



# Lochtree

## Marketing Plan to Increase Brand Awareness

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The background features abstract watercolor splashes in shades of green and orange. A large, light green splash is centered behind the text. To its right, there are several orange and reddish-orange splashes of varying sizes. The overall aesthetic is soft and artistic.

# Agenda

Marketing Plan to Increase Brand Awareness

# Agenda

01

## About Lochtree

Overview of the company and its current situation

02

## Research Methods

Our quantitative and qualitative studies

03

## Marketing Activities

STICC recommendations

04

## Implementation

Putting it all together

The background features a soft, watercolor-style wash of light green and pale yellow. Overlaid on this are several large, expressive brushstrokes in shades of orange, peach, and light green, creating a textured, artistic effect. The text is centered within the largest orange brushstroke.

# *About Lochtree*

# Background Information



## Lochtree

E-commerce marketplace for eco-friendly and sustainable goods



## Social Cause

Influence positive behavioral change in support of environmentalism



## Challenge

- Establish greater brand awareness with potential customers
- Develop a comprehensive brand messaging and communication strategy
- Resonate with key customers to increase engagement with the brand

# Situation Analysis

## Industry

- Online retail / e-commerce industry
- Sustainable household + lifestyle goods market segment

## Key Competitors

Earth Hero, Package Free Shop, Thrive Market, Grove Collaborative, DoneGood

## Customers

Educated millennials who care about environmental issues

# SWOT Analysis

## Strengths

Easy access to many sustainable products + partnership with MadeSafe

## Opportunities

Rapidly expanding market for sustainable products in the US



## Weaknesses

Late entry into market  
→ less market share and less customers

## Threats

Competitive industry with many similar, more established companies

# Marketing Goals & Strategy

## Goals

- Outline strategies for increasing Lochtree's brand awareness
- Expand digital presence, customer base, and revenue opportunities

## Strategy

- Identify key customer segments and how to reach them
- Develop a top-of-the-funnel strategy to best engage with them



Optimize and advertise Lochtree's competitive advantages in a meaningful way to customers who are most likely to harmonize with the company's brand identity and business model



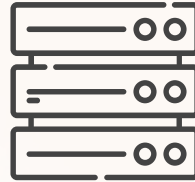
The background features a watercolor-style design with large, overlapping brushstrokes in shades of orange, peach, and light green against a white background. The strokes are soft and textured, creating a vibrant and artistic feel.

# Research Methods

# Research Methods



Google Analytics



Qualtrics Survey



Usability Tests

# Google Analytics

## Gender



16.5%

83.5%

## Behaviors



Users under 35 spend the most time on the site



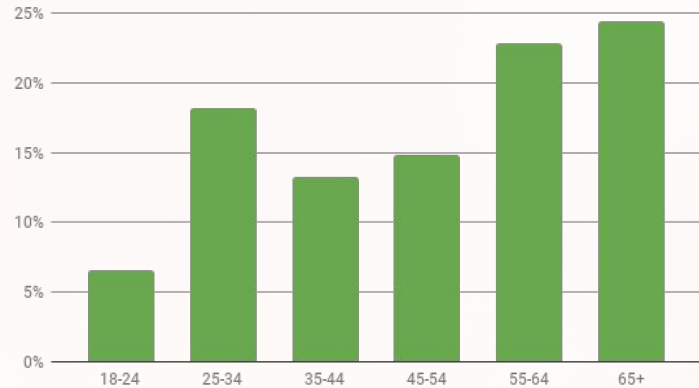
Returning users spend ~4 minutes on the site, skew older



55% of users coming from social media

## Age

Ages of Lochtree Web Visitors



# Key Consumer Thoughts and Attitudes



## Price

is the most important factor for purchase decisions



68%

would pay a premium for eco-friendly household products



## Family/friends

have the most influence on people's discovery of new products



45%

rarely or never shop online for household products

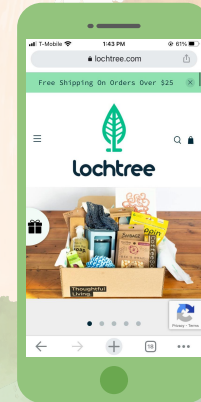
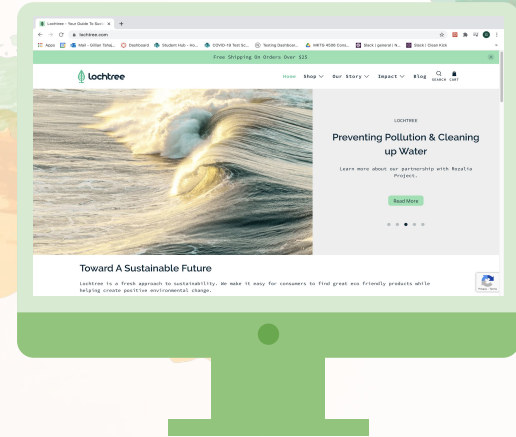
(Insights from our Qualtrics survey results)

# Usability Tests

- 6 participants, 30 minute sessions
- Conducted on desktop, tablet, and mobile devices
- Probed questions and noted answers

## Key Insights:

- Participants seek to create connections to website images
- Participants are unlikely to purchase on mobile devices
- The site's purpose was unclear: research or marketplace?



