



Build A Brand



Green Beaver

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Company Profile

Green Beaver is a Canadian company based in Hawkesbury, Ontario that makes environmentally friendly and certified organic personal care products for kids and adults. Their products include toothpastes, deodorants, sunscreens, body soaps and lotions, lip balms, shampoos and conditioners. Green Beaver's key brand messaging is environmentally responsible, transparent, authentic and proudly local. Green Beaver is a competitor in the Canadian side of the health and personal care industry.

The company was established in 2001 after scientists and married couple Alain and Karen spent years trying to create the right natural skin care formulas. Green Beaver prides itself on third party certifications that prove it's organic and cruelty-free. It only uses locally sourced organic ingredients from Quebec, British Columbia and Ontario. Green Beaver is also a part of several environmental activist associations, such as Environmental Defence and Lake Ontario Water Keeper.

Customers buy their Green Beaver products from the main website, in department or healthy living stores or from online retailers such as Well.ca, Healthy Planet and Aviva Health.



Current Landscape

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - One of the oldest, most established green Canadian brands - Has better online engagement than some similar brands which have 	<ul style="list-style-type: none"> - Online communications are not focused; same content across platforms - Platforms the company isn't using

<p>been around for the same amount of time</p> <ul style="list-style-type: none"> - Present at annual vegetarian and vegan festivals - Have partnered with local and national organizations to spread awareness about harmful skin care products 	<p>still exist</p> <ul style="list-style-type: none"> - “Crunchy granola” image - Key messaging is unrelated to beauty industry while competitors are - No international audience, including in the US - Key messaging doesn’t include the experience of using Green Beaver products
Opportunities	Threats
<ul style="list-style-type: none"> - Founders are scientists and accessible online to customers who have questions - Blog can be one stop shop for understanding skin care ingredients - Trendy to be aware of what goes into skin - NAFTA agreement; could be a campaign to show commitment to environment and thought leadership - Associate brand with beauty industry to increase sales market and audience 	<ul style="list-style-type: none"> - Changing landscape of social media - Competitors that are in both the green industry and beauty industry

Overview

Green Beaver is in a state of reconstruction. In the past five years, it has changed their logo and product packaging to reflect a simpler, cleaner look:



[Image on the left: previous packaging]

[Image on the right: current packaging]

The company is also expanding its product line to include baby products. When Green Beaver is searched via Google, third party retailers rank second and third which isn't great for a company trying to establish thought leadership and trust with new and current customers.

Social Media

During this reconstruction, Green Beaver has joined all of the major social media platforms - Facebook, Twitter, Instagram etc. It has had decent audience engagement on Facebook likely because the older end of the target audience is there and share but the rest of the platforms have very little likes, shares and/or retweets. This may be why the same content can be found on each platform, which doesn't entice potential customers to continue doing research on the company.

The company also has social media platforms such as LinkedIn and Google Plus that are being underused and with zero audience engagement. Yet, they are all still active and running, which is a waste of resources on the part of the company.

Facebook

Page likes	Followers	Most shares of a single post	Average number of comments per post	Most comments on a single post	Engagement percentage
8633	8457	74	5	95	30%

Facebook is where the older end of Green Beaver's target audience and their family members are most connected online. These users are most likely to share the company's content, especially since it's based on environmental responsibility, a pressing issue of this century. For example, adult women would share informative posts about dangerous sunscreens if it meant their loved one would be safer and could make the simple lifestyle change with Green Beaver products.

The comments on even the least commented-on posts are still generally substantive. Followers reveal what their favourite products are, how and why they use them. This is despite the average number of comments per post being five.

Facebook seems to be the platform that the company has the most industry authority on. For example, Green Beaver's most shared post on Facebook is a third-party post about the dangers of scented laundry products. This is opposed to their blog, Twitter and Instagram where similar content was shared and has less engagement.

Twitter

Following	Followers	Total number of tweets	Average retweets per tweet	Average likes per tweet	Engagement percentage
1475	3107	1432	2	3	15%

The target audience then is most likely to look up hashtags to weed out search results. Since Green Beaver uses industry-related hashtags often, it'll be easy to find. Even though

Green Beaver's tweets aren't retweeted on a regular basis, it retweets influencers and customers often, making the brand more visible.

Green Beaver tweets every day, but doesn't solicit a great response from its audience. A company that's almost nine years old shouldn't have an average of two retweets and three likes per tweet. These statistics demonstrate a lack of a clear social media strategy that serves the business goals of the company.



