



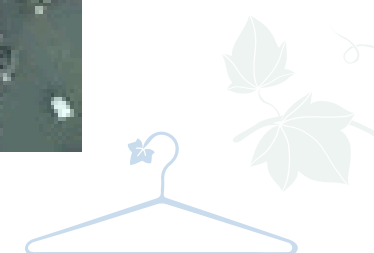
Green Ivy



Marketing Plan











Green Ivy



Style that S u s t a i n s



Problem & Solution

Business Rationale

	Sustainability	Affordability
Problem	Unethical Overseas Manufacturers	Budget-Breaking Clothing Options
Solution	Green Ivy: Upcycling lightly-used secondhand clothes in curated, affordable packages	





Primary Target Market Segmentation

Target Market

PSYCHOGRAPHICS

Pain Points: Affordability,
Sustainability, Convenience

Values: Unique Apparel, Self-
Expression

Influences: Social Media,
Fashion Trends, Online
Culture



DEMOGRAPHICS

Age: 14-25 Years Old

Geographics: Suburban &
Urban Areas

Annual Individual Income:
\$0-\$32,000

Annual Household Income:
\$74,000-\$181,000



Market Segmentation Comparison

Target Market

PRIMARY MARKET

Age: 14-25 (Gen Z)

Income: \$0-\$32,000

Values: Unique Apparel, Self-Expression, Sustainability

Influences: Social Media, Fashion Trends, Online Culture



SECONDARY MARKET

Age: 28-35 (Millennials)

