



# **Marketing Strategy**

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# Brief Introduction.

In this document, I'll delve into innovative strategies designed to elevate TerraPass's presence in the sustainable solutions market. TerraPass has long been at the forefront of environmental stewardship, offering impactful carbon offset programs and sustainable initiatives. Our aim with this proposal is to enhance brand visibility, engage target audiences, and drive meaningful impact through strategic marketing endeavors.

Please note that the strategies presented in this document are purely speculative and intended for demonstration purposes only. This mock proposal is not affiliated with TerraPass or any associated entities. It serves as an exercise to showcase strategic thinking and marketing proficiency, offering insights into potential approaches for promoting sustainability in the marketplace.

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terrapass<sup>TM</sup>

# MARKETING

# MARKETING & COMMUNICATIONS

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Crafting a robust marketing and communications strategy is vital for success. Thorough research will be conducted to evaluate diverse marketing methods, pinpointing the most effective channels for the target audience. Aligning strategies with audience preferences is crucial to maximizing engagement and effectively conveying TerraPass's sustainability mission.

In addition to research, careful analysis will be undertaken to understand the dynamics of the market and the behavior of our audience. By leveraging insights gained from this analysis, we can tailor our messaging and outreach efforts to resonate more deeply with our target demographic. Through this approach, we aim to not only capture attention but also foster lasting connections that drive meaningful engagement with TerraPass's sustainability initiatives.

**“Marketing is no longer about the stuff that you make, but about the stories you tell.”**

Seth Godin



**Marketing Channels.**



**Social Platforms.**



**Strategy Production.**





# MARKETING CHANNELS.

In this section will explore various forms of marketing, such as advertising, direct marketing, email marketing, handouts, and social media. The objective is to assess the suitability of each channel for TerraPass's campaign without any bias. This entails researching and analyzing both traditional and modern marketing methods to determine their effectiveness and alignment with our strategy.

# Advertising.

Advertising serves as a powerful tool for increasing brand awareness, promoting new products or services, and reinforcing key messages for TerraPass's campaign. By strategically placing advertisements across various platforms, the campaign can effectively reach its target audience and drive engagement with sustainability initiatives. However, to maximize the impact of advertising, it's essential to establish clear objectives and goals. Whether it's raising awareness, driving website traffic, or increasing conversions, a structured advertising plan aligned with specific objectives can ensure that the investment yields a positive return on investment (ROI) and contributes to the overall success of the campaign.

**"Advertising is only evil when it advertises evil things."**

David Ogilvy

TerraPass is dedicated to sustainability, offering carbon offset programs and solutions. Their advertising aims to highlight these initiatives, engaging audiences to participate in their environmental efforts and support their mission.

## Advertising: B2B or B2C

The advertising approach for the TerraPass campaign would be determined by the target audience, with a focus on business-to-business (B2B) advertising. This decision is important as it will shape the marketing strategy and guide the selection of appropriate media channels to create a strong presence and deliver impactful content. By understanding the target audience and selecting the B2B advertising approach, the campaign can effectively communicate the value proposition of TerraPass's services to businesses and organizations committed to sustainability.

**Your writing doesn't have to be boring just because it's for other businesses. Businesses have people who read stuff**

Founder and CEO, Conversation Agent

For the B2C aspect of the TerraPass marketing campaign, the strategy would pivot towards reaching individual consumers directly. This shift involves tailoring advertising efforts to resonate with the values and interests of environmentally-conscious individuals. By leveraging channels such as social media, online platforms, and eco-friendly lifestyle publications, TerraPass can effectively communicate its message to consumers seeking sustainable solutions for their everyday lives.

## Forms of Advertisement

Forms of advertisement encompass a diverse array of strategies and mediums aimed at promoting products, services, or ideas to target audiences. These forms continually evolve with advancements in technology and changes in consumer behavior.

### Direct Marketing

Direct marketing involves reaching out to potential customers directly without intermediaries. For TerraPass, this could include email marketing campaigns, direct mail, or targeted advertising through channels like Google Ads or Facebook Ads. Direct marketing allows TerraPass to tailor messages specifically to different segments of their audience, delivering personalized content that resonates with their interests and concerns. By leveraging data analytics and customer segmentation, TerraPass can optimize their direct marketing efforts to maximize engagement and conversion rates, ultimately driving sales and increasing brand awareness.

### Social Media

Social media channels such as Facebook, Instagram, Twitter, and LinkedIn offer powerful platforms for engaging with TerraPass' target audience. Through social media marketing, TerraPass can share compelling content, interact with followers, and cultivate a community around environmental sustainability and carbon offsetting. By consistently posting relevant content, participating in conversations, and running targeted advertising campaigns, TerraPass can enhance brand visibility, foster customer loyalty, and drive traffic to their website or other online channels. Social channels also provide valuable insights through analytics tools, allowing TerraPass to measure the effectiveness of their campaigns and refine their strategies over time.

## Content Marketing

Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. For TerraPass, content marketing can take various forms, including blog posts, articles, infographics, videos, and podcasts, focusing on topics related to environmental sustainability, climate change, and carbon footprint reduction. By providing informative and engaging content, TerraPass can position itself as a thought leader in the field, earning the trust and loyalty of its target audience.

**“Every single element in an advertisement – headline, subhead, photo, and copy – must be put there not because it looks good, not because it sounds good, but because testing has shown that it works best”**

John Caples

### Paid Advertising

Paid advertising involves investing financial resources to display promotional content across various channels and platforms. For TerraPass, paid advertising can encompass a range of digital and traditional advertising methods, including search engine advertising, display advertising, native advertising, and sponsored content. Through platforms like Google Ads, Bing Ads, or social media advertising on platforms such as Facebook, Instagram, and LinkedIn, TerraPass can target specific demographics, interests, and behaviors relevant to their audience.



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Climate change is the greatest challenge of our time, and carbon removal is critical to sustaining a thriving planet for people and commerce around the world

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# Direct Marketing

## 1. Email Marketing

Email marketing is a cornerstone of modern digital marketing strategies, offering a direct and personalized way to engage with customers. For Terrapass, harnessing the power of email marketing aligns perfectly with its mission of promoting environmental sustainability and carbon offsetting. Through targeted campaigns, Terrapass can educate subscribers about the importance of reducing carbon footprints, offer exclusive promotions on carbon offsets and eco-friendly products, and share inspiring stories of individuals and businesses making a positive impact on the planet.

By segmenting its email list and tailoring content to specific audience interests, Terrapass can ensure that its messages resonate with subscribers on a personal level. Whether it's sharing educational content, showcasing customer testimonials, or implementing interactive campaigns, email marketing allows Terrapass to nurture relationships with its audience, build trust, and drive engagement towards meaningful action for a greener future.

## 2. Physical Handouts

Physical handouts, often referred to as promotional materials or collateral, are tangible items distributed to potential customers or clients to promote a business, product, or service. These materials can include brochures, flyers, business cards, stickers, or branded merchandise. Physical handouts serve as tangible reminders of a brand and can be used to convey key messages, showcase products or services, and drive engagement.

For Terrapass, rather than traditional physical handouts, an alternative approach could be to utilize eco-friendly promotional materials or sustainable merchandise. This aligns with the company's values of environmental sustainability and can serve as a powerful way to raise awareness and promote its carbon offsetting services. Instead of traditional flyers or brochures, Terrapass could distribute items such as reusable tote bags made from recycled materials, eco-friendly notebooks, or plantable seed paper embedded with wildflower seeds, all branded with Terrapass's logo and messaging.

**“Direct selling provides an opportunity open to absolutely everyone, regardless of background, specialized skills or capital worth.”**

Paul Zane Pilzer

## 3. Social Media Marketing

Social media marketing involves leveraging social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others to connect with target audiences, build brand awareness, drive website traffic, and ultimately achieve business goals. It encompasses a variety of tactics including organic posting, paid advertising, influencer partnerships, and community engagement.

For Terrapass, social media marketing presents an ideal opportunity to amplify its message of environmental sustainability and carbon offsetting to a wide audience. By creating compelling and shareable content that educates, inspires, and empowers users to take action towards a greener planet, Terrapass can effectively leverage social media platforms to reach and engage with environmentally-conscious individuals and organizations. This could involve sharing informative posts about climate change and sustainability practices, showcasing success stories of individuals and businesses reducing their carbon footprint with Terrapass's help, and partnering with influencers or environmental advocates to amplify its message to a larger audience.

# SUITABLE PLATFORMS.

This section will focus on the evaluation of potential marketing platforms for promoting the campaign or business. After conducting research and analysis on various marketing channels, the next step is to determine which platforms are most suitable for reaching the target audience effectively.





