

GIKI Zero

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Distribution of the marketing budget over the period of campaign..... 7 Test
and learn plan

..... 10

A/b testing

..... 10

References:

..... 12

Appendix

..... 15

Introduction

Modern time is supporting the business environment in quite an effective manner.

Several aspects are gaining people interest in leading to new methods of engaging customers.

Such a platform develops interactive measures with the people who are part of society (Nabieva, 2021). In this regard, digital marketing is considered one of the most important and basic aspects of the modern period. This is because it contains great demand and involvement of people willing to participate daily.

Their interaction and smart actions are leading to impact their overall scenario.

Besides that, website management is not becoming one of the major discussion topics. The advanced websites, along with various accessibility options, are leading to impact the overall scenario positively. Similarly, in this regard, GIKI Zero is one of those smart strategies supporting people with the advanced website option. This website is directly hitting various people to make them aware of their contribution to environmental measures. All of such information has a great impact on the life of individuals as well as their working environment (Christina, Fenni and Roselina, 2019). This website supports individuals with the interactive aspect to consider their contribution in generating a carbon footprint. As a result, it is expected that such a website has a great influential aspect. Such aspects will notify the individuals about their contribution to the environment (Thompson et al., 2018). The aspect of digital marketing in this regard is trying to support the action plan of the GIKI Zero website. This needed special consideration and proper management for the consideration of working activities.

Considering all such aspects, the report is majorly based on the marketing campaign that will be conducted in this regard. The marketing campaign focuses on developing the campaign plan that will highlight all the major actions that are expected to be taken in this regard. Apart from this, there will be clear indicators and KPIs to evaluate the performance. The report also aims to highlight all the communication plan and strategy that is essential to consider in this regard. Moreover, there is a great aspect of the budget distribution that targets the final measures and the testing plan that is needed to consider in terms of effective use of the website. Therefore, based on all these aspects, the report will have a general possible and appropriate conclusion along with a recommendation plan. Such a recommendation plan will propose effective measures that could be taken to highlight all the basic and essential aspects of the website. In general measures, the report highlights every aspect of the digital marketing campaign that will be applied in the case of the GIKI Zero website to engage the final customer and make good outcomes in this regard.

Smart Goals

Objectives

Importance

How to measure (KPIs)

KPIs/campaign objectives

Specific To reach to the specific targeted audience

This objective has great iller et al., 2018). This is

Therefore, there is a need for the consideration of the proper target. In the current situation, the major target is the older people who have less awareness about the carbon issues. The most essential KPI in this regard is the number of older people bvisiting the website every day. Although several people will be an active user in this regard the major achievement will get the measure through the evaluation of the ratio of older people who are visiting the website with positive intentions and an action plan.

Measureable To manage all the resources and capital for the purpose of sustainability.

Resources and fundings are limited to apply in this regard

(Girchenko and

Ovsiannikova, 2016).

therefore, proper consideration has great importance. These goals could be easily measured by completing all the spect resource and funds activities. In this regard, there is a need for the evaluation of the activities that are going to be conducted ins such a

manner to complete the basic and essential aspects of the working.

Achievable To spared awareness to the People,

mostly older pe

oThe major KPI in this regard is the number of people visiting the website and accepting the change. In this manner, there will be a specific number of people aiming to be active visitors to the website. Such numbers include 100,000 signups in which 80% of signups regularly engage with the Giki Zero website resulting in an average impact score reducing month on month to the end of 12 months and beyond.

Relevant Improving the experience of the customer and people who are visiting the website

The website will have different visitors with particular needs

(Miller et al., 2018). Therefore, in terms of addressing the maximum number of people, there is a need for consideration of their needs and The measuring aspect in this regard is the feedback system of the customers and visitors. Every person is allowed to bring their feedback on the board for the improvement measures. In this regard, the number of addressed feedback will idnicat4e the achievement of this target in the most effective manner. This will bring people satisfaction and improvement opportunities for the website and campaign.