Income: \$58,000-\$87,000

Values: Experience, Authenticity, Affordability

Influences: Social Media, Campaigns, and Popular Trends



Marketing Mix – Product

Strategies and Tactics

MEN

UNISEX

WOMEN



ESSENTIALS

ATHLEISURE

STREETWEAR

VINTAGE

FORMAL

4 Pieces

5 Pieces

5 Pieces

4 Pieces

5 Pieces

2 Shirts

2 Shirts

2 Shirts

2 Shirts / 1 Shirt

2 Dress Shirts

1 Pant

1 Pant

2 Pants

1 Pant

2 Dress Pants / 1 Skirt

1 Outerwear

1 Short

1 Outwear

1 Outerwear / Dress

1 Blazer / Blouse



Marketing Mix – Price

Strategies and Tactics

Individual and Monthly Subscription Based Model



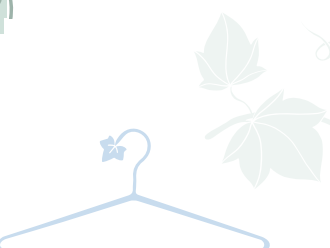
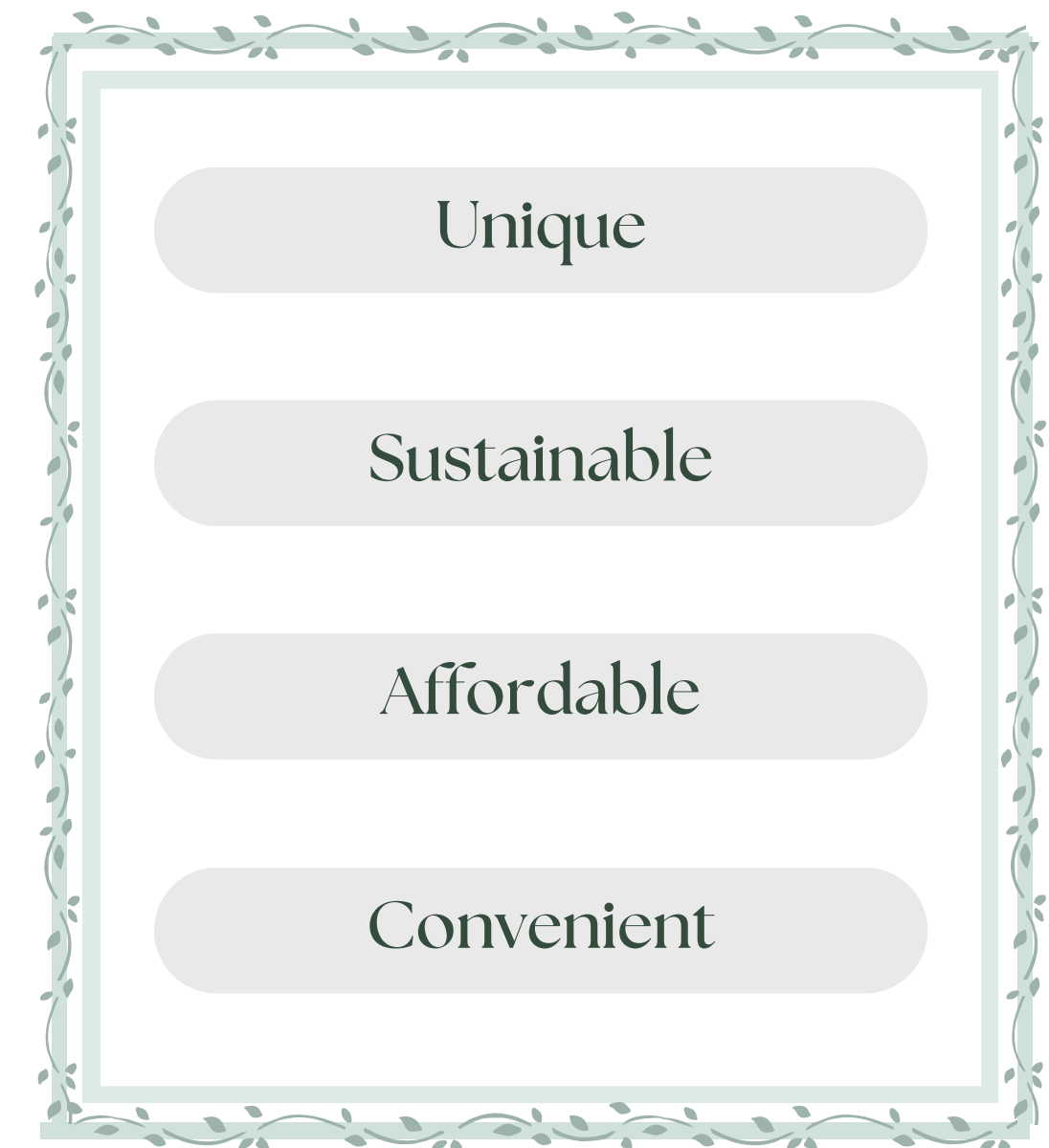
Marketing Mix - Placement / Positioning

Strategies and Tactics

PLACEMENT









POSITIONING



Competitive Landscape

Strategies and Tactics

Market Competitors	 STITCH FIX	 SHEIN	 Sip & Thrift	 AmbecoWear	 savers Thrift Store	 Green Ivy
Affordable	✗	✓	✗	✗	✓	✓
Unique Apparel	✓	✗	✓	✗	✓	✓
Sustainability	✓	✗	✓	✓	✓	✓
Convenience	✓	✓	✗	✓	✗	✓



