Marketing strategy to spread awareness for the Green Overview

Eco-net Team
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The Green Overview: Denmark’s green search portal.

Danmarks Grønne Søgeportal

The climate reminder - every Thursday at 8.30-10.00 in front of Christiansborg’s main staircase

Event Date: September 5, 2019 - November 7, 2019
Time: 8.30-10.00
Address: Rigsdagsgården 8, 1214 Copenhagen, The Capital

Organisationer & Projekter
Begivenheder & Events
Viden & Inspiration
Grønne idéer & Tanker
Nationalt
Regionalt
Brugere
Ankerpersoner
Project Goals and Objectives
Spread awareness of Eco-net’s Green Overview portal by developing a marketing strategy that would increase the user base and recruit potential contributors.
Objectives

- Identify Image Appeal
- Online Marketing Strategy
- Influencers & Outreach Guide
Develop social media marketing strategy

- Develop Branding
- Sample Posts & Content
- Influencers
- Hashtag Lists

Facebook

Instagram

Social Media Presence
Identifiable and personalized branding creates more engagement for the Green Overview website.
Varying content is important to engage an audience.
Interacting with other organizations attracts new viewers
Relevant hashtags were found from keywords on the Green Overview website and popular sustainability hashtags.

#BæredygtigEnergi
#ØkologiskMad
#Klimastrejke
Identify Social Media Appeal

Create Hashtags and Survey

Danish vs. English Hashtags

Image Appeal Related to Category

Demographic Specific Data
Selecting images with different visual features created measurable survey results.

#ClimateAction
#Klimaindsats

- Person
- Action Against Pollution
- Open Background, No Dominant Color

- Environment
- Consequence of Climate Change
- Blue Tint, Open Background
The survey demonstrated the most visually appealing content for sustainability related posts.

n = 100 responses

On average, 52% of respondents chose an image of a person when given the chance.
Identify Influencers and Develop Outreach Guide

Influencers
- Student Movements
- Organizations
- Businesses
  - Government / Committees
  - Public Figures
- Potential Contributors
- Promotional Influencers

Outreach Guide
- Posting Schedule
  - Influencer Spreadsheet
  - Sample Emails
  - Instructional Guides

Effective Outreach Strategy
Meeting local climate activist students allowed us to expand our social media connections to find influencers.
Following specific guidelines on outreach emails increases response rate.

- Subject Lines
  - ‘Giving’
- Follow-Ups
  - Generate Leads
Structuring a schedule around peak engagement times will generate more views

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<th>Wednesday</th>
<th>Thursday</th>
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**Key**

- Global Peak Time
- Global Non-profit Peak Time
- Denmark Peak Time
Recommendations
The Green Overview should post a picture of a person at least 50% of the time.
Eco-net should find a social media manager so that it is the primary focus of one employee.

- Brand Development
- Content Management
- Posting Schedule Up-Keep
- User Engagement
- Social Media Outreach
- Online Collaborations
- Campaign Strategy Evaluation
Thank you to Eco-net, Lars Myrthu-Nielsen, Thomas Elvin, Professor Ault, & Professor Hanlan!
Questions?