An example of how unclear the communications strategy on Twitter is. Using several hashtags at once doesn't automatically translate into a higher rate of audience engagement.

Despite this, Green Beaver engages with almost everyone that tweets to it. Oftentimes it's a "Thank you!" or a "Which one is your favourite?" level of engagement, which doesn't prompt customers to purchase products or look up more information about the company. Nonetheless, Twitter is the best platform for Green Beaver to increase their sales. There's ample opportunity for contests, promotions and discounts, if done correctly.

Instagram

Following	Followers	Total number of posts	Average likes per post	Average number of comments per post	Engagement percentage
2148	4305	288	75	8	20%

Instagram is what the younger end of Green Beaver's target audience is using; it makes sense for the company to use it. Photos of their products and behind-the-scenes videos in particular give the company credibility as an industry player.



One of Green Beaver's most liked posts

This platform also makes sense in terms of the kind of branded content Green Beaver needs to convert casual followers into customers. Unlike the other platforms, Instagram forces users to be creative and intentional about great photos and a visually appealing layout. As it stands now, Green Beaver has visually appealing photos to increase brand awareness and humanize the brand: Visually appealing, but no incentive to buy, which isn't a bad thing.

Instagram can help Green Beaver reel in potential customers through great photography that highlights the benefits of using their products. The company's followers already post

about their favourite products and thank Green Beaver for raising awareness about the environmental impact of harsh chemicals in personal care products. The company can capitalize on this level of engagement best by using Instagram.

[LinkedIn](#)

Followers	Average likes per update	Number of posts	Average comments per post	Engagement percentage
158	1	0	0	0%

LinkedIn is a great platform for Green Beaver to connect with local, environmentally friendly companies and organizations. It is where the company will reach industry influencers. Partnering or connecting with a bigger company may help them enter a new market, such as an international one outside of North America, or join a new cause that can then translate into gaining a wider audience. However, Green Beaver doesn't have much engagement on the platform, and it should consider deleting it.

[Google+](#)

Followers	Average likes per post	Number of posts	Average comments per post	Engagement percentage
30	1	0	0	0%

Green Beaver's competition and target audience don't use this platform. It's outdated and old. There's zero engagement there. The company should delete this account

[Pinterest](#)

Followers	Following	Engagement percentage
232	215	0%

Green Beaver's target audience is the biggest users of Pinterest. It makes sense for the company to have an account. Additionally, the way the platform works lends itself to

promoting Green Beaver's products well. For example, several stores that sell Green Beaver products, such as Well.ca and Wal-Mart, pin Green Beaver products to their boards. There are also several natural health and organic products boards that may have Green Beaver products on them.

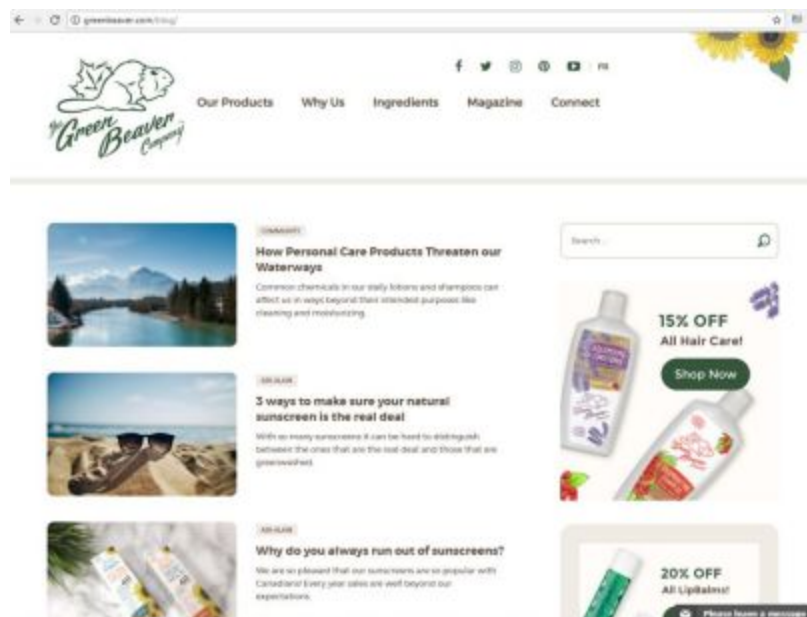
Snapchat

People under 30 are not a large percentage of users of this platform. Furthermore, they aren't going to become aware of Green Beaver through Snapchat. The platform is not designed to inform and educate users. Green Beaver should delete this account.