# Email Marketing Platforms

Email marketing campaigns offer an invaluable opportunity for Terrapass to forge deeper connections with its audience while effectively promoting its environmental sustainability initiatives. Backed by compelling statistics revealing its impressive ROI of \$42 for every \$1 spent (DMA, 2019), Terrapass can leverage platforms like Mailchimp to streamline campaign management and segmentation, ensuring targeted messaging that resonates with subscribers. By observing how competitors in the environmental sector utilize email marketing, Terrapass can glean insights into effective strategies while striving to differentiate itself through value-driven content.

**“Email has an ability many channels don't: creating valuable, personal touches—at scale.”**

David Newman

Terrapass will deploy a multifaceted approach to its email marketing campaigns, delivering a diverse range of informative content to cater to various subscriber interests. This could include not only articles on climate change, success stories of carbon offsetting, and practical tips for sustainable living but also interactive elements such as quizzes or polls to engage subscribers and encourage participation. By segmenting its audience based on demographics, preferences, and past interactions, Terrapass can tailor content even further, ensuring that each email resonates with its intended audience. For instance, subscribers interested in renewable energy may receive content focused on solar or wind power, while those passionate about waste reduction may receive tips on composting or reducing plastic usage.



## mailchimp

Mailchimp, as an email marketing platform, offers a plethora of features that could greatly benefit Terrapass's campaign. With Mailchimp, Terrapass can automate email sequences, allowing for timely and personalized communication with subscribers. This capability is particularly useful for nurturing leads, onboarding new customers, and re-engaging dormant subscribers, all of which are essential for driving conversions and fostering long-term customer relationships.

**“A personal touch can ignite conversations, having a profound effect on your bottom line and the success of your business.”**

Furthermore, Mailchimp provides a range of customizable templates, enabling Terrapass to create visually appealing and professional-looking emails that align with its brand identity. This allows for consistent branding across all communications, reinforcing brand recognition and trust among subscribers. Overall, Mailchimp stands out as an ideal option for Terrapass's email marketing needs, offering the tools and capabilities necessary to execute a successful campaign and drive tangible results.



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**Carbon removal is an essential ingredient  
to ensure the worst of climate change  
never becomes a reality"**

Federal Carbon Dioxide Removal Act

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# Social Media Channels

Social media stands as a pivotal marketing platform in today's landscape, offering unparalleled avenues for businesses and campaigns to thrive. With the constant emergence of new channels, diverse content formats, and innovative advertising options, it provides a dynamic space for engagement and growth. By establishing an organic presence, companies can foster credibility and trust with their audience, positioning themselves as industry leaders.

For TerraPass, harnessing the power of social media within its marketing strategy can yield significant benefits aligned with its mission of promoting environmental sustainability. By leveraging social media platforms, TerraPass can amplify its message and reach a wider audience passionate about eco-friendly initiatives. Through compelling content highlighting the importance of reducing carbon footprints, promoting renewable energy, and supporting sustainable practices, TerraPass can engage and educate followers, fostering a community dedicated to environmental stewardship. Social media also offers an avenue for direct interaction with followers, allowing TerraPass to address inquiries, provide resources, and cultivate meaningful relationships. Additionally, showcasing TerraPass's impact through success stories, testimonials, and initiatives on social media can enhance brand credibility and inspire action among its audience.



## Instagram Building a business profile/campaign strategy.

TerraPass's presence on Instagram offers a dynamic platform to engage with its audience and advance its mission of environmental sustainability. Instagram's visual-centric nature provides an ideal space for TerraPass to showcase stunning imagery and compelling visuals that highlight the beauty of nature, the impact of climate change, and the importance of sustainable living.

Through curated posts, captivating stories, and interactive features like polls and Q&A sessions, TerraPass can effectively educate and inspire its audience to take action towards reducing their carbon footprint and supporting eco-friendly initiatives. By strategically leveraging Instagram as part of its marketing strategy, TerraPass can effectively communicate its message, engage with its audience, and drive meaningful change towards a sustainable future.

**200  
million+**  
Instagrammers visit  
at least one business  
profile daily.

Instagram Business, 2020.

Instagram's 1 billion monthly users and 63% daily engagement present prime opportunities for TerraPass. Over 200 million daily visits to business profiles, ideal for reaching environmentally conscious demographics. Its evolving features enhance marketing effectiveness, driving engagement and supporting TerraPass's mission.





## Facebook

Building a business profile/campaign strategy.

TerraPass's presence on Facebook offers a strategic platform to engage with a diverse audience and advance its mission of environmental sustainability. With billions of active users worldwide, Facebook provides a vast reach to connect with individuals of all demographics who share an interest in eco-friendly initiatives. The platform's diverse range of features, including posts, events, groups, and live streaming, allows TerraPass to deliver its message in various formats and engage with followers in meaningful ways.

**“The power of a social network is that it can bring people together. That lets you solve problems together and make things happen.”**

Additionally, Facebook's group functionality provides TerraPass with a platform to foster vibrant communities of passionate environmental advocates, facilitating peer-to-peer support, knowledge sharing, and collective action. Furthermore, Facebook's robust advertising tools enable TerraPass to amplify its reach and impact by targeting specific demographics and interests, ensuring that its message resonates with the most relevant audience segments.

**2.8**

**Billion+**

**monthly active users.**

Facebook Business, 2020.

With Facebook's expansive reach and high daily engagement rates, TerraPass can tap into a vast audience of over 2.8 billion monthly users, effectively connecting with environmentally conscious demographics. With millions of businesses on Facebook, it's the perfect platform to amplify TerraPass's message and drive meaningful engagement.



## LinkedIn

Building a business profile/campaign strategy.

TerraPass's presence on LinkedIn strategically aligns with its mission to promote environmental sustainability and engage with professionals who are passionate about making a positive impact. As the leading professional networking platform, LinkedIn offers a unique opportunity for TerraPass to connect with individuals and organizations committed to sustainability practices, corporate social responsibility, and environmental stewardship. By establishing a presence on LinkedIn, TerraPass can leverage the platform's extensive network of professionals, including sustainability leaders, environmental advocates, corporate executives, and policymakers, to amplify its message and drive meaningful change.

**“Sustainability includes how you run your business, and my bottom line includes how you treat your people. Sustainability starts with your staff”**

LinkedIn's emphasis on professional networking and knowledge sharing makes it an ideal platform for TerraPass to engage in thought leadership and industry discussions surrounding sustainability trends, best practices, and innovations. By sharing informative articles, research findings, and case studies, TerraPass can position itself as a trusted authority in the field of environmental sustainability, attracting like-minded professionals and fostering valuable connections.

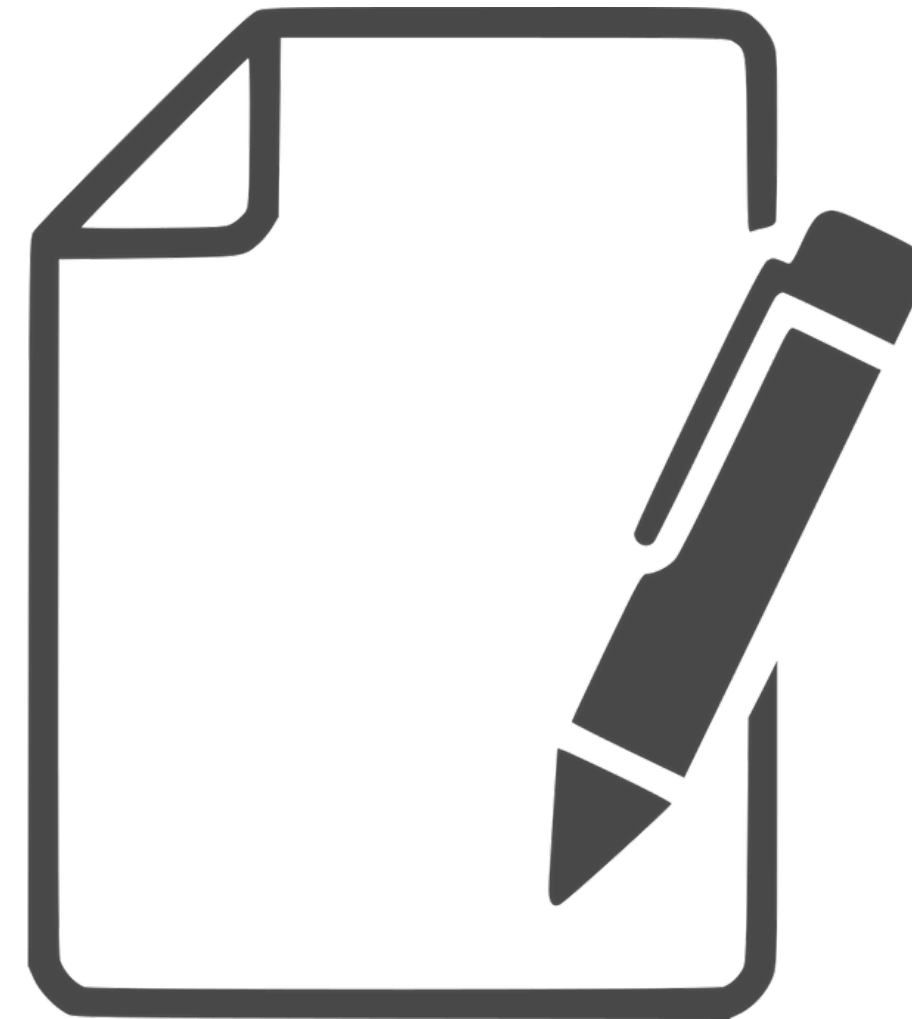
LinkedIn's robust advertising capabilities enable TerraPass to target specific industries, job titles, and interests, ensuring that its message reaches the most relevant audience segments. Through targeted advertising campaigns, TerraPass can raise awareness about its initiatives, promote its solutions for carbon offsetting and renewable energy, and drive engagement among professionals who are in positions to enact change within their organizations.



