



the circle of stuff

Digital Marketing Campaign Strategy

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The Circle of Stuff
Seattle, WA
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Introduction

The Circle of Stuff organization seeks to increase consumer awareness of circular thinking with the end goal of encouraging people to change their consumption behaviors and to use their buying power to influence corporate sustainability priorities and practices. The traditional linear economy, where the lifecycle of our stuff is “Take > Make > Use > Trash”, is not sustainable. The circular economy provides an alternative that places an emphasis on extending the useful life of our stuff and, at the end of its usefulness, recovering the materials and components to create new stuff. This will reduce the need to take finite material and energy resources from the planet and to waste those resources in a landfill or incinerator. Circular business models are necessary to make the circular economy a reality. Consumers can encourage the circular economy by understanding its principles and by making choices that motivate corporations to adopt circular business models.

Executive Summary

The Circle of Stuff is a fictional non-profit organization created for educational purposes as part of COMSTRAT 563 Professional Digital Content Promotion in The Edward R. Murrow College of Communication at Washington State University. The objective of *The Circle of Stuff* initiative is to raise awareness of the circular economy, and to promote new ways of thinking about the gadgets and products that people use every day. The target audience will be presented with practical information and tools to help them reduce their own environmental footprint while also encouraging corporations to embrace circular business models.

A branded search-engine-optimized website has been created for *The Circle of Stuff* to house the initiative’s library of educational content, including articles, blogs, and infographics. An active digital campaign will be necessary to increase brand awareness, accentuating that *The Circle of Stuff* initiative is available to provide tools and resources for users interested in reducing their environmental footprint. Facebook, Instagram, blog posts, and emails will be the digital channels for this short-term campaign, scheduled to run from June 30 to July 13, 2020. Campaign objectives include growing website visitors by attracting social media followers to the website and blog content, engaging visitors with useful and practical content, and turning visitors into advocates that like, share, and comment on campaign posts.

This Digital Marketing Campaign Strategy document details the plan to accomplish these objectives. The organizations, thought leaders, and influencers that inspire and nurture campaign material are itemized. *The Circle of Stuff*’s campaign content strategy is addressed, including goals, target audience, tone, and calls to action. The campaign’s key story and messaging is presented. Facebook, Instagram, email, and blog articles will be the primary tools for this digital campaign; an editorial calendar provides the tactical planning details, including timeline, purpose, asset requirements, and content topics. During this campaign all messaging activity will be monitored using metrics that measure reach, engagement, impact, and advocacy. Messaging adjustments will be made as required. At the end of the campaign period, success will be measured by assessing the final metrics as defined in this document.

Community of Interest Analysis

The *Circle of Stuff* digital marketing campaign will draw inspiration and share content from the following organizations, thought leaders, and influencers:

Organization Blogs/Websites

- *Repurpose and Upcycle* <https://repurposeandupcycle.com/>
- *The Story of Stuff* <https://www.storyofstuff.org/blog/>

Thought Leaders

- *David Suzuki Foundation* <https://www.facebook.com/DavidSuzukiFoundation/>

Social Media Influencers

- *The Good Trade* <https://www.facebook.com/thegoodtrade>
- *Sustainability Illustrated* <https://www.facebook.com/sustainabilityillustrated/>

Content Strategy

Campaign overall goals	<ul style="list-style-type: none"> • Social media goals: Likes and followers, shares, comments, and click-through rates to website/blog. • Website/blog goals: unique visitors, pageviews, pageviews per visit, referrals, bounce rate, e-newsletter sign-ups.
Campaign content purpose	The primary purpose of <i>The Circle of Stuff</i> social media marketing campaign content is to engage users, to obtain followers, and to drive traffic to the website and blog articles.
Target audience	<ul style="list-style-type: none"> • The primary target audience for <i>The Circle of Stuff</i> digital content campaign is men and women between the ages of 30 to 55 who live in the United States or Canada. • They are mostly educated professionals who are technology savvy, who are concerned about work-life balance, and who place a priority on a happy and healthy family life. • Most have children and own a home. • They are responsible consumers interested in reducing their environmental footprint.
Campaign theme	The campaign theme is to inspire and educate with an emphasis on how awareness of the circular economy and circular thinking can help the target audience achieve a more sustainable lifestyle.
Campaign tone	The overall tone of the digital content campaign is to inspire and educate with practical information and tools to help users reduce their environmental footprint while still enjoying life's material comforts. <i>The Circle of Stuff</i> will be a no-guilt, no-fear zone that informs but does not preach.
Calls to action	<ul style="list-style-type: none"> • Visit the website • Sign-up for e-newsletter

Campaign Messaging

The campaign is about introducing everyday consumers to *The Circle of Stuff*, where they can learn about the principles and benefits of the circular economy. Campaign messages will provide new ways of thinking about the stuff we use every day. It will focus on practical tips and tools that will allow us all to lead a more sustainable lifestyle while still enjoying modern technology and conveniences.

