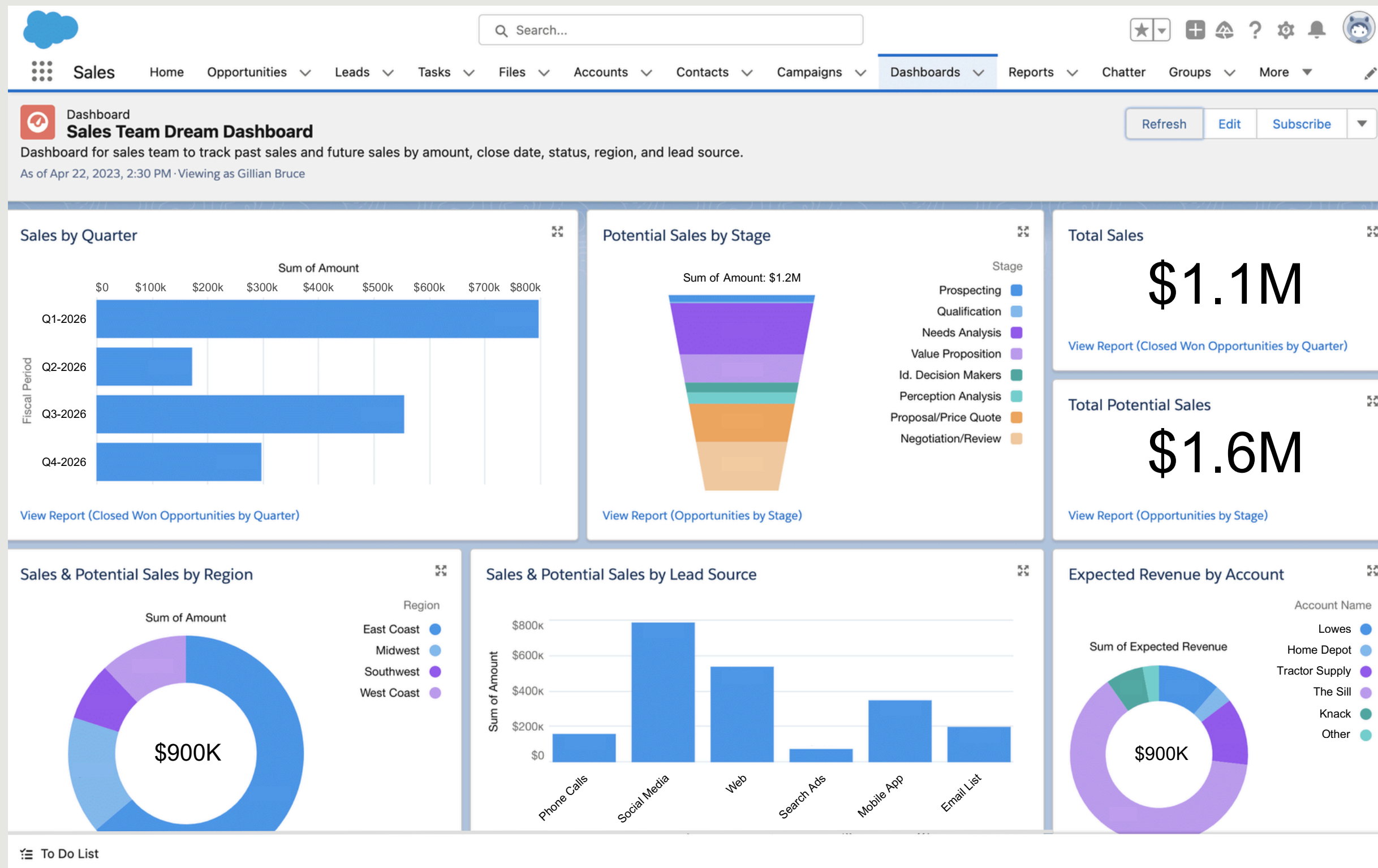
## *Salesforce Pro*

Salesforce Pro Suite (\$100/month/user) is a Customer Relationship Management (CRM) platform that helps streamline email & digital marketing efforts, making campaigns more cohesive, targeted, & scalable. Among Salesforce's many service options, the Pro Suite provides a comprehensive set of tools designed to support businesses as they grow. It allows users to create & personalize emails, manage & segment contact lists, & track campaign performance through analytics. In addition to email, it helps organize digital marketing efforts across various channels to maintain consistency & improve efficiency. CRMs like Salesforce Pro Suite play a critical role in digital marketing by centralizing campaign management & providing insight into overall marketing performance.

## *Stages of the Buyer's Journey*



# EMAIL STRATEGY - SALESFORCE DASHBOARD



Here is an example of a possible business dashboard built using Salesforce's Pro Suite. This dashboard provides a centralized view of the entire campaign's performance, allowing for real-time tracking of key metrics. Email performance, social media engagement, customer interactions, & other digital marketing activities can all be monitored & analyzed in one place, making it easier to optimize strategies & measure overall success.

# SOCIAL MEDIA STRATEGY

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## *Why Social Media*

A strong social media presence is essential for building brand awareness, driving engagement, & fostering long-term customer loyalty. Plantennas should establish a strategic presence across all major platforms, tailoring content to match the style & expectations of each audience. Most content will be organic, designed to spark conversation, encourage engagement, & foster two-way communication, not just between Plantennas & its customers, but among customers themselves. Building a connected community will strengthen brand loyalty & increase visibility. Additionally, Plantennas has an opportunity to position itself as an industry leader on emerging platforms like Bluesky, where the target demographic is rapidly growing. Establishing an early presence in these newer markets can create a competitive advantage, drive early brand loyalty, & open up new channels for sustainable, long-term growth.

## *Strategy*

To maximize the budget, Plantennas should prioritize paid placements on four key platforms: Facebook, Instagram, YouTube, & Pinterest. Potential influencer partnerships may also supplement this strategy. These platforms will be outlined in more detail on the following slide. Paid placements on other platforms, such as TikTok & X, are not recommended at this time due to lower projected ROI; however, maintaining an organic presence on these platforms remains important. Each platform should feature daily posts, or more frequently where appropriate, with posting times & content tailored to the audience demographics & behaviors unique to each platform. To keep up with the various content needing to be posted at specific times, Plantennas social media managers will use a content calendar, most likely in Hootsuite or Salesforce Pro. Performance data from the first few weeks of the campaign should be closely monitored, & benchmark analytics should be used to guide adjustments. Ongoing tracking & analysis through built-in platform analytics will be critical for continuously refining & improving the overall social media strategy.