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# *Marketing Activities*

# Study Consumers

Lochtree should target environmentally-conscious moms with above-average income and low price sensitivity in order to:



Capture a greater proportion of customers who are already interested in Lochtree and its products



Improve sales of baby and laundry products, which are likely of interest to these customers



Appeal to the primary purchasers and users of household goods

To welcome older shoppers without alienating younger ones, **Lochtree should position itself as a one-stop shop for carefully curated, eco-friendly household goods that promote family health and wellness while helping to protect the planet.**






# Shape Thoughts

Lochtree's priority: maintain the attention of website visitors

How to do so: **vividness** and **intensity**

Vividness = **emotional interest** 

- Images that portray a story
- Blogs **relevant** to the reader
- Adding a narrative to the site's front page

Intensity = **spark** 

- “Top rated” or “trending” products at the top center of the front page
- High quality and colorful images uplift the consumer's **focus** and gravitates attention towards the product

# Influence Attitudes



## Referrals

- Consumers discover new products most often through friends and family
- Incentivise customers to refer their friends
- *Liking and consistency principles*



### **Thank you for your purchase!**

You just helped the earth take a teeny tiny step towards a greener future

Hi Samantha,

As a thank you for shopping with Lochtree we'd like to offer you 10% off your next purchase! Lochtree is also a growing business and if you enjoyed your experience with us we'd be super grateful if you told a friend or two about us and they can enjoy 10% off too!

# Influence Attitudes



## Influencers

- Micro-influencers with niche audience
- Cost effective
- *Liking and unity principles*



## Thought Leadership

- Become thought leader in sustainability by utilizing blog posts
- *Authority principle*

# Impact Choices



## Appealing to consumer's hearts & minds

- *Thin Slice Judgement*
- Basic layout change
- Change of font type
- Optimization of search landing pages



## Redesign of the 'Impact' section

- *Affect Heuristic*
- Succinct bullet points
- Powerful images and/or specific examples
- Impact related symbols



(Example of Symbols used on product pages by Lush Cosmetics)

# Impact Choices

## Bundled Sets

- *Diminishing marginal utility*
- Aggregation of losses felt from spending money
- Placement of lower priced bundles next to the individual items
- Addition to “Related Items” or ‘You Might Also Like’ sections



The screenshot displays two main sections: 'Bundled Sets' and 'People also bought'. The 'Bundled Sets' section features two items: a bundle of Grove Co. Hand Soap & Dish Soap (54 reviews, \$6.95, Save 29%) and a single Caldrea Dish Soap (189 reviews, \$10.00). The 'People also bought' section shows four recommendations: a bundle of Grove Co. Foaming Hand Soap & Dish Soap (50 reviews, \$7.95, Save 27%), a bundle of Grove Co. High-Performance Dish Soap + Dispenser with Silicone Sleeve (54 reviews, \$17.95, Save 9%), a bundle of Grove Co. Foaming Hand Soap, Dish Soap & Dispensers with Silicone Sleeves (100 reviews, \$34.95, Save 18%), and a single Grove Co. Reusable Glass Dish Soap Dispenser with Silicone Sleeve (353 reviews, \$14.95). Each item includes a 'New' badge, a star rating, the number of reviews, the price, a discount percentage, and an 'Add to Cart' button.

Item	Reviews	Price	Discount	Action
Grove Co. Hand Soap & Dish Soap - Plastic-Free	54	\$6.95	Save 29%	Add to Cart
Caldrea Dish Soap	189	\$10.00		Add to Cart
Grove Co. Foaming Hand Soap & Dish Soap - Plastic-Free	50	\$7.95	Save 27%	Add to Cart
Grove Co. High-Performance Dish Soap + Dispenser with Silicone Sleeve - Plastic-Free	54	\$17.95	Save 9%	Add to Cart
Grove Co. Foaming Hand Soap, Dish Soap & Dispensers with Silicone Sleeves - Plastic-Free	100	\$34.95	Save 18%	Add to Cart
Grove Co. Reusable Glass Dish Soap Dispenser - With Silicone Sleeve (16 OZ)	353	\$14.95		Add to Cart

(Examples of bundles offered by Grove Collaborative)

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# *Implementation & Evaluation*

# Implementation

Month 1

## Email Campaign

Additional post-purchase and referral emails

Month 2

## Website Refresh

Flexible timing accounting for design considerations and any needed adjustments to product sourcing.

Month 3

## Influencer Outreach

Initial investment of \$250

# Evaluation of Success

Bounce Rate  
Goal: 50%



Brand Awareness  
Goal: 2%



Conversion Rate  
Goal: 5%



Customer  
Retention



User  
Referrals



# Potential Limitations

## Limited Data



Identified trends are based on limited sales history and scope



Monthly audits of website, email, and social media performance can affirm present findings



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*Thanks!*

Are there any questions?