# Blog

Blogging serves as a powerful tool for TerraPass to achieve its marketing objectives and engage with its audience effectively. Through informative and compelling blog content, TerraPass can establish itself as a thought leader in the field of environmental sustainability, providing valuable insights, tips, and resources to its audience. Blogging also offers an opportunity to address common questions, misconceptions, and concerns related to sustainability, fostering trust and credibility with readers.

In the lead-up to the campaign launch or post-launch, TerraPass will create a series of blog posts aimed at generating anticipation, excitement, and engagement among its audience. Content ideas may include behind-the-scenes glimpses into TerraPass's initiatives, success stories showcasing the impact of its projects, interviews with experts in the field, and tips for adopting eco-friendly practices in everyday life. By strategically timing and crafting these blog posts, TerraPass can build momentum, drive traffic to its website, and nurture relationships with its audience.



# STRATEGY PRODUCTION.

This section focuses on the practical aspect of translating research findings into actionable content for chosen marketing platforms. It encompasses the selection of effective communication channels, development of content such as email templates, social media posts, and advertisements

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## Launch Date

For TerraPass's marketing strategy project, the launch date is set for June 15th, 2024. This date has been strategically chosen to coincide with the beginning of the summer season, a time when environmental awareness typically increases. Additionally, it aligns with the target audience's heightened interest in sustainability during warmer months, ensuring maximum impact and engagement for the campaign. By launching during this opportune period, the aim is to captivate the audience's attention and kickstart the mission of promoting environmental sustainability effectively.

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# Production Schedule

TerraPass's production/marketing schedule for the campaign outlines a structured plan to ensure timely delivery of key outputs and maximize effectiveness. In June, the focus is on welcome/activation activities, including personalized content and testimonials aimed at engaging the audience from the outset. July will see the roll-out of blog posts, brochures, and promotional content to further amplify TerraPass's message and generate interest. Finally, August will be dedicated to the creation and dissemination of project-specific content, highlighting initiatives and showcasing tangible results.

2024			
	June	July	August
SOCIAL MEDIA	PERSONAL CONTENT	PROMOTIONAL CONTENT	PROJECT CONTENT
PHYSICAL	BUSINESS CARD	BROCHURES	
DIGITAL/ONLINE	LOCAL NEWS AD	BLOG	
EMAIL MARKETING	ACTIVATION/WELCOME	CONSIDERATION/EDUCATE	DECISION/SATISFY
EVENT	NETWORKING	NETWORKING	WORKSHOP



# Email Marketing Plan

Our email marketing plan for TerraPass is designed to effectively engage both our B2B and B2C audiences across three key stages of the customer journey: lead generation and brand awareness, consideration and education, and decision-making and evaluation. Through a combination of personalized and promotional emails, our objective is to nurture relationships, drive conversions, and foster brand loyalty. Our content strategy will be tailored to each stage of the customer journey, providing valuable educational resources, compelling case studies, and exclusive offers to our subscribers.

## 1. Activation

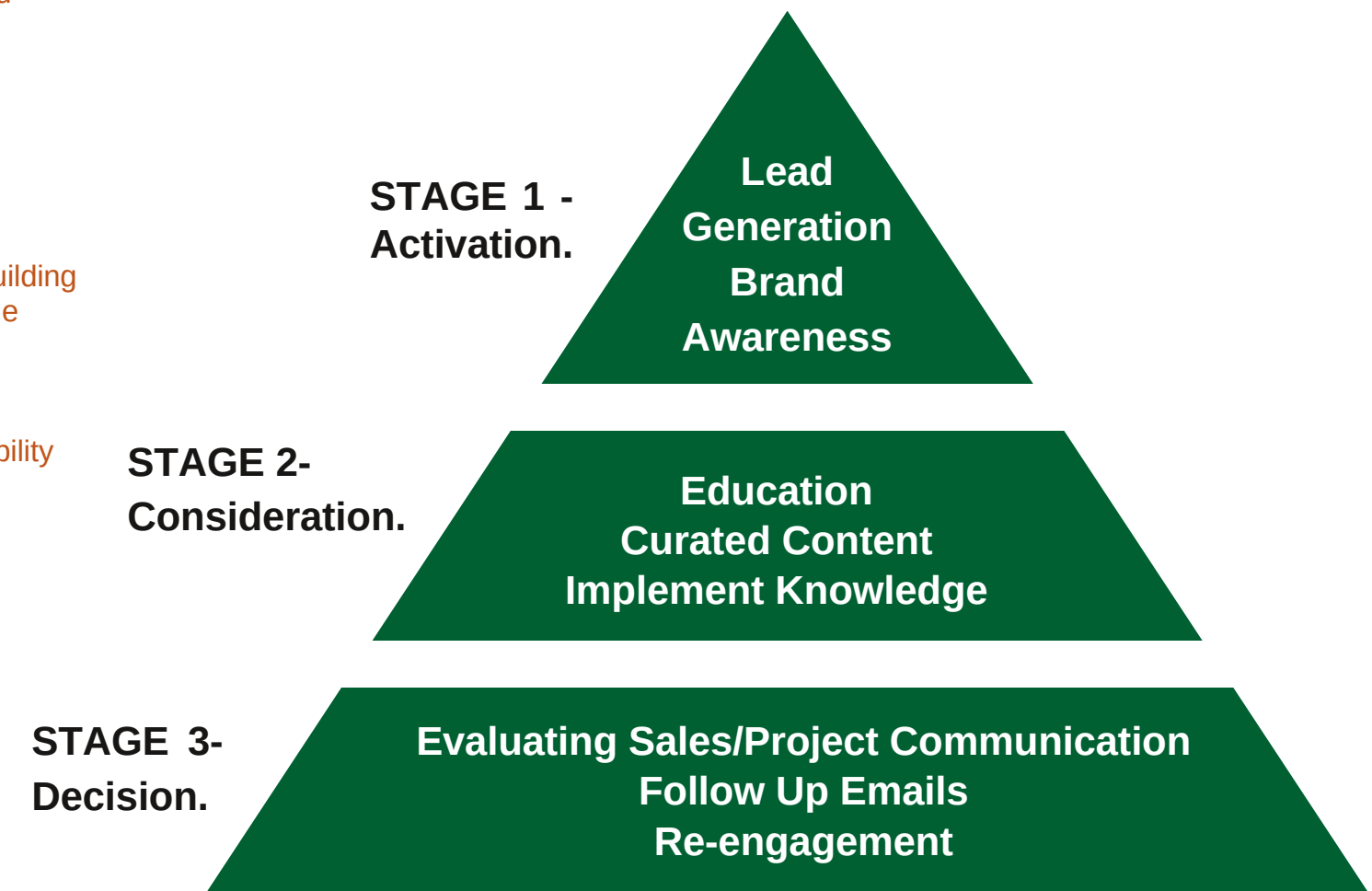
In the initial stage of our email marketing plan, our primary focus is on generating leads and building brand awareness among our target audience. We'll kickstart the journey with a robust Welcome Series designed to introduce new subscribers to TerraPass's mission, values, and offerings. Through a series of engaging emails, we'll provide a glimpse into how TerraPass is making a positive impact on the environment and offer incentives for subscribers to explore further. Educational content will be a cornerstone of this stage, offering valuable insights into sustainability practices, carbon offsetting, and the benefits of partnering with TerraPass.