NOTE: Green Beaver just started a Snapchat account. Quantitative data is currently unavailable.

Blog

Green Beaver has a blog on their website that it calls a "magazine". While it links content from their website, the company hasn't been updated the blog in 4 months, which is why the same content can be found on each platform. The company should consider deleting their blog or coming up with a new approach to it.



This blog hasn't been updated since July 2017

Competitor Analysis

Platform	Burt's Bees	Nature's Natural Solutions	Yes to Carrots	Green Beaver
Facebook	<ul style="list-style-type: none"> -3.2 million likes -content focuses on initiatives, sales and events (solicits highest shares) -engages with every customer even if it's an angry customer 	<ul style="list-style-type: none"> -1950 likes -@NNSSkincare is their handle -very little engagement, unappealing pictures 	<ul style="list-style-type: none"> -496000 likes -2-15 comments per post -15-30 likes per post -barely any shares -how-to content that emphasizes healthy lifestyle 	<ul style="list-style-type: none"> -8633 likes -content is secondary sourced from other industry leaders -Avg. 5 comments per post
Twitter	<ul style="list-style-type: none"> -Joined in 2010 -Over 100000 followers -Most tweets are custom replies to customers and content marketing -Avg. 15-60 likes per tweet -Post 4-6 times a day , 1-10 RTs 	<ul style="list-style-type: none"> - Joined in 2011 -1200 followers and 2900 following -Tweet directly from Facebook with no pictures attached - Avg. 1-10 likes per tweet -Post every other day, less than 5 RTs 	<ul style="list-style-type: none"> -Joined in 2008 -17900 followers -50/50 balance between tweets and replies to customers -highest engaged tweets are product pictures and clever content marketing -Post every other day twice a day -Average 1-20 likes pwe tweet, 1-5 RTs 	<ul style="list-style-type: none"> -Joined in 2008 -about 1500 followers -Mostly RTs and content marketing tweets -Similar content to Instagram -Avg. 3 likes and 2 RTs per tweet
Instagram	<ul style="list-style-type: none"> -225k followers -1000-3000 likes per post -Avg. 15-50 comments -Endorsements, giveaways, people using product 	<ul style="list-style-type: none"> -280 followers, 138 following -5-20 likes, barely any comments -post test is just hashtags -unappealing pictures 	<ul style="list-style-type: none"> -55.2k followers, 500 following -under 15 comments per post, except for giveaways -200-1000 likes per post -themed photos, giveaways, how-to videos 	<ul style="list-style-type: none"> -4305 followers, 2150 following -75 likes, 8 comments per post -product pictures, behind the scenes videos

Pinterest	-28300 followers -themed boards (quotes about honey, cosmetics, skin care etc.) that compliments their brand	N/A	-6000 followers -categorized boards of their products and looks/experiences that compliment them	-232 followers -zero engagement -boards of their products
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Green Beaver’s competitors are younger yet more chic Canadian and US-based skin care brands. Their competitors include Burt’s Bees, Yes to Carrots and Nature’s Natural Solutions. These brands all have one foot in the skin care industry and one foot in the beauty industry. Also, they all have sleeker products (albeit less) with more appealing packaging. The most important thing each of these brands does is promote the experience of using their products by using keywords like “beauty” “natural” and “starter kit”.

Burt’s Bees has international recognition and a wide audience. It’s a well-known company with a specific brand of products and recognizable packaging. It’s affordable as well, which appeals to families and young people with not a lot of disposable income. Recently, Burt’s Bees broke into the cosmetics industry and won Product of the Year for their Colour Cosmetics. The company seems to be gaining a new audience, especially since their [highest engaged tweet](#) is a beauty blogger’s endorsement of Burt’s Bees makeup products.

The company does its best on Instagram. The new cosmetics line has only boosted their comments and likes on the platform. Burt’s Bees has several giveaways, how-to videos and even before and after pictures, all of which demonstrate how their product works and what experience customers have using them.



This giveaways post has over 5500 likes and over 700 comments

Nature's Natural Solutions has all of their websites and social media on the entire first page of a Google search, which says it's an active company. Their products are sold in the more stores in Western Canada than Green Beaver, as well as a couple stores south of the border. Their products are organized in terms of need/problem and there are collections and starter kits available for purchase, which amplifies the experience of using the products. The company even has a reward points system.