# SOCIAL MEDIA STRATEGY - ENGAGEMENT

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Leveraging social media's **two-way communication is essential** to fully maximizing the channel's potential. With many people turning to social platforms for news, information, & community, it is critical that Plantennas establish a strong foundation & actively use these channels to build authority & brand trust. A **consistent, engaged presence** will help position Plantennas as an industry leader. Given the innovative nature of the product, encouraging conversation, addressing questions in real time, & fostering ongoing dialogue will be especially important for educating audiences & driving adoption.

Social media managers should **actively monitor** online trends & conversations to keep Plantennas relevant & top-of-mind. In addition to trendspotting, regular audits of both Plantennas' own content & that of competitors are critical to identifying opportunities for differentiation & growth. Content should be lively, approachable, & designed to spark engagement & conversation among both seasoned plant enthusiasts & complete beginners. Creating an **inclusive space for discussion** across all knowledge levels will help position Plantennas as a trusted, go-to solution for every planting need. These tactics should also encourage user-generated content (UGC), providing Plantennas with authentic material to amplify future marketing efforts & deepen community engagement.

**In the event of a crisis**, social media managers must be prepared to respond quickly, calmly, & accurately to any questions or concerns. It is critical that they consistently represent Plantennas' voice & values, avoiding the insertion of personal opinions or commentary. Every action & communication they take is a direct reflection of the brand. In those moments, they are Plantennas.

# SOCIAL MEDIA STRATEGY - PLATFORMS

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## *Instagram*

**CPC = \$0.60**

Instagram is a key platform for Plantennas, with 170 million US users & strong engagement potential. Posts typically live for 48 hours, while Reels can drive visibility for 2+ weeks. With 28.3% of users aged 25–34 & a significant younger audience, Instagram offers the best opportunity to boost engagement through a variety of content types.

## *BlueSky*

BlueSky is an emerging platform similar to X or Threads, with a strong, youthful user base (27.67% are 25-34, 35.02% are 18-24). With 28 million US users, it offers a unique opportunity to establish a presence early. Since paid placements are not yet available, focusing on a strategic hashtag approach can maximize visibility. Getting in early positions Plantennas to be a leader on the platform as it grows.

## *Facebook*

**CPC = \$0.75**

With 250 million US users, Facebook offers the largest reach & a variety of content formats, including images, short & long-form videos, & livestreams. It is particularly effective for dynamic audience interaction & retargeting, making it a powerful tool for boosting brand visibility. Additionally, 24.2% of users are between the ages of 25–34, aligning well with Plantennas' target demographic.

## *YouTube*

**CPC = \$0.50**

YouTube will be Plantennas' primary platform for educational content, offering reliable answers to plant-related questions. With 240 million users & strong reach among 25–34-year-olds (27.1%), it provides long-term discoverability, as videos live multiple months to years. As the second-largest platform, YouTube offers a major opportunity to build authority, trust, & engagement through high-quality content.

## *Pinterest*

**CPC = \$0.50**

Pinterest, with 90 million users & 76.2% women, is a perfect fit for Plantennas' target audience. The platform's image-driven nature ensures long-term content discoverability, allowing posts to drive ongoing engagement. By showcasing the product in action, Pinterest offers a valuable opportunity to build brand awareness & inspire purchase decisions, particularly among women aged 25–34.

# SOCIAL MEDIA STRATEGY - CONTENT

*YouTube:*

Cultivate Smarter, Grow Better with Plantennas

42,830 views

Plantennas

SUBSCRIBE 17.4k

The image shows a YouTube video player. The video title is "Cultivate Smarter, Grow Better with Plantennas". The video shows a woman in a plaid shirt tending to plants in a garden. The video has 42,830 views. The Plantennas logo is visible in the bottom left corner, and a red "SUBSCRIBE 17.4k" button is in the bottom right corner.

*Facebook:*

Plantennas Today 10:49

Connect, monitor, and grow with confidence - no green thumb required. Ready to upgrade your plant game? Tap the link to learn more. #PlantsofFacebook #Plantennas <https://plantennas.com/>

You and 99 others 100 Comments

Like Comment

The image shows a Facebook post from the account "Plantennas". The post text says: "Connect, monitor, and grow with confidence - no green thumb required. Ready to upgrade your plant game? Tap the link to learn more. #PlantsofFacebook #Plantennas https://plantennas.com/". Below the text is a photo of a man looking at his phone on a balcony with plants. The post has 100 comments and is liked by "You and 99 others". There are "Like" and "Comment" buttons at the bottom.

*Instagram:*

plantennas • 3d • Follow

This is your daily reminder to water your plants :)

33,203 likes

plantennas Don't rely on Instagram for watering reminders. Just download our app #plantennas #plantparenthood

Add a comment...

The image shows an Instagram post from the account "plantennas". The post features a photo of a watering can pouring water over plants. A green text box overlaid on the image says "This is your daily reminder to water your plants :)". The post has 33,203 likes. The caption reads: "plantennas Don't rely on Instagram for watering reminders. Just download our app #plantennas #plantparenthood". There is an "Add a comment..." field at the bottom.

*Pinterest:*

Smart plant care made simple with Plantennas biodegradable...

Plantennas

Sponsored

The image shows a Pinterest pin. The top part is a photo of many small black biodegradable pots, each containing a small green seedling. Below the photo is the text: "Smart plant care made simple with Plantennas biodegradable...". Underneath that is the brand name "Plantennas" and the word "Sponsored" in a smaller font.

# WEB STRATEGY - OVERVIEW

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Tools like the website are key to boosting organic traffic & driving sales. They provide essential data to continuously optimize content, adjust keywords, & improve conversion rates. Conducting A/B testing & refining UX design will guide users seamlessly through their journey, from awareness to purchase, & ultimately to brand loyalty.

## *Strategy*

By combining paid & organic channels, all potential customers will be directed to the Plantennas website. Here, they can learn about the product, make purchases, & engage with other touchpoints. The website will act as a centralized hub, linking all marketing channels (social media, email sign-ups, app downloads) & hosting the blog that fuels content across platforms.

