

MARKETING STRATEGY

CONTENT:

The copy will be written by Malin Steffen Berg. For the main page (including all sections of the one-page layout) the word count will be 500-600 words. The contact page will contain 300-400 words. There will be no blog articles, but if Clear Future were to create a blog platform in the future, the blog articles should have 1500-2500 words.

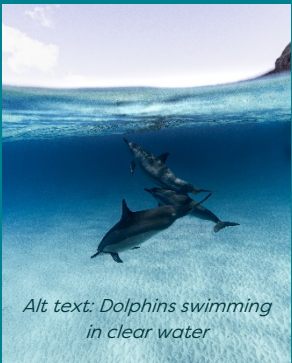
Relevant keywords/tags:

- Sustainable
- Ocean
- Plastic
- Pollution
- Waste
- Sea
- Sea life
- Microplastic
- Clear
- Future
- Clean
- Environment
- Planet

IMAGES AND ILLUSTRATIONS



Alt text: Underwater, dark ocean



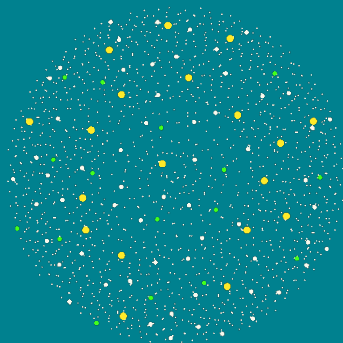
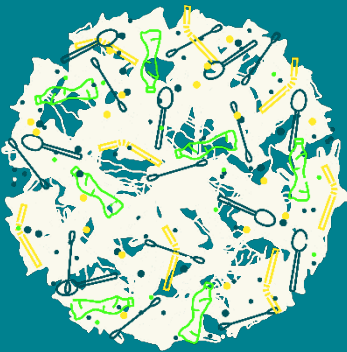
Alt text: Dolphins swimming in clear water



Alt text: Plastic lid covered in beach sand



Alt text: Plastic waste floating in ocean



ARTICLES:

Since Clear Future won't be having a blog yet, there will be no articles posted. However, making a blog platform on the website can be made quickly, so here are some guidelines if Clear Future decides to write articles later:

Articles should be posted 1-2 times per week, and the content should be relevant and informative. A golden rule is "quality over quantity", in other words; don't post a lot of articles just to post often if you don't have good quality content. The articles will be written by a hired copywriter who should work close together with the rest of the team in Clear Future.

SOCIAL MEDIA:

The website should be marketed on these social media channels: Facebook, Twitter, Instagram, YouTube and Pinterest. Another option which should be highly considered is TikTok, were Clear Future for example can create campaigns through short but effective video clips. On TikTok it is easier to reach out to the younger target audience, and it should be considered in the future to hire a person who is responsible for creating content for TikTok.

Content pillars:

- Plastic pollution: facts and information
- Plastic pollution: solutions and tips
- Cleaning the ocean
- Recycling
- Tips on how to stop using disposable products
- News and updates

Facebook and Instagram:

Three posts per week; Monday, Wednesday, and Friday.

Twitter:

Two posts per week. Post/comment/repost whenever a relevant and important topic is discussed.

YouTube: Upload a video once a month if possible. Good quality videos requires lot of time and effort, and should therefore not be posted as often as Facebook and Instagram posts.

Pinterest: Have different Pinterest boards for different content and link them to other social media. Post 4-5 pins every week.

Paid advertising:

In the beginning, advertising should be done without any cost through Clear Futures social media platforms like Facebook, Instagram and YouTube. Gradually, if there is money for it, Clear Future can look at paid advertising.