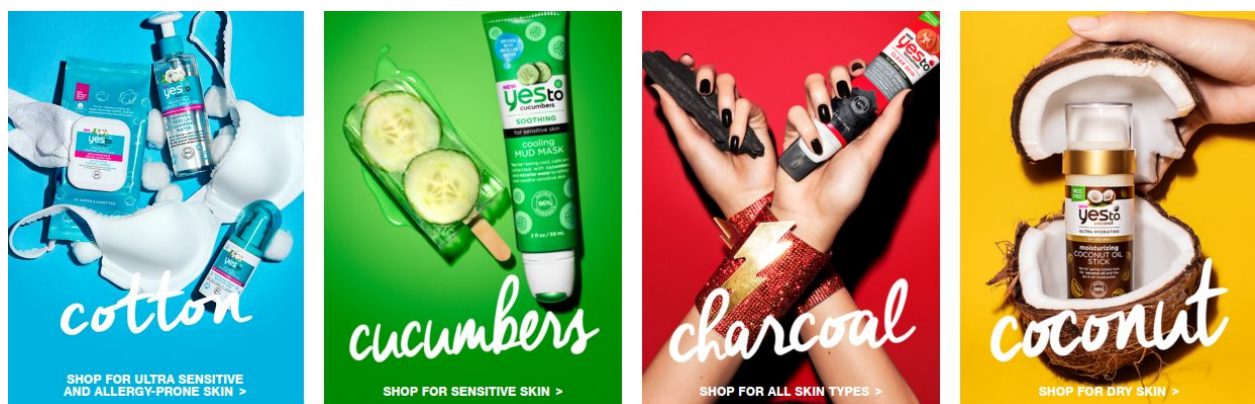
However, the company doesn't do well on social media. @NNSCanada or @NNSSkincare is their handle for all social media platforms. That handle is difficult to search. Furthermore, their pictures are not professional quality on Instagram, and Nature's doesn't use photos with their tweets, which is why there's zero engagement on there.



This picture isn't appealing at all and looks copy-pasted from Paint.

Yes to Carrots

This company is internationally known for its skin care products. The company used to only have carrot-based, cucumber-based and tomato-based products. However, in recent years they've expanded to include other flavours such as grapefruit. They even have a line of deodorant and facial wipes. All of the company's pictures are related to not only the appeal of their product packaging, but also the experience a customer will have using Yes To... products. Since their products are themed by fruits and vegetables, their pictures make associations to experiences on their website.



Yes To... appeals to a wide range of audiences through these food/ingredient associations. The company also makes categories based on what each ingredient is capable of. Cucumbers, for example, are cool and refreshing; Yes To Cucumbers is for sensitive skin.

The company invests a lot in videography and photography. Their pictures are colourful and complimentary across all of their social media platforms. Their content is quite diverse as there's no sign of repetitive content. However, they have low engagement on the platforms that aren't as visually instructive, such as Facebook.

Because this is namely the kind of competition Green Beaver has, it has the “**crunchy granola**” image. This means the company is the equivalent to a child who is called a “goody-two-shoes”: it does everything by the book, admonishes others for not doing the same and comes across as stuck up. It doesn't help that Green Beaver is not associated with a particular experience, but rather their product flavours and/or ingredients.



Company Objectives

1. Increase market share in organic and green beauty industries in the US (i.e., to secure the commitment of US-based online wholesale retailers and organic health and beauty store chains)

Communications Objective	Strategy	Tactic	Evaluation Measures
Increase brand awareness	Build relationships with loyal customers via free and discounted products and contests	Create an online brand ambassador program	Brand reach Sales beyond Ontario Online engagement + value of comments Number of shares and reposts

2. Increase sales of products in the provinces besides Ontario

Communications Objective	Strategy	Tactic	Evaluation
Drive traffic to the website	Establish thought leadership and industry credibility	Create an online campaign for Earth Day countdown style Platform: Instagram	Number of contest sign ups and visitors to the website outside of Ontario Number of coupons given out Value of comments Increase in media requests Campaign related activity (i.e., how many times has the #greenbeaverliving hashtag been used?)