Marketing Mix - Promotion

Strategies and Tactics

MARKETING CHANNELS



STRATEGIES



Marketing Funnel

Target Market

VALUES/CHARACTERISTICS

- Following Latest Trends
- Low-Medium Disposable Income

AWARENESS

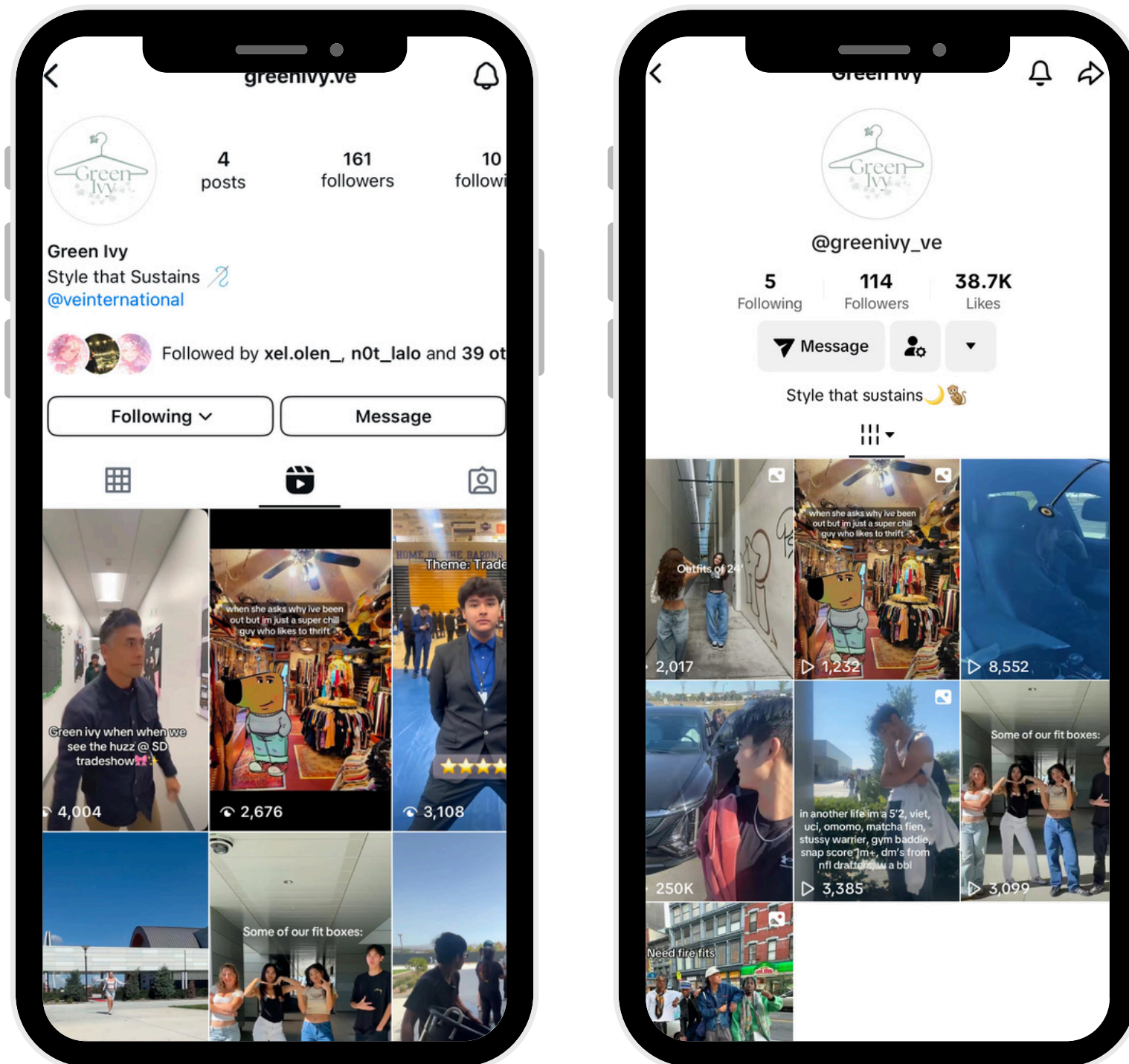
STRATEGIES

- Social Media Advertising
- Eco-Challenge Campaign



Social Media Statistics

Results and Learning



Learning and Results

Engagement Rate: 14.12%

Average Creator: 5.60%

~300,000 Organic Impressions

600,000+ Projected
Impressions by April



Eco-Challenge Campaigns

Results and Learning