## *Landing Page Optimization*

Customers expect a seamless, nearly effortless experience when visiting a website. It should not only look visually appealing but also guide users towards taking meaningful actions with minimal friction. Every detail should minimize barriers to purchase. The website also serves as the central hub for all things Plantennas, making its optimization & UX design crucial. A web developer can make several key improvements, such as adding relevant customer reviews, streamlining blog content, & enhancing the overall look & feel of the site.

Additionally, after completing a purchase, customers should be redirected to a confirmation page. This not only provides valuable analytics but also reassures customers that their transaction is complete & thanks them for their purchase. Positive experiences like this are essential in building brand loyalty, which ultimately drives long-term success in the buyer's journey.

# WEB STRATEGY - SEARCH ENGINE OPTIMIZATION

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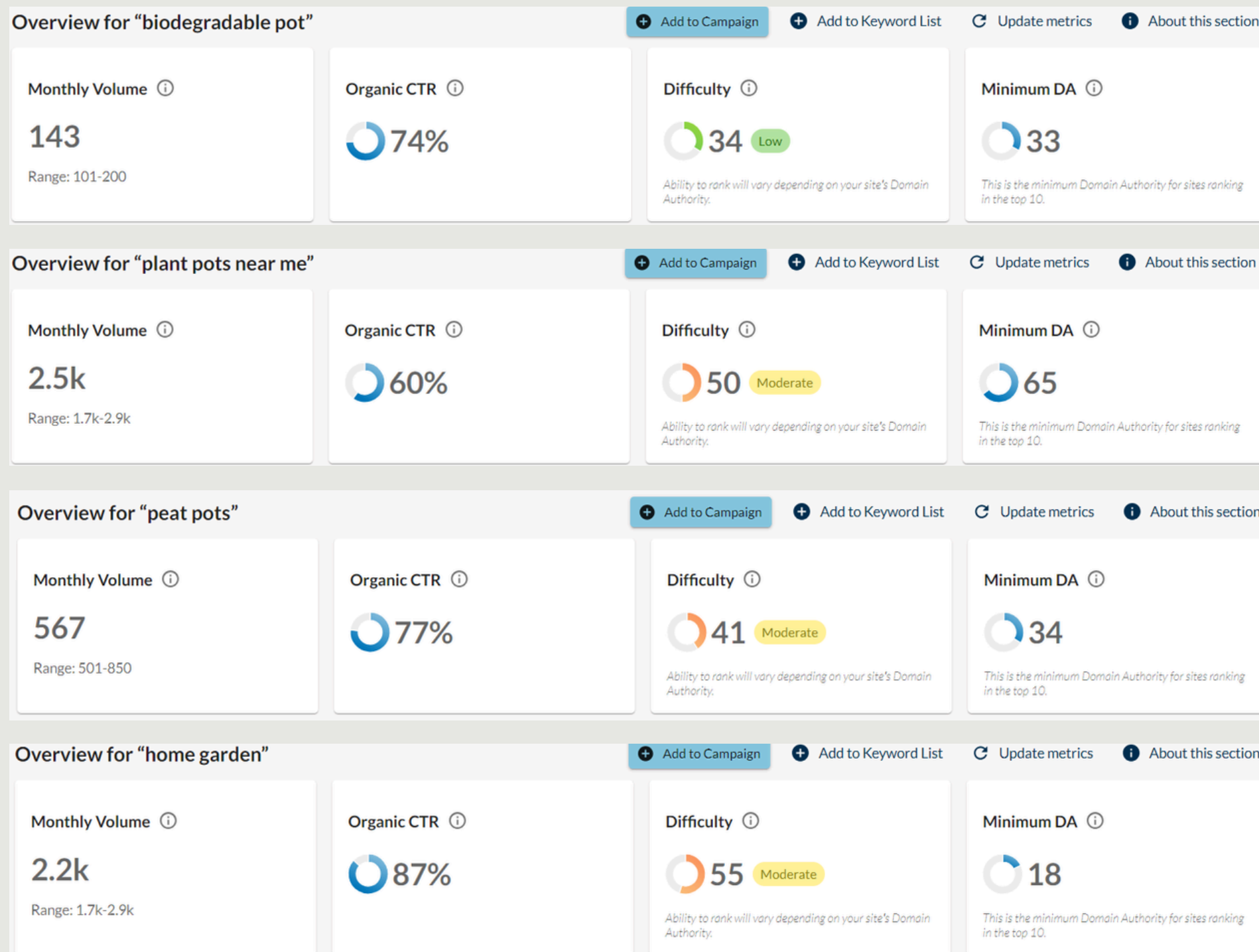
## *On-Page SEO*

On-page SEO is the strategic optimization of a website's content, structure, & elements to enhance its visibility in search engine results. This includes the careful integration of relevant keywords within the website's pages, blog posts, & meta descriptions to improve organic traffic. On-page SEO also involves optimizing other elements, such as title tags, header tags, image alt text, & internal linking, to ensure that search engines can easily crawl & understand the content. By aligning content with both user intent & search engine algorithms, on-page SEO drives higher rankings, attracts targeted visitors, & ultimately contributes to a better user experience & increased conversions.

## *Technical SEO*

Technical SEO focuses on optimizing the underlying structure of the website to ensure that search engines can easily crawl, index, & understand the content. For Plantennas, technical SEO is crucial because it directly impacts the site's visibility in search results & user experience. Every aspect of the website must be fine-tuned to allow search engines to efficiently access & rank content. For Plantennas, implementing technical SEO ensures that the website is built on a solid foundation, providing both search engines & users with the best experience possible. This results in better visibility, increased organic traffic, & ultimately, more conversions — driving business growth.

# WEB STRATEGY - SEARCH ENGINE OPTIMIZATION



Through targeted keyword research, the goal is to identify the specific search terms that the target audience uses when looking for products or information related to the business. This involves understanding the language, pain points, & needs of the ideal customers, & selecting keywords that resonate with their search intent. By focusing on high-volume, low-competition keywords that the audience is actively searching for, more relevant traffic can be attracted to the site.

"Home garden," "peat pots for seedlings," & "plant pots" are moderately competitive, high organic click-through rate SEO terms that present significant opportunities for Plantennas.

Screenshots are from [Moz.com](https://moz.com), a free SEO keyword search site.

