

## Brand Description:

BloomNook is a sustainable gardening kit designed for eco-conscious city dwellers who want to create lush green spaces in small, cozy areas. Our kits include everything you need to grow herbs, flowers, or plants, even if you've never gardened before. BloomNook is all about making urban living greener, one plant at a time.

## Brand Logo:



## Campaign Goals:

Organic Campaign Goal: To inspire eco-conscious urban dwellers to engage with BloomNook on Instagram by sharing relatable and inspiring posts about urban gardening.

Paid Campaign Goal: To drive sales of BloomNook kits by offering a 20% discount through Facebook and Instagram ads.

## Target Audience:

### 1. Demographics:

- Age: Millennials aged 25–40.
- Gender: All genders.
- Location: Urban areas or cities with limited outdoor space (e.g., apartments).
- Income: Middle-class or upper-middle-class.

### 2. Psychographics:

- Values: Sustainability, eco-friendliness, mindfulness.
- Interests: Gardening, DIY projects, home improvement, and stress relief.
- Challenges: Limited space for gardening, lack of time or experience.
- Motivations: Improving their living space, reducing stress, and connecting with nature.

### 3. Social Media Behavior:

- Platforms: Instagram, Pinterest, and Facebook.

- Preferred Content: Inspirational images, tutorials, and relatable posts.
- Popular Hashtags: #UrbanGardening, #Sustainability, #GreenLiving.

#### 4. **Persona:**

- **Name:** Emily Green
- **Age:** 29
- **Location:** Lives in a small apartment in London.
- **Interests:** DIY projects, mindfulness, and decorating her home.
- **Challenges:** Wants to garden but has limited space and experience.
- **Motivations:** Reduce stress and live a sustainable lifestyle.

### Organic Social Media Post

#### 1. **Caption:**

Dreaming of a green oasis in your apartment? 🌿 BloomNook kits make gardening simple and stress-free, even in the tiniest spaces!

🌱 Get everything you need to start growing herbs, flowers, or plants today.

👉 Share your dream plant setup in the comments! #UrbanGardening #GreenLiving #Sustainability

#### 2. **Visual Description:**

The post features a cozy image of a small indoor corner with vibrant greenery. The caption invites viewers to imagine their dream plant setup and share it in the comments, creating engagement and building community.



## Paid Social Media Ad

### 1. Ad Copy:

- **Headline:** "20% Off BloomNook Kits – Limited Time!"
- **Body:** Transform your apartment into a green oasis with BloomNook! 🌿  
Our gardening kits make it easy to grow plants in even the smallest spaces.  
Order today and enjoy 20% off your first kit. Hurry—this offer won't last long!
- **CTA:** "Shop Now!"

### 2. Visual Description:

The ad features a vibrant green plants, emphasizing the brand's sustainable mission. The message "Your Green Oasis Awaits 🌿" is paired with the bold offer "20% Off BloomNook Kits - Limited Time Only!." The BloomNook logo is prominently placed for branding, and a clear CTA button, "Shop Now," encourages immediate action.



### 3. Targeting Strategy:

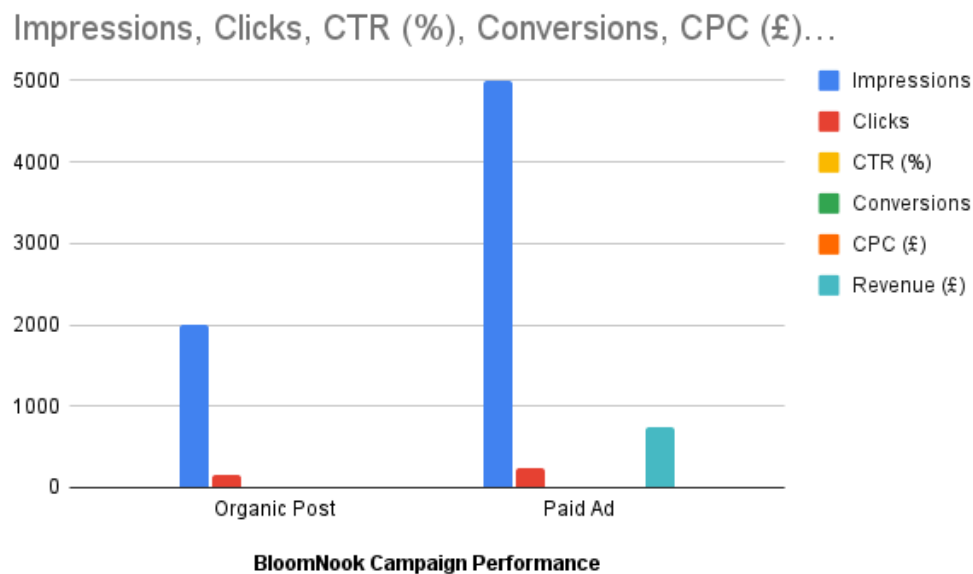
- **Platform:** Instagram and Facebook.
- **Audience:**
  - Age: 25–40.
  - Location: Urban areas in the UK (e.g., London, Manchester, Birmingham).
  - Interests: Gardening, sustainability, eco-friendly products, DIY projects.
- **Budget:** £200
- **Duration:** 2 weeks.
- **Metrics to Measure Success:**
  - CTR: Aim for 2–3%.
  - Conversions: Expect around 10–15 sales.
  - CPC: £0.80–£1.20.

### 4. Mock Performance Results:

- **Impressions:** 5,000
- **Clicks:** 250
- **CTR:** 5%
- **Conversions:** 15 sales
- **CPC:** £0.96
- **Revenue Generated:** £750 (average sale price per kit: £50)

### Visual Representation of BloomNook Campaign Performance: Organic vs. Paid:

"BloomNook Campaign Performance" compares the performance of two campaigns—an Organic Social Media Post and a Paid Social Media Ad—across key metrics: Impressions, Clicks, Conversions, and Revenue.



## Performance Analysis

The chart titled "*BloonNook Campaign Performance*" compares the performance of two campaigns—an Organic Social Media Post and a Paid Social Media Ad—across key metrics: **Impressions, Clicks, Conversions, and Revenue.**

- **Impressions:** The Paid Ad outperformed the Organic Post with 5,000 impressions compared to 2,000, showcasing a broader reach achieved through targeted advertising.
- **Clicks:** The Paid Ad generated 250 clicks, compared to 150 clicks for the Organic Post, demonstrating higher engagement.
- **Conversions:** While the Organic Post focused on brand awareness and did not lead directly to sales, the Paid Ad resulted in 15 conversions, showcasing its effectiveness in driving purchases.
- **Revenue:** The Paid Ad generated £750 in revenue from 15 sales (average sale price: £50), while the Organic Post supported engagement without direct sales.

### Key Takeaway:

The Paid Ad was the primary driver of revenue and conversions, while the Organic Post contributed to brand awareness and audience engagement. This highlights the complementary roles of organic and paid strategies in a cohesive marketing plan.