ECO-CHALLENGE CAMPAIGNS

Campaigns → Customers → Results

December: #IvyNewYear



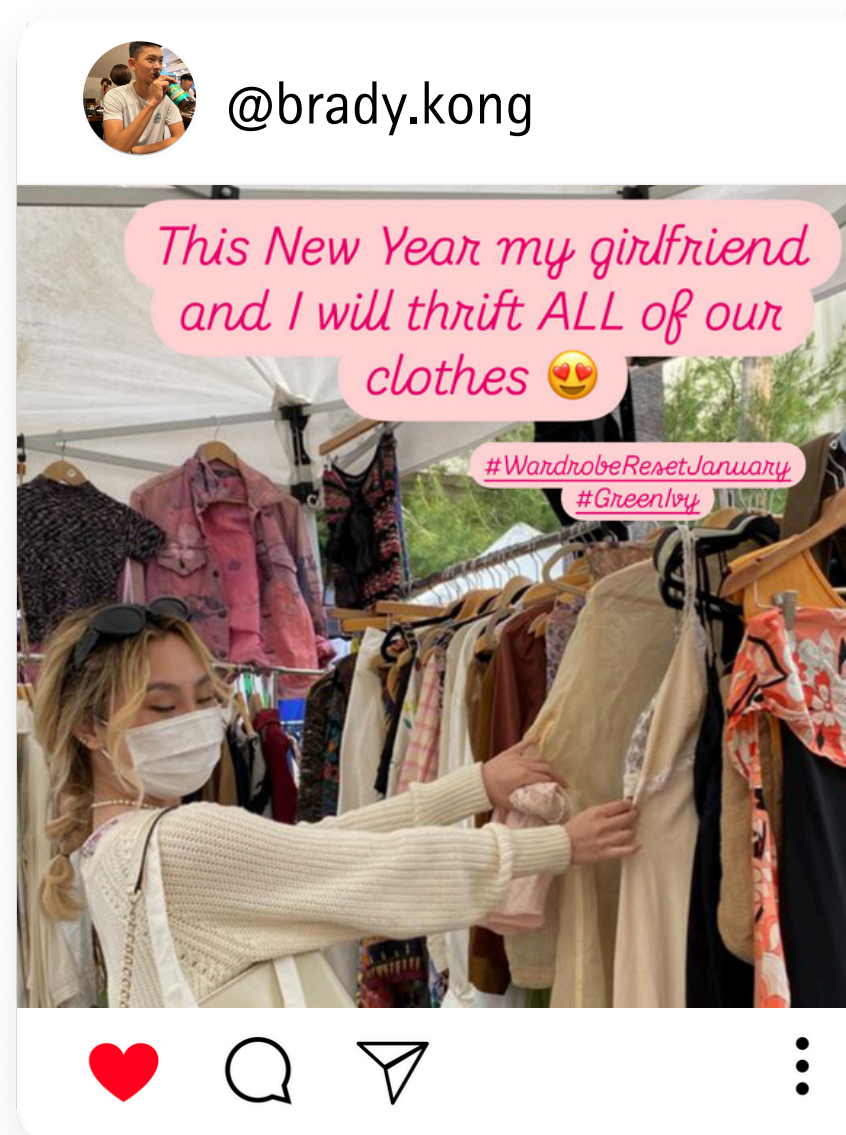
January: #WardrobeReset



February: #LoveYourClothes



March: #ThriftItMarch



#

Fosters engagement and community

Encourages customers share their sustainable fashion choices



Marketing Funnel

Target Market

VALUES/CHARACTERISTICS

STRATEGIES

- Following Latest Trends
- Low-Medium Disposable Income

AWARENESS

- Social Media Advertising
- Eco-Challenge Campaign

- Secondary: Ages 28-35 (Millennials)
- Primary: Ages 14-25 (Gen Z)