# WEB STRATEGY - PERFORMANCE TRACKING

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## *Google Ads*

Google Ads can elevate a digital campaign by driving highly targeted traffic, boosting brand visibility, & delivering real-time, trackable results that make optimizing campaigns fast & effective. Its integration with SEO efforts helps bridge the gap between organic & paid search, creating a stronger online presence. With a wide range of ad formats, Google Ads offers flexible options to connect with the right audience, in the right place, at the right time.

## *Possible Headlines*

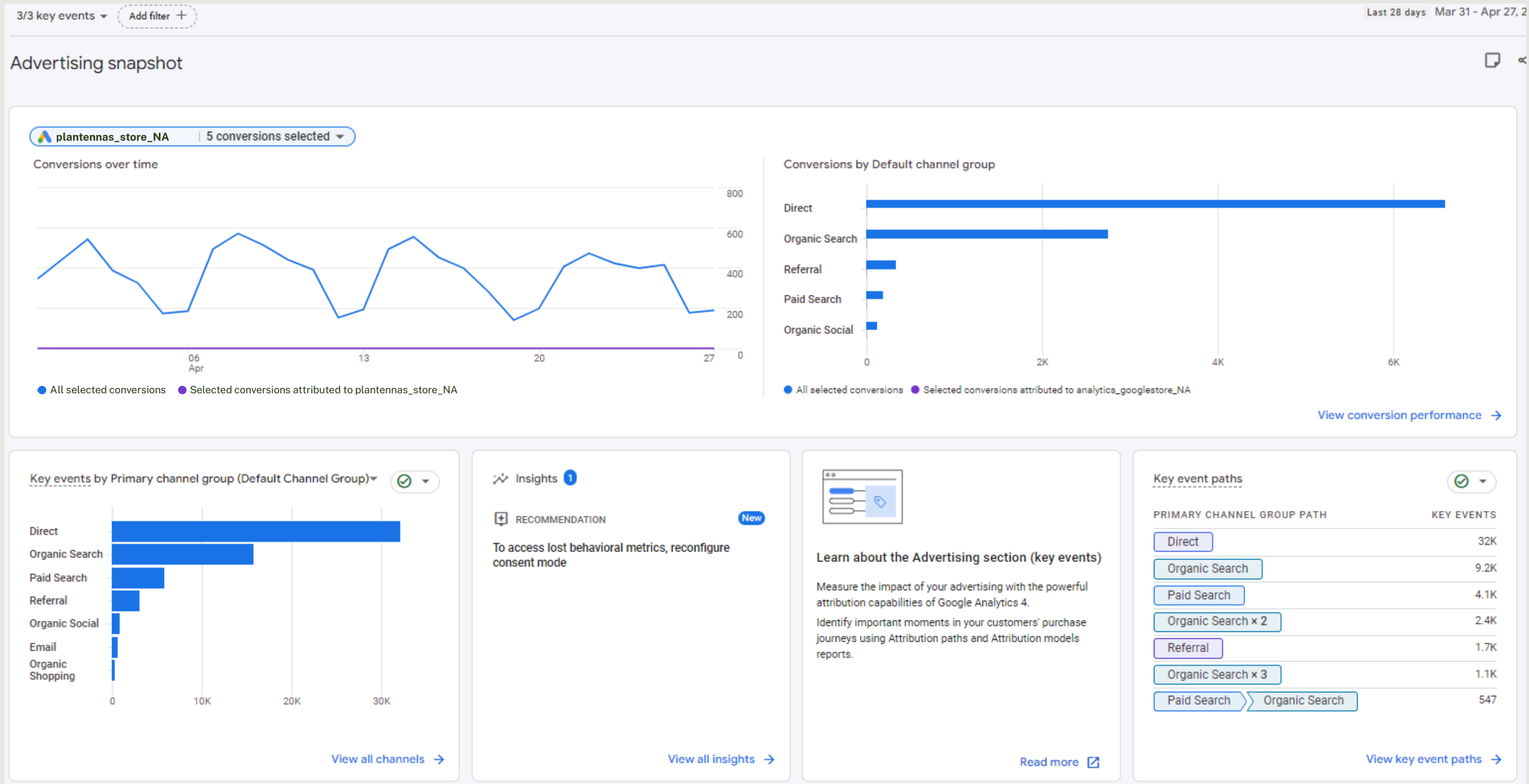
- Smart Plant Care Made Easy
- Plant Care That Just Works
- Your Plants. Upgraded.
- No Green Thumb? No Problem
- Cultivate Smarter, Grow Better

## *Google Analytics*

Google Analytics is an essential tool for any website, offering powerful insights free of charge. It provides a comprehensive, customizable interface that allows businesses to track custom events, set conversion goals, & measure performance based on their unique objectives. With Google Analytics, it's easy to monitor key metrics such as click-through rates, conversion rates, bounce rates, session duration, & user behavior. It also reveals where visitors are coming from, whether that's search engines, social media, or referral links, enabling businesses to fine-tune their marketing strategies. By understanding how users interact with the site, businesses can make informed decisions to improve user experience, boost engagement, & ultimately drive growth.