Keywords & Phrases:

The Circle of Stuff, circular economy, sustainability, reduce environmental footprint, reduce reuse recycle, circular thinking, sustainable lifestyle, reduce waste, conscious consumerism, extend life, buy used, share, borrow, donate, sustainability tips, sustainability information, circular business models, linear economy

Key Takeaways & Salient Points:

- A significant percentage of US and Canada consumers place a priority on reducing their environmental footprint and living a more sustainable lifestyle.
- The traditional linear economy takes too many resources and creates too much trash. It is wasteful and is not sustainable.
- The circular economy is a sustainable alternative to the linear economy.
- New business models are required to make the circular economy work.
- Consumers have a role in making circular business models successful and in encouraging corporations to adopt them.
- The useful life of stuff can be extended (1) by the users through choosing to share, rent, borrow, repair, refurbish, and donate stuff, and (2) by the producers through such factors as designing for durability and repairability, product/packaging takeback programs, and offering of product-service systems.
- Moving to a circular economy will minimize the need to extract finite material resources from the earth and will reduce the amount of associated energy used in extraction, processing, manufacturing, and transportation.
- Think of waste as a resource. Many materials can be recovered or recycled and used to make new stuff.
- Recovering materials saves not only new/virgin material resources but on energy requirements for production. This in turn leads to a reduction in environmental emissions.
- Sign up for e-newsletter or click through to educational website content.

Implementation

The campaign duration is approximately two weeks and will run from June 30 to July 13, 2020. Throughout the duration of the campaign, there will be three blog posts, three posts each on Facebook and Instagram, and two emails. All content will align with campaign messaging, engage the audience, and provide motivation for the calls to action. In addition to original social media posts created for the campaign, *The Circle of Stuff* will share posts and content from organizations, though leaders, and influencers that complement and advance our campaign goals and messaging.

Editorial Calendar

This editorial calendar represents the timeline for campaign content delivery.

Digital Channel	Purpose	Content	Creativity/Assets						Timing	Author
			Text	Image(s) or meme	Video	Quote	Link(s)	Audio or music		
Blog Post 1	Teach something new	Why buy when you can rent or borrow?	Text	Image(s) or meme	Video	Quote	Link(s)	Audio or music	Jun 30	Angela B
			X	X						
Blog Post 2	Teach something new	Consider packaging	Text	Image(s) or meme	Video	Quote	Link(s)	Audio or music	Jul 5	Angela B
			X	X						
Blog Post 3	Teach something new	Top places to buy used clothes	Text	Image(s) or meme	Video	Quote	Link(s)	Audio or music	Jul 12	Angela B
			X	X						
Facebook Post 1	Inspire	Did you know you can rent/borrow?	Text w/link	Photo(S)	Video	Live Video	Event	Poll	Jul 1	Angela B
			X	X						
Facebook Post 2	Teach something new	Producers who take back packaging	Text w/link	Photo(S)	Video	Live Video	Event	Poll	Jul 6	Angela B
			X	X						
Facebook Post 3	Inspire	Sustainable fashion	Text w/link	Photo(S)	Video	Live Video	Event	Poll	Jul 12	Angela B
			X	X						

Instagram Post 1	Spark dialogue	How many times can materials be recycled?	Single image	Multiple images	Statistic	Video	Quote	IG Story	Jul 1	Angela B
			X		X					
Instagram Post 2	Inspire	Things you can't recycle	Single image	Multiple images	Statistic	Video	Quote	IG Story	Jul 6	Angela B
				X						
Instagram Post 3	Inspire	End single use plastic	Single image	Multiple images	Statistic	Video	Quote	IG Story	Jul 12	Angela B
			X							
Email 1	Teach something new	What is circular thinking and how can it help me?	Text w/logo	Image(s)	Video	Action button	Social media links	Coupon	Jul 6	Angela B
			X	X		X	X			
Email 2	Inspire	You don't need to own it.	Text w/logo	Image(s)	Video	Action button	Social media links	Coupon	Jul 10	Angela B
			X	X		X	X			

Monitoring and Metrics

Google Analytics, Facebook Insights, Instagram post data, and Sprout Social will be used to obtain data about messaging performance both during and after the campaign. Metrics shall be used to monitor and measure digital campaign success as follows:

Reach

The size and nature of the campaign audience will be measured based on metrics that include unique visitors, website and blog article page views, e-newsletter click-throughs, and Facebook and Instagram post reach.

Engagement

Audience engagement with the campaign will be assessed by measuring referrals, page views per visit, repeat visitors, bounce rate, e-newsletter clicks, Facebook post clicks, likes, comments, and shares, and Instagram likes and comments.

Impact

We will evaluate whether campaign messaging is successful in appealing to our target audience through an assessment of page views, referrals, and user demographics.

Advocacy

Our success in turning users into advocates will be measured by examining blog article sharing on Facebook and social media post likes, shares, and comments.