



Marketing Skills to Promote Greener Products and Services

Marketing Campaign



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Duration

2 hours

Materials:

- Smartphones or cameras
- Computers
- Markers and Paper

Goal:

To develop a comprehensive marketing campaign to promote a sustainable product, enhancing participants' creativity, marketing skills, and understanding of sustainable practices.

Instructions:

Step 1

Introduction (10 minutes)

Divide participants into small groups (4-5 people). Explain the activity: each group will create a marketing campaign to promote a sustainable product. They can come up with an already existing product or they can produce a new one.

Step 2

Research and Campaign Development (1,5 hour)

Groups conduct quick market research to understand their product's target audience, competitive landscape, and unique selling points. They should identify the key benefits of their product, potential challenges, and consumer motivations for choosing sustainable products. Then they create a video (5-7 minutes) with:

- Branding: a brand name, logo, and tagline.
- Target Audience: the target audience and customer personas.
- Marketing Channels: appropriate channels for reaching their audience (social media, email, posters, events, etc.).
- Marketing Strategy: launching and promoting the campaign, including a timeline and key actions.



Encourage creativity and storytelling to highlight the sustainability aspect of their product.

Step 3

Presentation (20 minutes)

Each group presents their marketing campaign. After each presentation, allow a few minutes for questions, feedback, and discussion on the effectiveness and creativity of the campaign.

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