

GREEN GATHERINGS

CASE STUDY

A Sustainable Strategy for Growth Through Content Marketing
By Theodora Tepeneag, March 2025



Objective:



Drive brand awareness, build a pre-launch community, and capture qualified leads for a sustainable startup through strategic online content.

Executive Summary & The Challenge

About The Brand

Green Gatherings is a Berlin-based startup focused on eco-friendly, inclusive, and accessible picnic supplies

Mission

Make sustainable entertaining appealing and achievable for busy, eco-conscious consumers.

Key Objective

Build visibility, trust, and audience engagement for a new sustainable lifestyle brand.

The Challenge



- Launch brand awareness pre-e-commerce launch, with a limited budget.
- Attract and nurture an email community and build early credibility.
- Communicate the “why” behind the sustainable product and values.
- Deliver multi-channel content for different buyer journeys.

Strategy & Implementation

Used Market Research to create two detailed personas:



The Conscious Family

Parents balancing sustainability with practicality, looking for trusted resources.



The Event Host

Social, eco-minded, values convenience and image.

Key Actions

- **Brand Guidelines:** Defined tone, value proposition, and visual cues for all owned media.
- **Blog Launch:** Wrote an original, SEO-optimized long-form article targeting “sustainable picnic essentials.”
- **Landing Page:** Built a conversion-optimized page for lead magnet downloads (e.g., “Eco Picnic Checklist”).
- **Email Automation:** Set up a Mailchimp welcome plus three-lesson nurture flow (educational, light sales).
- **Platform Choices:** Combined WordPress (blog/landing) + Mailchimp (email) + Instagram (social promo).

Content Pillars

Education

Inspiration

Community

- Easy Sustainability Tips
- Myth Busting
- Value Storytelling

- Picnic Ideas
- Inspiring Visuals
- Real Stories

- Calls to share tips/feedback
- Social Engagement
- Early Access Offers

Results and Metrics

Performance Metrics

Metric	Target	Achieved	Takeaway
Blog Traffic	High	Below Target	Needs further SEO & social promotion
Email Signups	100%	67%	CTA/landing page can be optimized
Email Open Rate	80%+	Up to 100% (email 3)	Messaging and subject lines are strong
Email Click Rate	50%+	0% on initial	Improve email CTA/engagement
Landing Page Visits	N/A	High	Good promotion and audience interest
Conversions (Lead Magnet)	100%	25%	Funnel step review recommended

Key Highlights

- **Landing page** drew high engagement; most visitors arrived via blog CTA and Instagram link.
- **Email open rates** were especially strong for the third nurture email (“Spring gathering special”).
- Notable falloff between site visitors, email sign-up, and lead-magnet download, indicating opportunity for improvement.

Reflections & Next Steps

What Works

Personas informed both messaging and content placement for better resonance.

Visual, friendly branding + SEO structure improved Google ranking and trust.

Email automations (esp. lesson 3) drew above-average engagement.

What Needs Work

Blog visibility and lead-magnet conversion lagged; stronger social push, guest posts, or better incentives could help.

Email CTAs and landing page UX require A/B testing and visual optimization.

Stock vs. branded photos: Investing in custom imagery for greater trust.

Future Recommendations

- Launch paid and organic traffic campaigns to drive blog and landing page visits.
- Further segment and personalizing email flows (e.g., by persona or past behavior).
- Adding video content and interactive elements (quizzes, polls) to increase dwell time and engagement.
- Routine data review to inform all new content decisions



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