## 2. Consideration

As subscribers progress to the consideration and education stage, our focus shifts towards providing them with valuable information and resources to deepen their understanding of environmental sustainability and TerraPass's solutions. Bi-monthly educational newsletters will serve as a platform to share sustainability tips, industry insights, and compelling case studies showcasing the tangible benefits of adopting eco-friendly practices.

## 3. Decision

In the final stage of the customer journey, our focus is on supporting subscribers in their decision-making process and evaluating their readiness to convert. Personalized product demonstrations or free trials will be offered to interested leads, allowing them to experience TerraPass's solutions firsthand and understand their potential impact. Compelling case studies will continue to play a pivotal role, showcasing the measurable results achieved by TerraPass's clients and reinforcing our value proposition. Additionally, follow-up emails will be strategically deployed.



**“Focus on growing your list all of the time as newer subscribers are more engaged, adding to healthier open rates and ROI.”**

Karl Murray



TerraPass  
Market Strategy

TerraPass | MARKETING



# Timeline

## 1. Building Subscribers

June- 2024

During the building subscribers phase of the email marketing efforts, the primary objective is to expand the subscriber base while fostering engagement and interest in TerraPass's mission and offerings. To achieve this, Terrapass will focus on implementing strategic email segmentation, and divide existing data lists based on subscriber demographics, interests, and engagement levels.

## 3. Stage 1. Welcome.

June 5th - 2024

The welcoming email will serve as the initial introduction to TerraPass for new subscribers. It will briefly include a warm welcome message, an overview of TerraPass's mission and values, and a call-to-action encouraging subscribers to explore further by visiting the TerraPass website. The aim of this email is to make a positive first impression, engage subscribers from the outset, and begin building brand affinity and trust.

## 5. Stage 3. Satisfy.

July- 2024

The focus is on maintaining strong customer relationships and delivering exceptional service to those who have performed the desired action, such as making a purchase or subscribing to TerraPass's services. Through regular check-ins and follow-up emails, offer ongoing support and assistance to customers, ensuring their satisfaction with their decision to engage with TerraPass.

## 2. Aims

June- 2024

- 1. **Increase Brand Awareness:** Enhance TerraPass's brand recognition and awareness through engaging content.
- 2. **Drive Customer Engagement:** Foster active participation and dialogue with subscribers through interactive content.
- 3. **Generate Leads:** Attract qualified leads for TerraPass's products/services via targeted campaigns.
- 4. **Nurture Customer Relationships:** Cultivate long-term loyalty and advocacy by delivering personalized content.
- 5. **Drive Conversions:** Prompt subscribers to take action and make purchases through persuasive messaging and offers.

## 4. Stage 2. Educate.

July- 2024

The focus is on providing valuable educational content to engage consumers. Through a series of informative emails, we aim to deliver insights into environmental sustainability, carbon offsetting, and the benefits of partnering with TerraPass. These emails will feature compelling visuals, interactive elements, and concise yet informative messaging to keep subscribers intrigued and eager to learn more. By offering valuable knowledge and resources, we aim to position TerraPass as a trusted authority in the field and inspire subscribers to take meaningful action towards sustainability.

## 6. Ongoing

Continuing with our customer-centric approach, upon completing a project or campaign, TerraPass will extend heartfelt gratitude to customers through personalized thank-you emails, providing avenues for reviews, feedback, and exploration of additional services. Simultaneously, for those yet to fully engage, stage 2 of our email marketing plan will persist, ensuring TerraPass remains prominent and memorable. Through ongoing communication, we aim to solidify our position as the go-to choice for sustainable solutions, fostering lasting relationships and positioning TerraPass as a trusted partner for future endeavors.





## TERRAPASS LEADING THE WAY TO A SUSTAINABLE FUTURE

### CARBON OFFSET SOLUTIONS

TerraPass offers carbon offset solutions for individuals and businesses, helping measure, reduce, and offset carbon footprints.



### RENEWABLE ENERGY PROJECTS

We support various renewable energy projects, including wind and solar to reduce reliance on fossil fuels and combat climate change for a sustainable future.



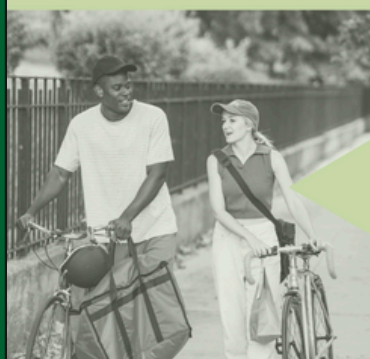
### ENVIRONMENTAL EDUCATION

TerraPass provides educational resources on sustainability and climate change, empowering individuals with knowledge to make informed decisions for a greener planet.



### COMMUNITY ENGAGEMENT

Join our community committed, where together, we advocate for sustainable practices and work towards a more eco-conscious world for generations to come.



# Email Marketing Design

The email marketing template design for TerraPass reflects the brand's commitment to sustainability and innovation while maintaining a visually engaging and user-friendly layout. The choice of visuals, including images of renewable energy sources and nature landscapes, aims to evoke a sense of environmental consciousness and inspire action towards a greener future.

The fonts selected are clean, modern, and easy to read, aligning with TerraPass's brand identity of professionalism and accessibility. The color palette incorporates shades of green and blue, symbolizing nature and sustainability, while also ensuring readability and visual appeal.

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TERRAPASS  
LEADING THE WAY TO  
A SUSTAINABLE  
FUTURE



# Instagram Organic Plan

## Layout

The organic Instagram plan for TerraPass centers around engaging content pillars aligned with the brand values of sustainability, innovation, and community. The content strategy will include diverse themes such as environmental tips, and behind-the-scenes glimpses of our projects.

### 1. Content Pillar 1 (Culture)

The first content theme revolves around culture, focusing on showcasing the vibrant community surrounding TerraPass. Through this pillar, this aims to humanize the brand by sharing stories and testimonials. .

### 2. Content Pillar 2 (Education)

This aims to build credibility and trust by establishing TerraPass as an expert within the field of environmental sustainability. This will provide informative and valuable content that empowers the audience with knowledge and resources to make informed decisions about sustainability.

### 3. Content Pillar 3 (Promotional)

Through this pillar, Terrapass will highlight products, services, and special offers. This could include news about new promotions, discounts, or limited-time offers designed to incentivize action from the audience. Additionally, showcase success stories.

## Structure

The posting structure on Instagram will prioritize consistency, aiming for three to five posts per week across a variety of content types. By maintaining a regular posting pattern and leveraging scheduling tools, this will aim to keep the audience engaged and informed while effectively communicating TerraPass's message and values.

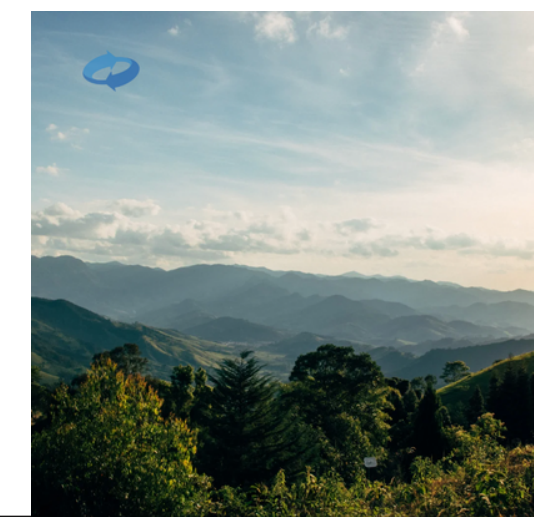
## "Your brand is a story unfolding across all customer touchpoints"

**Monday**  
10:00am

**Wednesday**  
1:00 pm

**Thursday**  
6:00pm

The post schedule is carefully designed to coincide with peak audience activity, ensuring maximum reach and engagement. We aim to post on Mondays at 10:00 AM, Wednesdays at 1:00 PM, and Thursdays at 6:00 PM, strategically timed to capture users as they settle into work, take midday breaks, and unwind after work hours. This approach aims to optimize visibility and interaction with our content, fostering a strong connection with the audience.





# Instagram Feed

The Instagram Feed will showcase a visually cohesive and engaging mix of content, reflecting the company's dedication to sustainability, innovation, and community. Followers can anticipate captivating images depicting nature's beauty, renewable energy projects, and exclusive behind-the-scenes insights into TerraPass's initiatives.