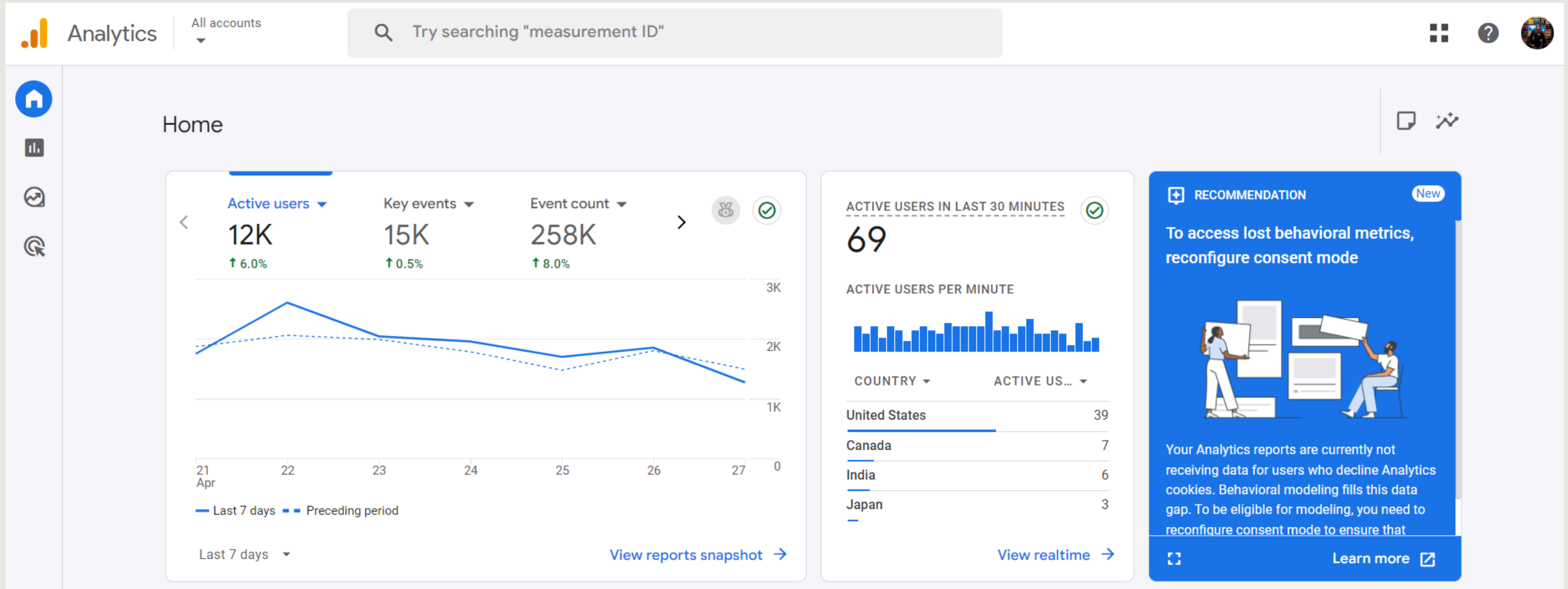
**For Plantennas**, Google Analytics is a critical tool in tracking progress toward the overall conversion rate goal of 4%. It allows for precise measurement of user behavior, including how visitors navigate the site, which pages they engage with, & where drop-offs occur. This data is essential for evaluating whether ongoing SEO efforts & UX improvements are truly effective. By analyzing the real-time data, Plantennas can make data-driven decisions to optimize performance, refine strategies, & ultimately drive more successful customer interactions.

# WEB STRATEGY - GOOGLE ADS & ANALYTICS



This is a mock Google Analytics advertising dashboard for Plantennas, based on the GA4 Demo account. It can be customized to highlight specific campaign events & metrics, offering a clear view of real-time data & ad effectiveness.

# WEB STRATEGY - GOOGLE ADS & ANALYTICS



This is a mock Google Analytics (GA4) dashboard for Plantennas, based on the GA4 Demo account. It can be customized to focus on key campaign events & metrics, while providing comprehensive insights into real-time website data.

# BUDGET OVERVIEW

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Creating a budget for a startup, especially for a four-month campaign with limited initial resources, can be a daunting task. Doing it right requires significant upfront investment, & while first-year ROI may be modest, the groundwork laid now is essential for long-term success.

The budget is organized into **four main categories**: paid placements, software & subscriptions, labor/wages, & one-time purchases. Each category was carefully researched to identify necessary expenses.

This budget reflects high-end estimates for each item, with detailed specifications provided where possible. Final decisions, such as which costs to fully or partially implement, adjustments to hourly wages, or the exclusion of certain expenses, are at the client's discretion.

All ROI calculations are based on the figures outlined in this budget.

Below is a breakdown of equipment costs & additional fees related to app development. The app-related fees are non-negotiable, as they are required to publish apps on major platforms. Equipment includes Apple iMacs for all employees, ensuring efficient workflows & reducing the need for costly fixes later on.

Equipment		Other			
512gb iMac (8)	\$1,699 each \$14,781.30 (8) after tax	IOS App Store Fee	\$99/year	Android App Store Fee	\$25 one time purchase

# BUDGET - LABOR & WAGES

Position Title	Annual Salary	Hourly Rate
Full Time Social Media Manager (1)	\$75,000	\$40/hour
Part Time Social Media Manager (2)	\$33,600	\$30/hour
Part Time Email Specialist (1)	\$33,600	\$30/hour
Full Time App Developer (2)	\$115,000	\$60/hour
Full Time Web Developer (2)	\$95,000	\$50/hour

*Per Month:*  
**\$74,850**

*Per 4 Months:*  
**\$299,400**

*Per Year:*  
**\$898,200**

Labor accounts for the largest portion of the budget, as bringing on qualified talent at competitive wages is essential & it adds up quickly. However, these costs are an investment in getting the job done right the first time, which ultimately reduces the likelihood of expensive errors down the line. The team will consist of eight employees: five full-time (40 hours/week) & three part-time (20 hours/week). All roles will be remote, eliminating commute time for employees & removing the need for office space, significantly cutting overhead costs for Plantennas. Payroll & HR functions will be managed through Gusto to ensure smooth onboarding, accurate payments, & efficient team support.

The **social media team** will include three members: one full-time & two part-time. Their responsibilities include creating & publishing content across platforms, as well as monitoring engagement & performance. An **email marketing specialist** will manage the Plantennas newsletter, using Salesforce CRM to curate & distribute emails to subscribers. Two full-time **app developers** will be hired to build & maintain the Plantennas app for both iOS & Android. They will be responsible for ongoing updates & improvements to ensure a seamless UX. Two full-time **web developers** will be hired to enhance & maintain the website. Their focus will include optimizing site performance, improving UX, & leveraging SEO & Google Analytics to drive traffic.

# BUDGET - SOFTWARE & SUBSCRIPTIONS

Adobe Creative Cloud for Teams	\$89.99/month, \$1,078.88/year
Android Studio	\$0
XCode w/ Apple Developer Program	\$99/year
Google Analytics	\$0
Zoom Business	\$21.99/month, \$263.88/year
Gusto Plus Plan (Payroll/HR)	\$188/month (\$80 + 12/person)
Salesforce CRM Pro Suite	10 users = \$1000/month, \$12k/year (\$100/month/user)
Zapier Team Plan	\$69/month, \$828/year
SEMRush Pro	\$139.95/month, \$1,679.40/year

Many of these software & subscription uses have already been outlined, & all are essential to supporting efficient workflows at Plantennas. These tools enable the team to produce high-quality content & deliver an engaging experience to users. Platforms like Adobe Creative Cloud & Xcode with the Apple Developer Program, are critical for both mobile app development & creating visually compelling social media content.