Audience Analysis

Key Messaging to Audiences

Audience	Platform	Rationale
Canadian men and women aged 20-45 based in and outside of Ontario	Facebook	-potential to become brand ambassadors since they share posts with their family and friends -this platform is for older people who have
Canadian youth aged 18-25	Instagram Twitter	-best platforms to persuade this audience to make a lifestyle change; IG is visual and Twitter is credible, especially with endorsements and RTs from other industry experts

Parents of children aged 0-6	Facebook	-Parents will follow their peers' advice before anyone else; peers are most likely to share posts with family and friends on Facebook
US-based marketing executives in the organic vegan beauty industry	Twitter	-best platform to show credibility and thorough communications strategy
Local and provincial media outlets	Twitter	-most news outlets now use Twitter to confirm reports and lend credibility to news items; with the right hashtags and endorsements, Green Beaver can catch media attention

Overview

Primary Audience

Green Beaver's target audience is Canadian women (and men) aged 20-45 who may have children. These women are concerned about the environment and the harmful ingredients commercial personal care products have in them. They have looked for products without those ingredients before, but those products are either too expensive or have high shipping costs.

These men and women want personal care products and a brand that they can trust on without having to worry about harmful ingredients. They buy their Green Beaver products from the main website, in department or healthy living 'green' stores, or from online retailers such as Well.ca, Healthy Planet and Aviva Health.

Men and women who are environmentally conscious have bookmarks of websites they frequent for the latest industry news. Mayo Clinic, Livestrong and Webmd are a few examples of online health databases that Green Beaver's target audience tends to trust. This demographic is mostly on Facebook and will share "green" news if it's relevant to their family members or friends.

There are several barriers this audience faces purchasing Green Beaver products. Because the company doesn't have a lot of discounts, sales or promotions, their products

are expensive. This is especially true for their younger side of the audience. Additionally, Green Beaver doesn't have a substantial media presence. Parents with children then aren't going to find Green Beaver in their online searches when looking for reputable brands. Parents don't necessarily care about the brand being Canadian; they care about the brand being affordable.

Green Beaver products also aren't currently not packaged together. In other words, Green Beaver products are not promoted as complimenting each other in terms of family, ingredients or even product type. This doesn't provide incentive to anyone to buy a lot of products. Furthermore, since shipping costs are always high, this lack of packaging will turn off potential customers from trying the products.

Secondary Audience

Parents with children aged 0-6 and Canadians aged 18-25 are the secondary audience. The parents are more likely to buy baby products that are in close proximity to their usual products. They are especially conscious of products they buy for themselves for the sake of protecting their child or children. Skin care ingredients matter much more.

18-25 year olds are more likely to follow hashtags and/or businesses on Twitter that provide all-encompassing health news. They don't have as much of a disposable income as other audiences, so they want affordable green products. Saving the environment matters to them, and they know that it will require a product overhaul. This audience is most likely to go down a Google rabbit hole of searching health-related news. That is why Green Beaver needs to rank on pages related to specific ingredients it already writes about like triclosan, fluoride and zinc.

A huge barrier for this secondary audience is that Green Beaver doesn't have any sample or trial sizes. For people with very little disposable income, this isn't helpful. Sample sizes can buffer the price of the product and possibly increase the number of reviews the brand gets.

Audiences To Reach

Green Beaver should try to reach US-based marketing executives in the organic, green health and beauty industry, local and provincial media outlets and organic health and beauty chain stores.

US-based marketing executives could help Green Beaver break into the international market. Building relationships with them would give the company knowledge about exactly who and where to target their efforts.

Local and provincial media outlets are an important audience to reach because they could give Green Beaver the credit it needs to rank higher on search engines. Green Beaver could develop thought leadership if it makes a substantial effort to make itself the go-to company about skin care ingredients. The media outlets can also help the company move out of the “crunchy granola” image and into a family friendly, trustworthy one.



Evaluation

Company Objective 1: Increase market share in organic and green beauty industries in the US (i.e., to secure the commitment of US-based online wholesale retailers and organic health and beauty store chains)

Strategy	Tactic	Evaluation Measures
Build relationships with loyal customers via free and discounted products and contests	Create an online brand ambassador program	Brand reach Sales beyond Ontario Online engagement + value of comments Number of shares and reposts

Online Contest Sample

Green Beaver will have a week-long contest a month for three months for customers to vote on which product it should put on sale. The company should choose a select number of items so that visual promotions can include creative photography of those products. For example, Green Beaver can pick toothpaste, lip balm, deodorant, castile soap and one baby product item.

The company will instruct customers on how to enter this contest with the following Facebook caption:

VOTE TO WIN 50% OFF!



“Which product should we put on sale?”