## Using organic content to increase followers.

### Hashtags

TerraPass will utilize hashtags to optimize their posts, drive traffic to their page, and attract their target audience. Incorporating a blend of broad and niche hashtags related to sustainability, environmentalism, and specific topics relevant to TerraPass, the aim is to enhance discoverability and reach a broader audience. Broad hashtags such as #Sustainability and #ClimateAction will enable them to engage in larger conversations, while niche hashtags like #RenewableEnergy and #CarbonOffsetting will target users with specific interests aligned with TerraPass's mission.

### Culture Content Copy

This would reflect TerraPass's friendly and inclusive tone while highlighting the vibrant community surrounding our brand. For example: "Meet Sarah, one of our dedicated TerraPass community members! 🌱 Her commitment to sustainability inspires us all. Join Sarah and others like her as we work together towards a greener future! #TerraPassCommunity #SustainabilityChampions"

### Education Content Copy

Accompanying a promotional content post, the copy would reflect TerraPass's informative yet engaging tone, emphasizing the benefits of our products or services. For example: "Ready to reduce your carbon footprint and make a positive impact? Discover how TerraPass can help you offset emissions and support renewable energy projects today! #Sustainability #GoGreen"

### Promotional Content Copy

This would reflect TerraPass's informative and empowering tone, providing valuable insights and actionable tips on sustainability. For example: "Did you know that reducing your energy consumption at home can significantly lower your carbon footprint? Check out our latest blog post for simple yet effective ways to make your household more energy-efficient!"

Creating an Instagram feed that tells a story is like painting a masterpiece—one captivating image at a time.

Unknown



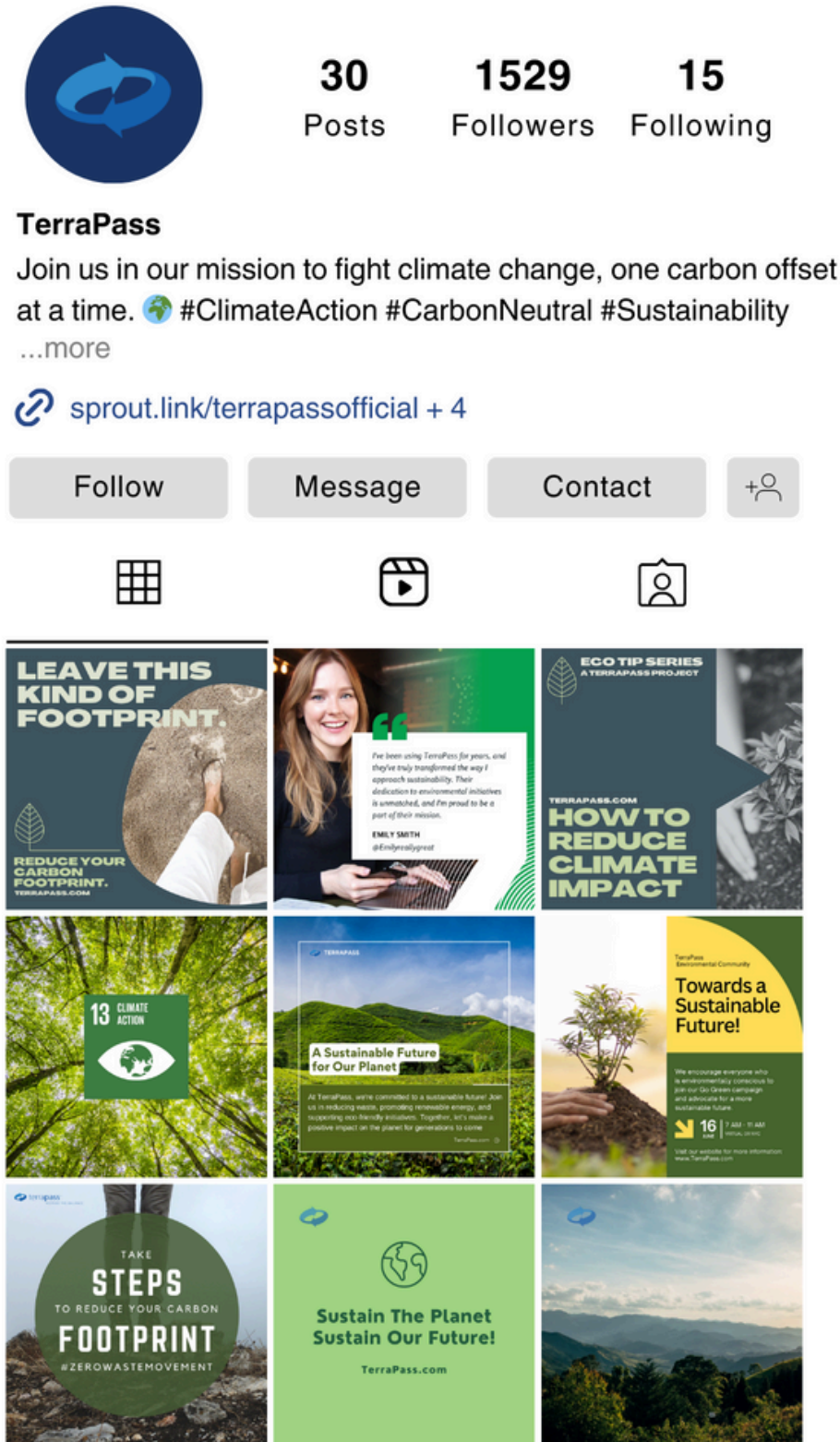
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We can only preserve the planet for generations to come if companies and governments act together to build a clear path towards carbon neutrality

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# Profile Layout

## Bio

The Instagram profile bio for TerraPass succinctly conveys their mission of combating climate change through carbon offset initiatives. It incorporates relevant keywords such as "climate action," "carbon neutral," and "sustainability" to enhance discoverability through Instagram SEO. The tone is engaging and proactive, reflecting the brand's commitment to environmental stewardship. Emojis are used sparingly to add visual appeal and reinforce the message. Hashtags like #ClimateAction and #Sustainability further increase visibility within the platform's eco-conscious community. The call-to-action (CTA) subtly encourages followers to join the cause, inviting them to participate in the journey towards a greener future.

**“Every photo you take communicates something about a moment in time”**

Kevin Systrom, Co-founder of Instagram

## Instagram Display Icon.

The TerraPass Instagram display picture features their iconic arrows logo set against a dark blue background. This minimalist design ensures visibility and recognizability, even in the small format of an Instagram icon. The arrows symbolize progress and movement, aligning perfectly with TerraPass's mission of driving positive environmental change. By opting for a logo without text, the brand maintains a clean and sleek aesthetic while effectively representing its identity.





# Organic - Instagram Stories

The Instagram story plan plays a pivotal role in TerraPass's overarching social media strategy, harnessing the platform's dynamic features to captivate the audience and amplify the brand message. Research consistently underscores the efficacy of Instagram stories in driving user engagement and bolstering brand awareness. Recent studies indicate that businesses regularly employing Instagram stories witness heightened reach and interaction with their audience compared to those that don't.

TerraPass's organic Instagram story plan comprises three distinct types: "Our Mission," "Testimonials," and "Behind the Scenes." These segments provide followers with an insightful perspective into TerraPass's values, impact, and operational processes.