*Per Month:*    *Per 4 Months:*    *Per Year:*  
**\$1,508.93**    **6,035.84**    **\$18,205.16**

# BUDGET - PAID PLACEMENTS

Platform	CPC	Month	3 Months	Annual
Google Ads	\$0.75 (highest bid)	\$7,500	\$22,500	\$90,000
Facebook	\$0.75	\$7,500	\$22,500	\$90,000
Instagram	\$0.60	\$6,000	\$18,000	\$72,000
Youtube	\$0.50	\$5,000	\$15,000	\$60,000
Pinterest	\$0.30	\$3,000	\$9,000	\$36,000

Budget estimates for each platform are based on assumed cost-per-click (CPC) rates, with one ad running per platform per week. Each ad is projected to receive approximately 10,000 clicks, which served as the baseline for calculating total costs. Since CPC rates vary by platform, average values were estimated based on current benchmarks for traffic-based campaigns. Platforms recommended for paid advertising include Google Ads, Facebook, Instagram, YouTube, & Pinterest. They were chosen specifically because they align with where the target audience is most active & engaged.

*Per Month:*      *Per 3 Months:*      *Per Year:*  
**\$29,000**              **\$87,000**              **\$348,000**

1 ad/platform/week (12 total for each platform over 3 month implementation).  
 CPC for different platforms assuming 10k clicks per month.

# BUDGET - TOTAL BUDGET & ROI

***4 Month Budget = \$417,374.02***

Paid Placements - \$97,000

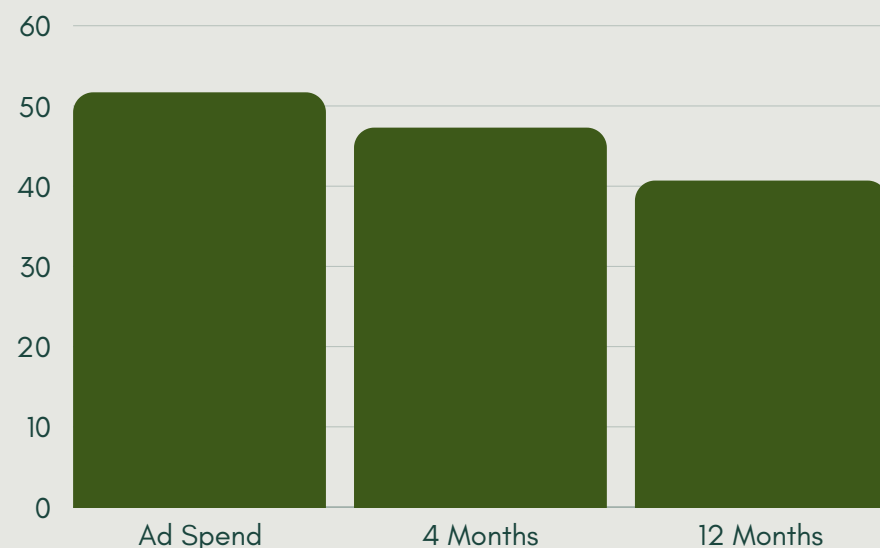
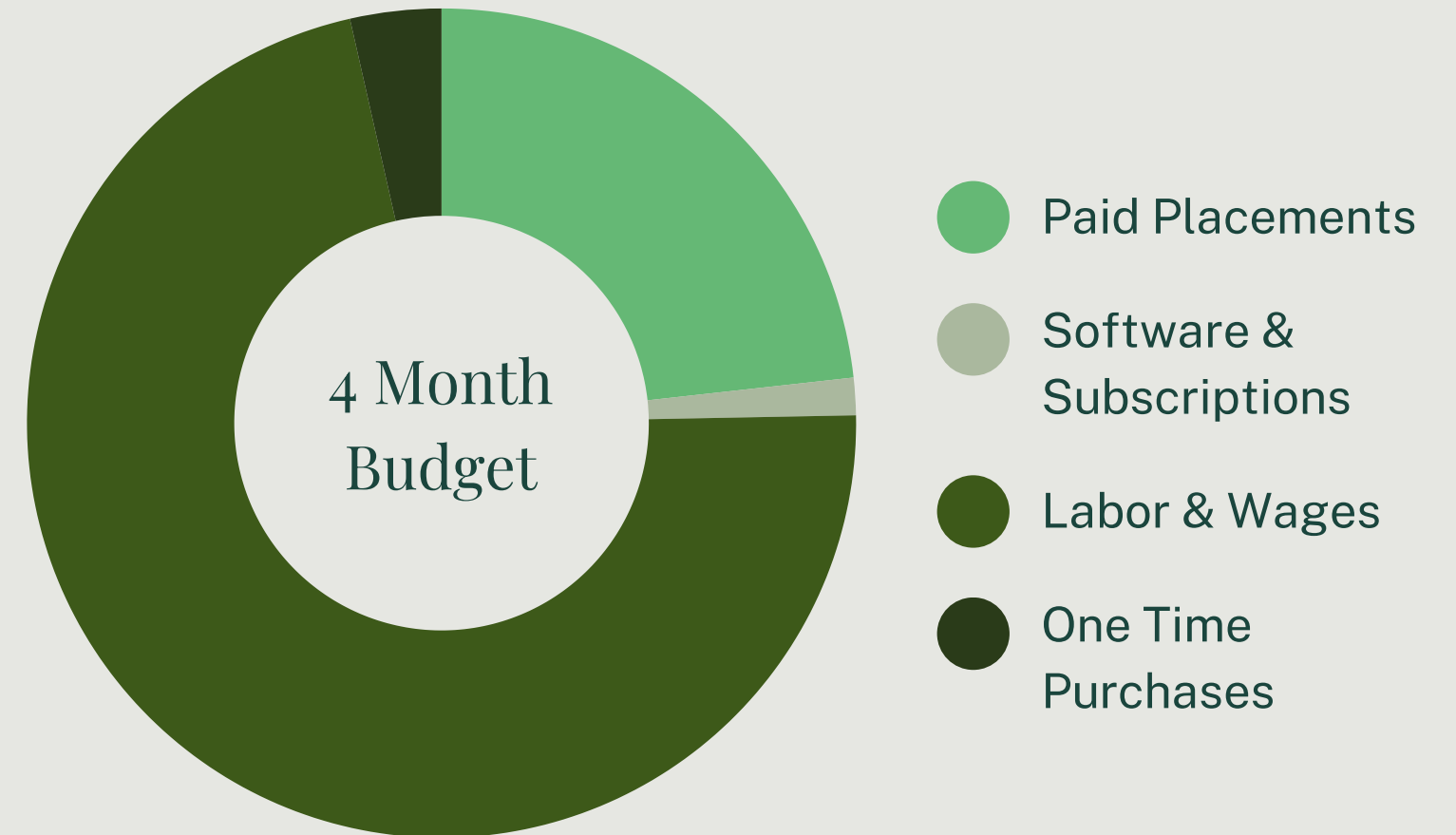
Software & Subscriptions - \$6,068.72