Time-Bound To consider the change in environment through this measure in upcoming year.
Sustainability achievement target within specific time allow individuals to align their strategies.

The major KPIs in this regard is based on the consideration of the activities conducted. This included measurement of the environmental changes that happened due to the website's publication and other applied strategies. The change management in this regard will be the major highlight of the achievement of the goals.

Budget distribution

Months Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb
 Mar

Activities

Website communication

Interaction to users

Emailing to the targeted audience

Paid promotions on

Instagram

Paid search advertisement

A great amount has been managed to achieve the final result (Velimirović, Velimirović and Stanković, 2019). Such amount in this regard is concluded to 500,000 pounds that could be used. Following are some of the major actions that could be taken in this regard to resolve the budgetary aspects.

Distribution of the marketing budget over the period of campaign.

Development an engagement of people

Facebook advertisement

Website traffic gaining

People feedback system



Changing in the website measures

Controlling and

Monitoring

Technical aspects measurement

Miscellaneous

activities

Activity	Budgets	Purpose	KPIs
Website communication website.	£50,000	Encourage continue Actions to engage people on website. Giki scores increasing. Therefore, one can easily get to know what is major issues in this regard.	
Interaction to users audience response on the website	£30,000	Promote conversation with users and target audience	The
Emailing to the targeted audience Number of people emailed and their responses	£20,000	To directly engage them and invite to website	
Paid promotions on Instagram	£70,000	Generate awareness to the people conversations around Giki Zero and climate action; Sentiment	Shares, comments,
Paid search advertisement the website	£60,000	Promote people to get register	Number of Registrations on
Development an engagement of people the issue		To keep them entertain and informative about the issue People responses and their interaction through number of clicks.	
Facebook advertisement	£50,000	To motivate general public and provide awareness Number of likes, comments and shares	
Website traffic gaining Number of clicks and people at a time on website	£60,000	To increase chances of successful actions	
People feedback system reposes and number of feedback forms	£20,000	To address people need and their issues	Their
Changing in the website measures	£60,000	To work on according to feedback	

Increased number of registrations

Controlling and

Monitoring £20,000 To lead all the operations in smooth manner Controlling on website,
number of issues resolved

Technical aspects measurement £20,000 To avoid any king od uncertainty

Number of incidents occurred during the website activity. Miscellaneous

activities £5,000 Chances of unexpected issues and measures Smooth working
environment

are performing better and attractive to the public.

the website pages. For saints, on one page, the post will engage older people and mention their contribution to the development of the carbon footprint. In this regard, all the people will get addressed with the content to read about their actions. Such posts will enhance their understanding of their actions leading to developing carbon issues in the environment. This could be an interactive aspect for the people to consider their role in the negative measure of the environment (Setyawan and Gamayuni, 2020).

Moreover, the next post on the website will be related to the measures and steps that need to be taken to solve the major issues of the carbon footprint. The major focus of this post will be related to the awareness plan and mitigation steps that should be taken to resolve the major issues with aspect to carbon footprint and related matters. This is having a great impact on the environment concerning the actions that were taken.

In such a manner, both the website's content will be based on different content and measures as one is mainly highlighting the issues that include people contribution. In contrast, the next post in this regard is directly targeting the solution and steps to be taken in this regard (Cal and olive, 2021). The interactive results will highlight the public attention towards the major option public select. The public's response with relation to both different posts will indicate their interest. In such a way, A/B testing procedures will be applied in website testing.

There is another aspect of the A/B testing that will be used in this regard. For instance, a similar strategy will get used to emailing the client to the client. At first, some clients will be provided with the subject line "Want to know how much you contribute to the carbon footprint to the environment". The other tagline will indicate, "Want to know how you can contribute to saving the environment". The reason behind sending such taglines is that it will highlight the people's attentive aspect. The replies and other major concerns will indicate the major aspect that needed to be part of the action plan.

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Appendix