## 1. Our Mission Highlight cover 1.

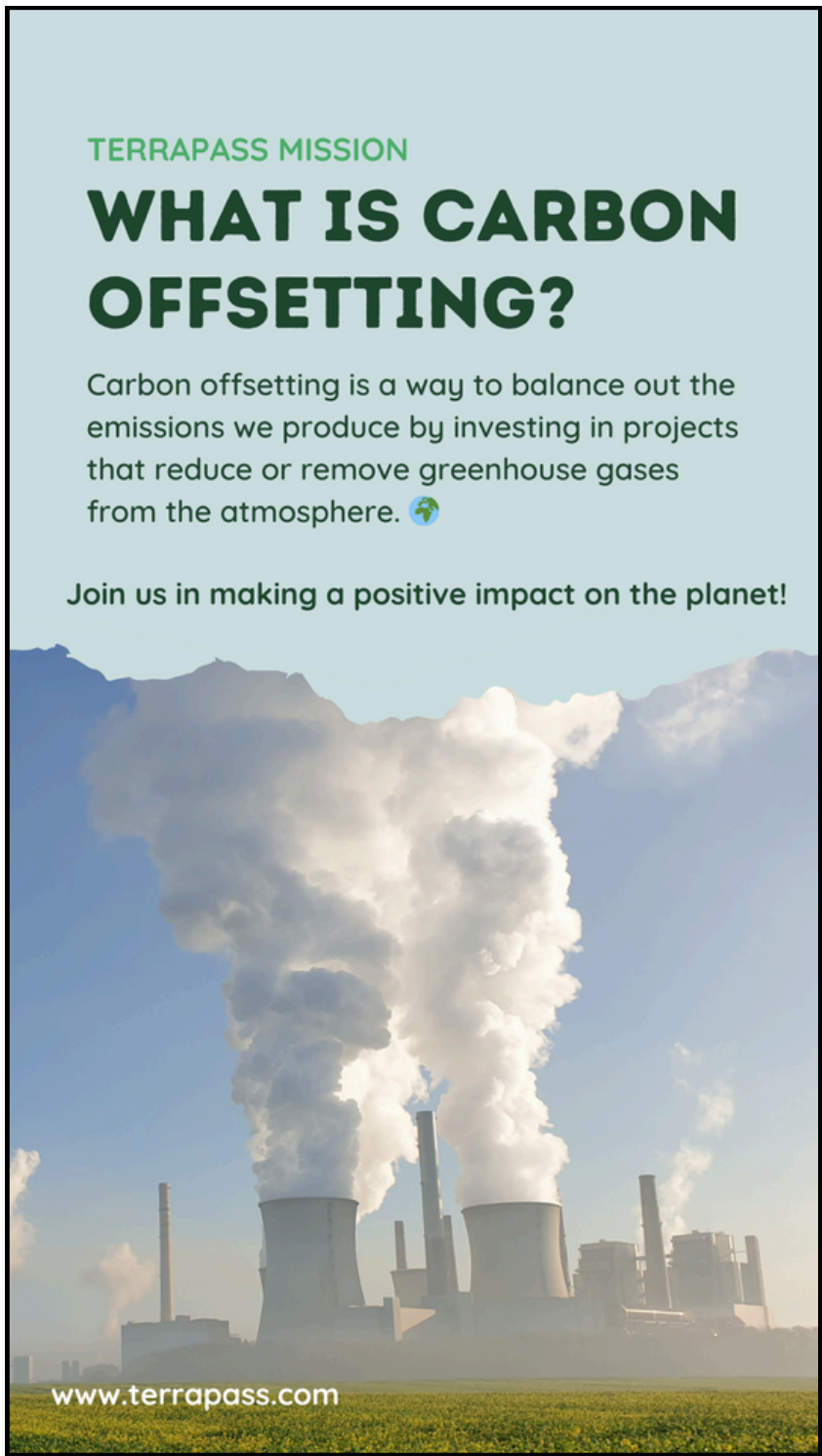
The first highlight on our Instagram profile is titled "Our Mission." In this highlight, we provide an overview of TerraPass's core mission and values, highlighting our commitment to fighting climate change through carbon offset initiatives. From our founding principles to long-term goals, this highlight offers followers a deeper understanding of TerraPass is.

## 2. Testimonials Highlight cover 2.

Here, we feature authentic feedback and reviews from satisfied customers, partners, and supporters of TerraPass. Through heartfelt testimonials, glowing endorsements, and success stories, we showcase the positive impact of our carbon offset initiatives on individuals, businesses, and the planet.

## 3. Collaborations Highlight cover 3.

The third highlight on our Instagram profile is titled "Behind the Scenes." This highlight provides an exclusive glimpse into the inner workings of TerraPass, featuring behind-the-scenes footage, team members in action, and insights into our daily operations. From sustainability initiatives to community outreach efforts, this highlight showcases the people and processes driving our mission to combat climate change.





# Facebook Organic Plan

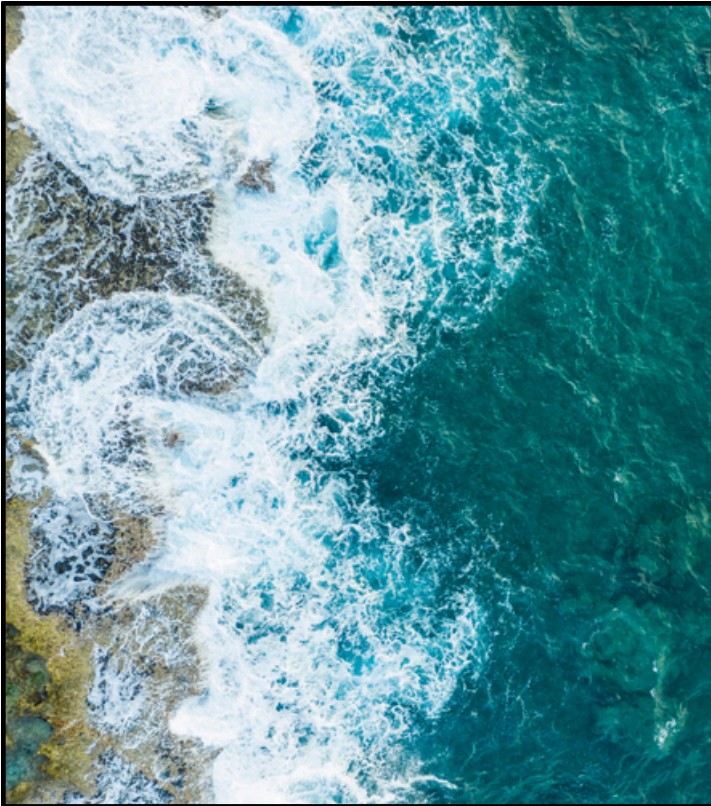
The organic Facebook plan for TerraPass aims to leverage the platform's unique features and audience demographics to amplify the message of environmental stewardship and carbon offsetting. Research indicates that Facebook users tend to be more diverse in age and interests compared to Instagram, with a strong presence of older demographics.


**“Advertising works most effectively when it's in line with what people are already trying to do. And people are trying to communicate in a certain way on Facebook - they share information with their friends”**

Mark Zuckerberg, Founder of Facebook

## Facebook Aims

- 1.** Drive a 20% increase in website traffic from each post by leveraging compelling call-to-action messages and engaging content that encourages clicks to our website.
- 2.** Increase brand awareness by 30% through strategic use of Facebook ads targeting our key demographics and promoting our sustainability initiatives and carbon offsetting projects.
- 3.** Generate a 15% increase in lead generation through Facebook lead ads and optimized landing pages, capturing user information and nurturing leads through targeted email campaigns and follow-up communications.




 **TERRAPASS**

Join the Fight Against Climate Change!

Make a difference today with TerraPass!  
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Climate change, if unchecked, is an urgent threat to health, food supplies, biodiversity, and livelihoods across the globe

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”



# Facebook Event

Facebook event, titled "Sustainable Living Workshop with TerraPass," invites participants to join for an interactive and informative session on sustainable living practices and carbon offsetting. Led by experts in the field, the workshop will cover topics such as reducing carbon emissions, adopting eco-friendly habits, and understanding the impact of individual actions on the environment. Through engaging presentations, Q&A sessions, and interactive discussions, attendees will gain practical insights and actionable tips for incorporating sustainability into their daily lives.

- 1. **Generate 200 interested responses from the event, indicating a strong level of engagement and potential attendance.**
- 2. **Facilitate meaningful interactions and discussions during the workshop, aiming for active participation from attendees through comments, questions, and shares.**
- 3. **Provide valuable insights and actionable takeaways to attendees**



# LinkedIn Organic Plan

LinkedIn focuses on leveraging the platform's capacity to cultivate professional networks, elevate brand awareness, and generate high-quality leads. We'll achieve this by crafting compelling, informative content tailored to the platform's professional audience. This content will emphasize our expertise in sustainability, climate action, and eco-friendly practices, positioning our brand as a leader in environmental responsibility.