Labor/Wages - \$299,400

One Time Purchases - \$14,806.3

***Average Spent/Month = \$104,343.51***

***Estimated First Year Costs = \$1,289,311.46***



**Ad Spend ROI = 51.7%**

Expected Profit: \$44,979

**4 Month ROI = 47.3%**

Expected Profit: \$192,687.91

**12 Month ROI = 40.7%**

Expected Profit: \$520,679.76

The ROI projections are particularly promising, especially considering the company is still in the awareness phase of the buyer journey. At this early stage, the focus is on building brand recognition & attracting potential customers, rather than immediate conversions. These ROI figures reflect the impact of strategic investments in advertising, content, & platform engagement, setting the stage for sustained growth as the company progresses through the customer acquisition funnel.

# GENERAL TIMELINE

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## *Preparation* **March 2026**

This stage involves hiring core team members, conducting research, & laying the groundwork for the campaign. Key tasks include developing original content, building a content calendar, & setting up workflows to ensure smooth execution. A/B testing will also be conducted across email, the app, & the website using existing customer data to optimize messaging, design, & user experience ahead of launch.

## *Launch* **April 2026**

The campaign starts with a two-week soft launch in a single test market to identify & resolve any issues while gathering early feedback. By week six, transition to a full campaign launch with complete implementation across all planned channels. Actively engage with the audience on social media to build momentum, foster community, & encourage real-time interaction.

## *Execution* **May 2026**

The campaign is fully active, with consistent marketing efforts across all channels. Timely promotions & limited-time offers are strategically released to drive traffic & conversions. Organic content with interactive elements ramps up. Ongoing social engagement is prioritized during this phase, with real-time responses & active community interaction scheduled daily to maintain momentum & keep the brand top of mind.

## *Push* **June 2026**

The campaign concludes with a strong final push, emphasizing clear calls to action across all channels. Content takes a more reflective tone, encouraging consumers to share feedback & insights on their experience with the brand & the campaign, which help inform future strategy. In-depth analysis begins, focusing on performance metrics, audience behavior, & campaign ROI. Reflective final report is made & will recommend future efforts.

# IMPLEMENTATION - SMART GOALS

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## *Constant Feedback*

The social media team meets remotely every Friday to review performance from the previous week & plan content for the upcoming week. Web developers hold virtual meetings every Tuesday to analyze site analytics & prioritize technical improvements. App developers also meet on Tuesdays to evaluate user feedback & implement updates that enhance functionality & user experience.

A new blog post is published weekly, serving as a central theme that informs both social media & email marketing strategies for the week ahead.

## *Increase Organic Website Traffic by 250%*

### *Month 1*

- Conduct SEO audit using SEMrush & Google Analytics
- Publish 2 SEO-optimized blog posts targeting high-volume keywords
- Begin promoting blog content on social media to drive initial traffic

### *Month 2*

- Update SEO for 5 existing pages (keywords, metadata, content)
- Publish 2 more SEO-driven blog posts with internal linking
- Increase social media engagement to amplify content reach

### *Month 3*

- Add interactive, SEO-optimized content (e.g., quizzes, infographics)
- Repurpose blog content into shareable social media posts
- Focus on refining keyword strategy based on performance data

### *Month 4*

- Analyze traffic growth & top-performing content in Google Analytics
- Refresh underperforming blog posts with updated SEO tactics
- Publish blog roundup linking top content to maximize reach

# IMPLEMENTATION - SMART GOALS

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## *Increase Social Media Following by 20,000 & Engagement by 50%*

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### *Month 1*

- Launch organic content calendar (4–5 posts/week)
- Boost daily engagement (comments, DMs, stories)
- Begin posting & testing on Bluesky

### *Month 2*

- Launch targeted paid ads on core platforms
- Start influencer collabs + UGC reposts
- Analyze performance to fine-tune content

### *Month 3*

- Roll out themed content like spotlights, behind-the-scenes, etc.
- Repurpose top content across formats
- Promote Bluesky through cross-channel posts

### *Month 4*

- Double down on top-performing paid & organic content
- Run final contest or countdown to drive shares/follows
- Review data & optimize strategy for next phase

## *Achieve 20,000 App Downloads*

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### *Month 1*

- Launch targeted pre-release social media ads with early sign-up incentives
- Begin App Store Optimization with optimized descriptions, keywords, & visuals
- Start email marketing to subscriber list with app teaser content

### *Month 2*

- Launch full app campaign across social platforms
- Partner with micro-influencers to drive credibility & downloads
- Monitor app analytics & social listening to adjust creative & messaging

### *Month 3*

- Introduce in-app referral rewards to boost organic growth
- Share user-generated content & reviews across social channels
- Continue weekly email campaigns focused on app features & benefits

### *Month 4*

- Analyze app data to find top-performing channels & double down
- Update ASO with new keywords & refreshed creative assets
- Release limited-time promotion to drive a final wave of downloads