- 1) Spearmint Natural Toothpaste
- 2) Kids Natural Mineral Sunscreen Spray SPF 27
- 3) Boreal Body Lotion
- 4) Honey Lip Balm
- 5) Lavender Natural Deodorant Spray

Vote for your favourite Green Beaver product to win 50% off the one with the most votes! Comment below too and receive free shipping! Make your case to encourage people to vote like you! Contest details here [\[link\]](#)

Whichever product gets the most votes will be 50% off for 24 hours next week.”

This contest serves as data for both US-based marketing executives in the green beauty industry and Green Beaver. Those executives will be able to see which products would most likely sell well in health beauty stores and the level of customer engagement that is indicative of potential buyers' behaviours. For Green Beaver, this data would show which products their customers like and why. The comments could also serve as testimonials.

Facebook serves as the perfect medium for this kind of contest. It's a place where Green Beaver's audience is most likely to share health information to their friends and families. With a voting post like this one, loyal customers would share it not only because of the contest, but because of the brand. New customers would be introduced to the products up for a potential sale and other products.

This contest also achieves the other company objective of increasing sales nationally. Green Beaver could track where people were voting from and aggregate the data to see if there are trends of particular people from provinces other than Ontario that like certain products.

The voting contest is easily measurable. For success, Green Beaver can set a benchmark for the number of people it wants to participate and work to increase it over the months these voting contests happen. The company should also track sales for any increases as well as increases in the number of people who participate that aren't from Ontario.

Since there will be comments to justify votes, Green Beaver should do an SEO check to see keywords and common themes. That'll be valuable insight into their audience. Lastly, if Green Beaver promotes these contest results strategically, the company should look for any referrals they may receive from US-based retailers.

Company Objective 2: Increase sales of products in the provinces besides Ontario

Strategy	Tactic	Evaluation
Establish thought leadership and industry credibility	Create an online campaign for Earth Day countdown style	Number of contest sign ups and visitors to the website outside of Ontario
	Platform: Instagram	Number of coupons given out Value of comments (i.e., what are participants saying about recycling?) Increase in media requests Campaign related activity (i.e., how many times has the #greenbeaverliving hashtag been used?)

Green Beaver will create a 10 day campaign in honour of Earth Day in order to increase sales nationally. For the 10 days leading up to Earth Day, the company will ask its Instagram followers to take a picture of themselves recycling a different Green Beaver product each day and tag it #greenbeaverliving plus the province they're representing so that the company can repost it.

For each day of participation, a customer gains a 5% discount that they can either use right away or accumulate up until the last day, when their discount is 50%. To sign up, the customer has to sign up via the company website so that there's some sort of tracking involved. To help evaluate the program, it might be easier to attach a coupon to customers who do the entire challenge.

This kind of incentive provides content for Green Beaver, allows for insight on the kind of products their audience has and puts their hashtag to good use. With the addition of adding the province afterwards, the campaign gives Green Beaver an idea of where the potential brand ambassadors/influencers are. This is especially the case because of the

discount; a barrier to several people who buy green products is price. Having a campaign like this may encourage people from outside of Ontario on the younger side of the demographic to participate. It could serve as a litmus test for province specific campaigns.

This campaign also builds up enough momentum to catch the attention of influencers, organizers and media outlets looking for organizations who are doing Earth Day campaigns.

Earth Day Sample Campaign

“Take part in our 10 day #EarthDayChallenge and show off your green living skills! Take a picture of yourself recycling Green Beaver products and tag it with #greenbeaverliving. For every day that you recycle a different GB product, you gain a 5% discount on any Green Beaver products, and you can use it at any time. Participate in all 10 days and receive 60% total! Contest details here [link]”

This campaign can be measured in terms of progression. Green Beaver should look for who is participating, how the hashtag is being used and how much traffic is getting to the website. Since it's a 10 day challenge, the data collected can be used to identify potential brand ambassadors or influencers.



Conclusion

Green Beaver has a lot of opportunities to launch their brand into the right spheres of the green beauty industry. The company has existing business relationships and a low, but decent social media following. However, Green Beaver must commit to remaining consistent across each of their social media platforms in order to fulfill their company objectives. Their competition is already doing it; these competitors have an advantage of being involved in the beauty industry. Nonetheless, Green Beaver has its own advantages - locally sourced ingredients, several accolades for business practices, a solid commitment to the environment and the safety of its customers. The future is bright for Green Beaver, as long as the company recognizes that through purposeful action.