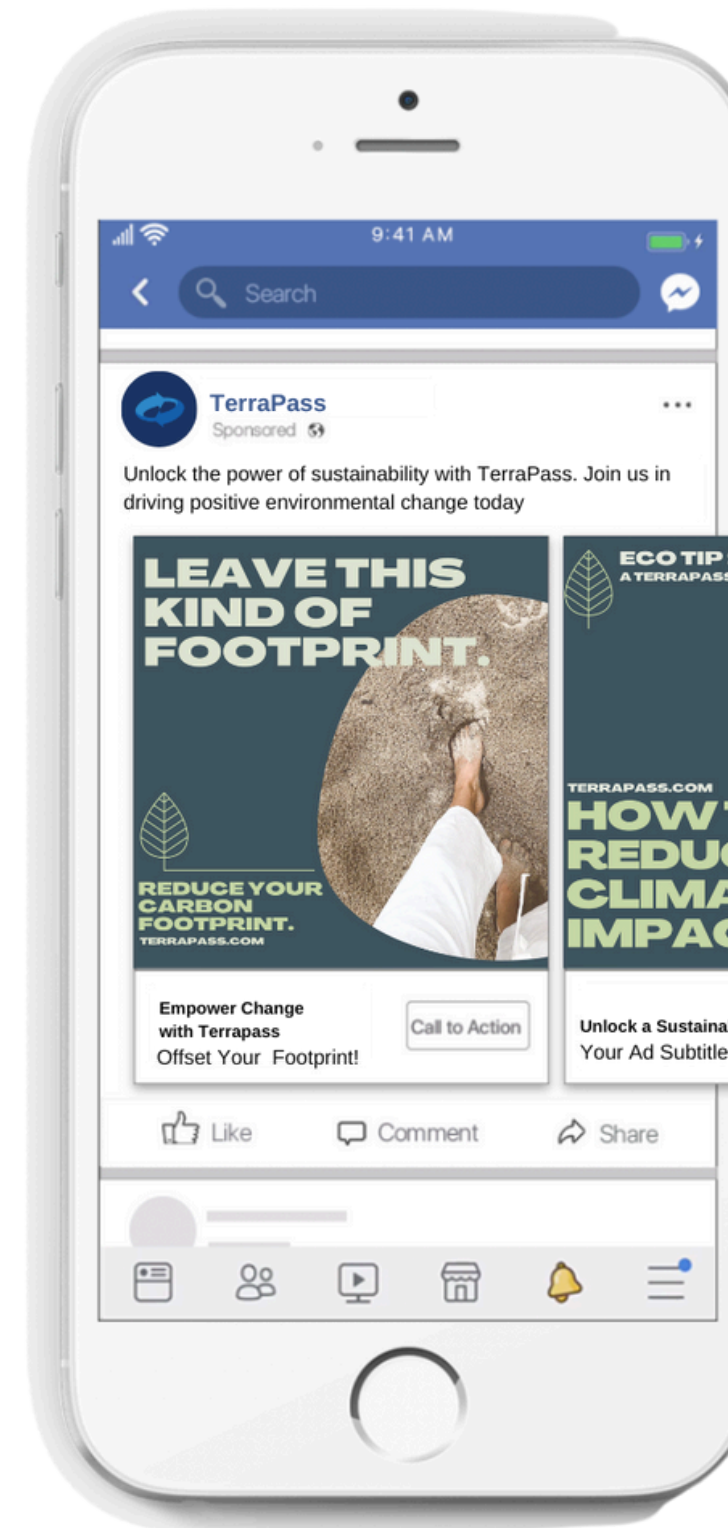
Active engagement within relevant industry groups and discussions will be a key component, allowing us to showcase our knowledge and forge meaningful connections. Additionally, we'll encourage employee advocacy to amplify our reach and humanize our brand.

## 1. Organic LinkedIn Goal: Increase Page Followers by 30-50 per Week

1. Content Quality: Publish high-quality, relevant content consistently to attract and engage potential followers.
2. Audience Engagement: Actively engage with the LinkedIn community by responding to comments, joining relevant conversations, and initiating discussions.
3. Employee Advocacy: Encourage employees to share and engage with company posts, thereby increasing visibility to their networks and potentially attracting new followers.

## 2. Increase Engagement Rate by 20%

1. Content Strategy: Develop a diverse range of content formats (such as articles, videos, infographics) tailored to the interests and preferences of the target audience.
2. Conversation Starter: Pose thought-provoking questions, share industry insights, and encourage discussions to spark engagement among followers.



**97%**  
of B2B marketers  
use LinkedIn for  
their content  
marketing efforts.

**78%**  
of B2B marketers rate LinkedIn the  
most effective social media platform  
at helping their organization achieve  
specific objectives.



# Paid Advertising Instagram

The Instagram paid advertising plan centers on brief, impactful ads ranging from 15 to 30 seconds, aimed at achieving objectives of brand awareness, engagement, and driving traffic to TerraPass platforms for carbon offsetting. Targeting is meticulously directed toward environmentally conscious demographics, including individuals passionate about sustainability and climate activism and business.

## Instagram Story

Paid advertising on Instagram Stories offers a dynamic and engaging format for businesses to connect with their audience. With over 500 million daily active users engaging with Stories, it presents a prime opportunity for brands to showcase their products or services.

### 1. Brand Recognition

The primary goal is to boost TerraPass's brand recognition. ROI will be measured through metrics like reach, impressions, and brand recall surveys, alongside social media engagement indicators such as likes, shares, and comments.

### 2. Drive Website Traffic

The objective is to direct more users to TerraPass's website. ROI will be evaluated based on click-through rates, website visits, and conversions like sign-ups or purchases, with website analytics providing deeper insights.

### 3. Increase Carbon Offset Purchases

The aim is to stimulate more purchases of carbon offsets on TerraPass. ROI will be gauged through conversion rates, purchase volume, and revenue generated from carbon offset sales.



## Video Ad

The focus is on creating visually compelling content to promote carbon offsetting. The video will be edited using professional editing platforms to ensure high-quality visuals and seamless transitions. Content creation will emphasize showcasing the ease and impact of carbon offsetting through TerraPass, with vibrant imagery and engaging storytelling. A clear call-to-action (CTA) will be strategically placed within the video to prompt users to learn more or take action.

In addition to the Instagram video ad campaign, TerraPass will leverage Instagram Stories as a versatile platform to connect with their audience. Stories will include a mix of advertising content, testimonials from satisfied customers, interesting facts about sustainability, behind-the-scenes glimpses of TerraPass projects, and interactive elements to engage users.

### 1. Increase Brand Awareness

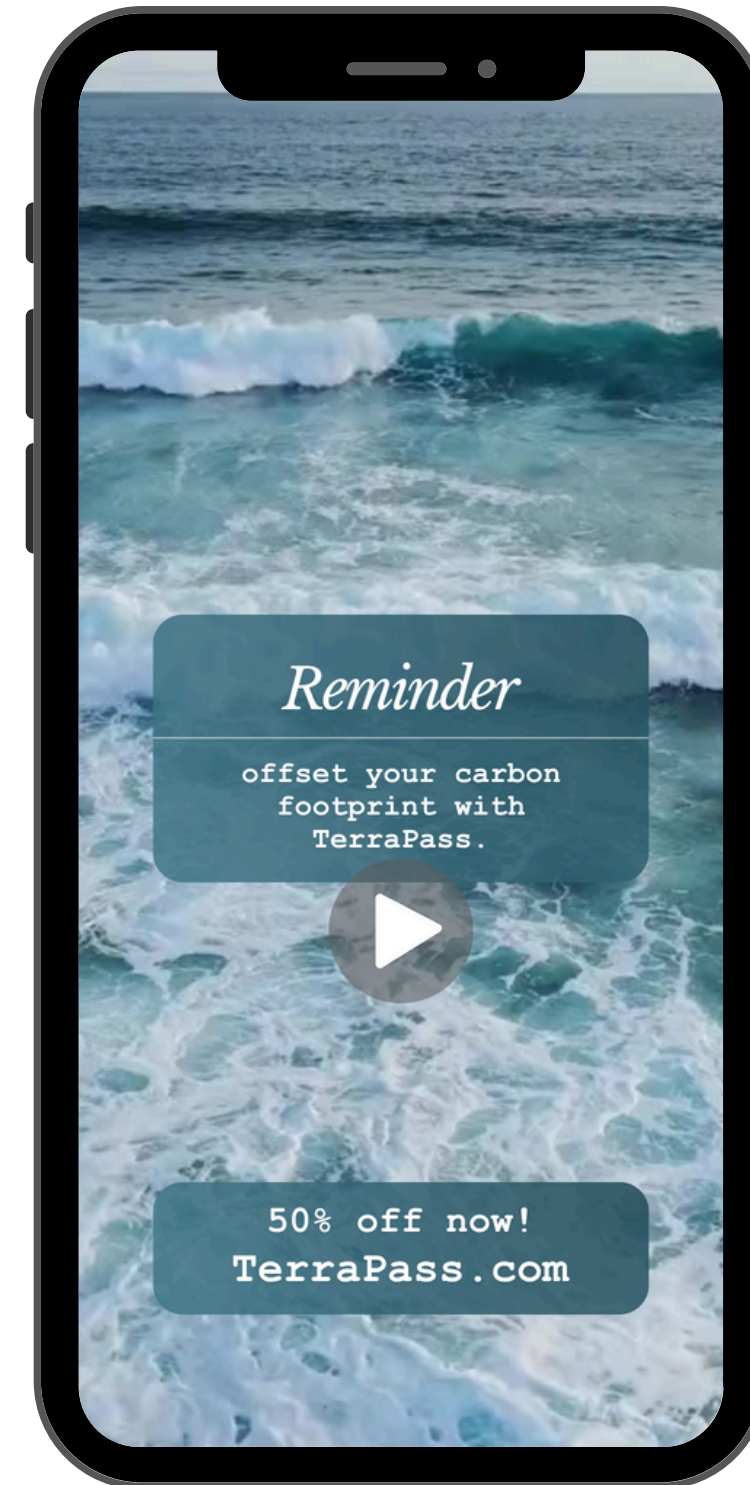
TerraPass aims to boost brand recognition through their video ad campaign, measuring success by tracking video views, reach, and impressions. These metrics will provide insights into how effectively the campaign expands awareness of TerraPass and its mission of carbon offsetting.