# ANALYTICS & REPORTING - KPI'S

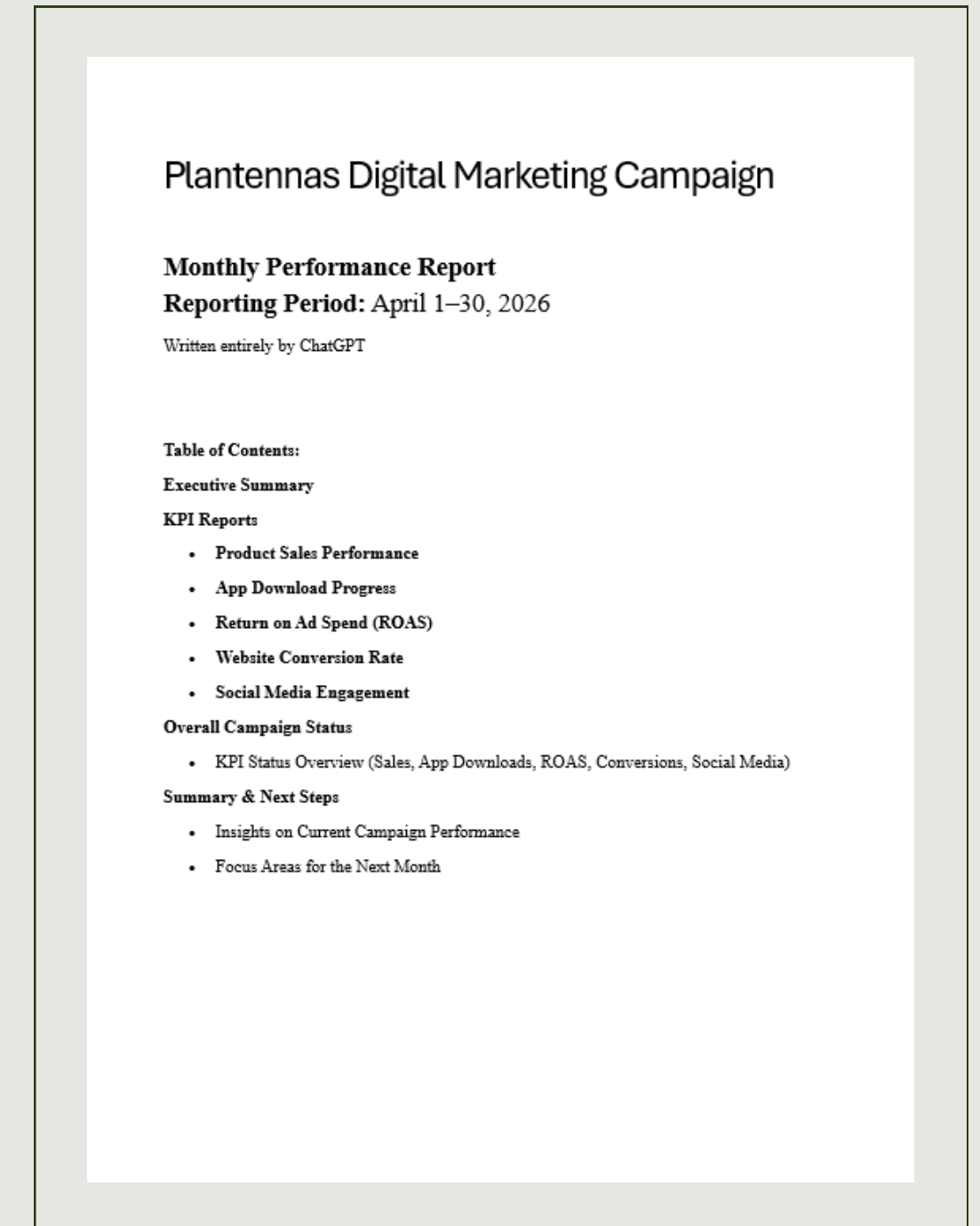
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<p><i>Sell</i></p> <p><b>20,000 units</b></p> <p>at \$30 each, generating \$600,000 in total revenue within four months of the campaign launch date.</p>	<p><i>Achieve</i></p> <p><b>20,000 downloads</b></p> <p>within four months of app launch, with a minimum of 5,000 downloads/month, &amp; a cost-per-install (CPI) goal of &lt;\$1.50.</p>	<p><i>Maintain</i></p> <p><b>20:1 ROAS</b></p> <p>across all paid media channels, with tracking to identify top-performing creatives &amp; audiences.</p>	<p><i>Exceed</i></p> <p><b>4% conversion</b></p> <p>across key landing pages during the campaign, improving performance through A/B testing &amp; UX optimization.</p>	<p><i>Increase</i></p> <p><b>engagement by 50%</b></p> <p>across social platforms, gaining 20,000 new followers, including a 5% engagement rate on BlueSky.</p>
<p><i>Tactics</i></p> <ul style="list-style-type: none"><li>• Track weekly sales</li><li>• Set bi-weekly sales goals to monitor pacing</li><li>• Adjust ad spend to stay on track</li></ul>	<p><i>Tactics</i></p> <ul style="list-style-type: none"><li>• Monitor installs by source</li><li>• Optimize channels for low CPI &amp; high post-download engagement</li><li>• Set milestone benchmarks</li></ul>	<p><i>Tactics</i></p> <ul style="list-style-type: none"><li>• Use built in platform analytics to track</li><li>• Pause &amp; reinvest ads that underperform</li><li>• Set monthly ROAS minimums</li></ul>	<p><i>Tactics</i></p> <ul style="list-style-type: none"><li>• Track conversions using GA4</li><li>• A/B test variations of UX elements</li><li>• Report key analytics weekly</li></ul>	<p><i>Tactics</i></p> <ul style="list-style-type: none"><li>• Monitor weekly performance</li><li>• Track &amp; report engagement metrics</li><li>• Use benchmark data to improve content for goals</li></ul>

# ANALYTICS & REPORTING - RECOMMENDATIONS

KPIs are crucial for tracking the performance of a campaign & provide a clear benchmark for success. They offer valuable insight into how well the campaign is progressing toward its goals, allowing teams to monitor key metrics regularly. KPIs can be revisited & adjusted as needed to ensure the campaign stays on track. If a KPI is underperforming, it provides the opportunity to pivot & re-strategize, through adjusting tactics, reallocating resources, or shifting focus to more effective areas. This flexibility ensures that the campaign remains dynamic & responsive, increasing the likelihood of achieving desired outcomes.

**Monthly reports** are essential for tracking KPI performance & ensuring continuous progress. These reports transform raw data into actionable insights, offering a clear summary of the previous month's results along with strategic recommendations for future improvements. They help identify trends, highlight successes, & pinpoint areas for optimization, ensuring that the campaign stays aligned with its goals. Data-driven recommendations ensure that every decision is backed by measurable performance & aimed at improving overall results.



Click [here](#) or the cover above to read the mock monthly report written entirely by ChatGPT.

# Thank you!

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*Case Study*

<https://acrobat.adobe.com/id/urn:aaid:sc:US:ae9dfdb3-2291-4fc2-ae92-82f9d3db8b52>

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