### 2. Drive Website Traffic

The goal is to drive traffic to TerraPass's website, with ROI evaluated through click-through rates (CTR) from the video ad to the website, as well as website visits and conversions such as sign-ups or purchases.

### 3. Increase Offset Purchases

TerraPass aims to increase carbon offset purchases, measuring ROI through conversion rates, purchase volume, and revenue generated from carbon offset sales attributed to the video ad campaign. These metrics will provide insights into the campaign's impact on driving actual sales and revenue for TerraPass.





# Paid Advertising Facebook

For the Facebook advertising campaign, TerraPass will utilize a variety of ad formats including carousel ads, video ads, and image ads to engage the target audience effectively. The target audience will primarily consist of environmentally conscious individuals aged 25-55, located in urban areas across the United States, with an interest in sustainability, renewable energy, and environmental activism. TerraPass will allocate a flexible ad budget to test different audience segments and ad creatives, optimizing for the best-performing combinations. Ad lengths will vary depending on the format, ranging from 15-60 seconds for video ads to concise and compelling copy for image and carousel ads.

## 1. Advertising Aim 1

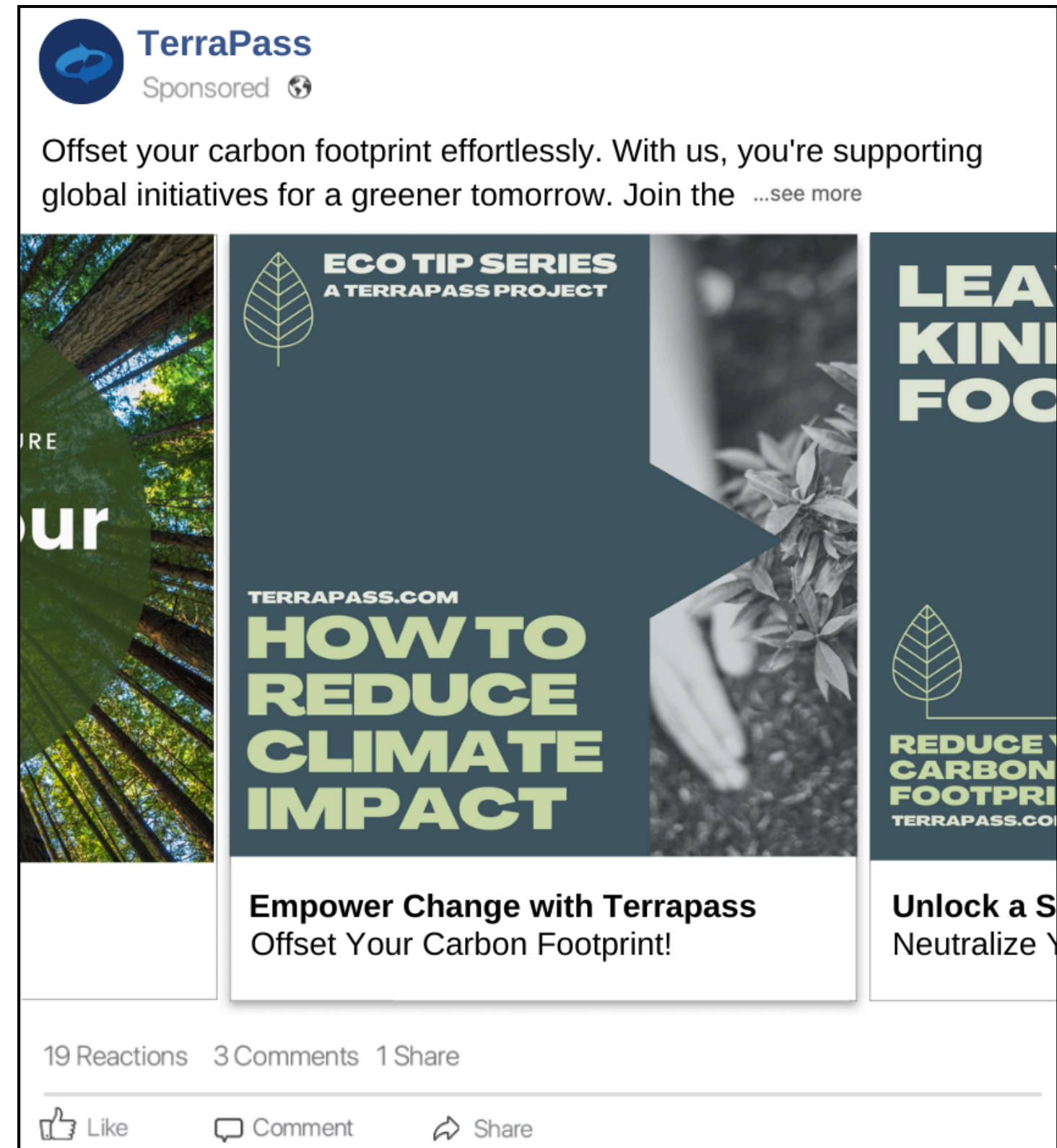
Explain your first advertising objective and how you will measure ROI (return on investment). Example: increase event bookings, KPI (key performance indicator) event sign-ups.

## 2. Advertising Aim 2

Explain your second advertising objective and how you will measure ROI (return on investment).

## 3. Advertising Aim 3

Explain your third advertising objective and how you will measure ROI (return on investment).



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Climate change is not just about carbon dioxide levels and melting polar ice caps. It is about our public health and protecting our Earth for future generations

Jacob Bronowski

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# SUMMARY

1.

## Marketing Channels

This chapter explores various marketing channels available to TerraPass, emphasizing the importance of embracing digital transformation. It highlights the effectiveness of digital channels like social media, search engine marketing, and email marketing in reaching target audiences.

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2.

## Suitable Platforms

This chapter examines suitable platforms for TerraPass to disseminate its sustainability message effectively. It underscores the significance of selecting platforms that align with TerraPass' target audience demographics, communication objectives, and brand values.

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3.

## Strategy production

This chapter outlines the process of strategy production for TerraPass' marketing initiatives, emphasizing the importance of strategic planning and execution.

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# REFLECTION

Throughout the process of creating this portfolio, several aspects went well. The thorough research conducted on marketing channels, suitable platforms, and strategy production provided a solid foundation for crafting effective marketing recommendations for TerraPass. Additionally, the clear and concise communication style helped convey complex ideas and strategies in a manner that is easily understandable. The inclusion of speculative but innovative ideas showcased creativity and strategic thinking, offering insights into potential approaches for promoting sustainability in the marketplace.

However, there are areas that could have been improved. For instance, deeper analysis and exploration of specific case studies or industry trends could have provided more depth and context to the recommendations presented.

Moving forward, integrating these suggestions into future projects would be beneficial in further refining the quality and effectiveness of marketing strategies and recommendations.





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## Conclusion

In conclusion, this portfolio serves as a testament to the power of strategic marketing in promoting sustainability and environmental stewardship. While the strategies outlined within this document are speculative and intended solely for demonstration purposes, they offer valuable insights into potential approaches for elevating TerraPass' presence in the sustainable solutions market.

TerraPass, as a leader in carbon offset programs and sustainable initiatives, has a unique opportunity to further its mission and reach by implementing innovative marketing strategies. By enhancing brand visibility, engaging target audiences, and driving meaningful impact through strategic marketing endeavors, TerraPass can continue to inspire positive change and contribute to a more sustainable future.



TerraPass  
Market Strategy

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