CONSIDERATION/INTEREST

- Educational Pop-ups



Educational Pop-Ups Efficacy

Results and Learning

EDUCATIONAL POP-UPS

Why → How → Results / Learning

Educational content
increases consumer
purchase likelihood by 131%



88% increase in awareness of
sustainable fashion practices

Build Credibility and
Authenticity with Consumers



Marketing Funnel

Target Market

VALUES/CHARACTERISTICS

STRATEGIES

- Following Latest Trends
- Low-Medium Disposable Income

AWARENESS

- Social Media Advertising
- Eco-Challenge Campaign

- Secondary: Ages 28-35 (Millennials)
- Primary: Ages 14-25 (Gen Z)

CONSIDERATION/INTEREST

- Educational Pop-ups

- Seeking Affordable Subscription
- Values Sustainability and Unique Apparel

CONVERSION

- Seasonal Specials and Bundles



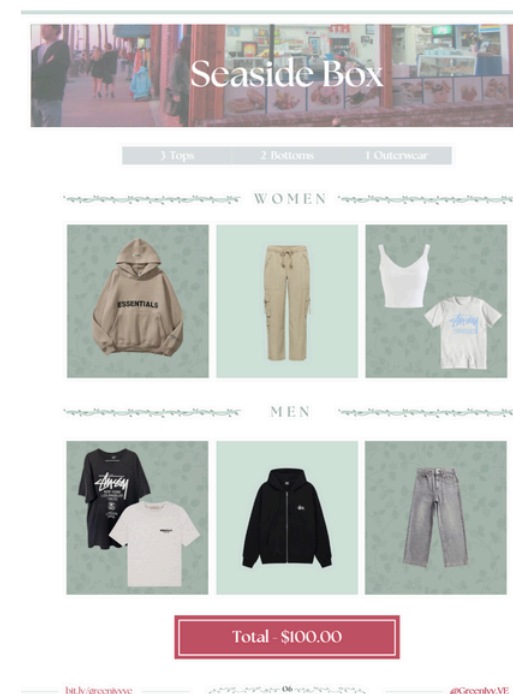
Seasonal Specials & Bundles

Results and Learning

SEASONAL SPECIALS AND BUNDLES

Why → How → Results

Special products have
shown to cause a 47%
increase in website
traction and interaction



72% of all non-B2B sales

1343.1% ROI



Marketing Funnel

Target Market

VALUES/CHARACTERISTICS

STRATEGIES

- Following Latest Trends
- Low-Medium Disposable Income

AWARENESS

- Social Media Advertising
- Eco-Challenge Campaign

- Secondary: Ages 28-35 (Millennials)
- Primary: Ages 14-25 (Gen Z)

CONSIDERATION/INTEREST

- Educational Pop-ups

- Seeking Affordable Subscription
- Values Sustainability and Unique Apparel

CONVERSION

- Seasonal Specials and Bundles

- Previous Customers --> Brand Ambassadors
- Memorable, One-of-A-Kind Experience

CUSTOMER RETENTION

- Promotional Gift with Purchase



Promotional Gift with Purchase

Results and Learning

PROMOTIONAL GIFT WITH PURCHASE

Why → How → Results

70% of consumers would switch from their go-to brand for a free gift



50% of Transactions became Annual Purchases

599.93% ROI



Budget Breakdown

Results and Learning

Green Ivy Allocation

SOCIAL MEDIA MARKETING	EDUCATIONAL POP-UPS	PROMOTIONAL GIFTS WITH PURCHASES	SEASONAL CAMPAIGNS	OTHER INITIATIVES (SEO, EMAIL, ETC.)
60%	10%	15%	5%	10%

Competitor Allocation

INFLUENCER MARKETING	TRADITIONAL ADVERTISING	BRAND EVENTS AND EXPERIENCES	SEO OPTIMIZATION	DIGITAL ADVERTISING
50 – 60%	5 – 10%	5 – 10%	5 – 10%	20 – 25%





Green Ivy

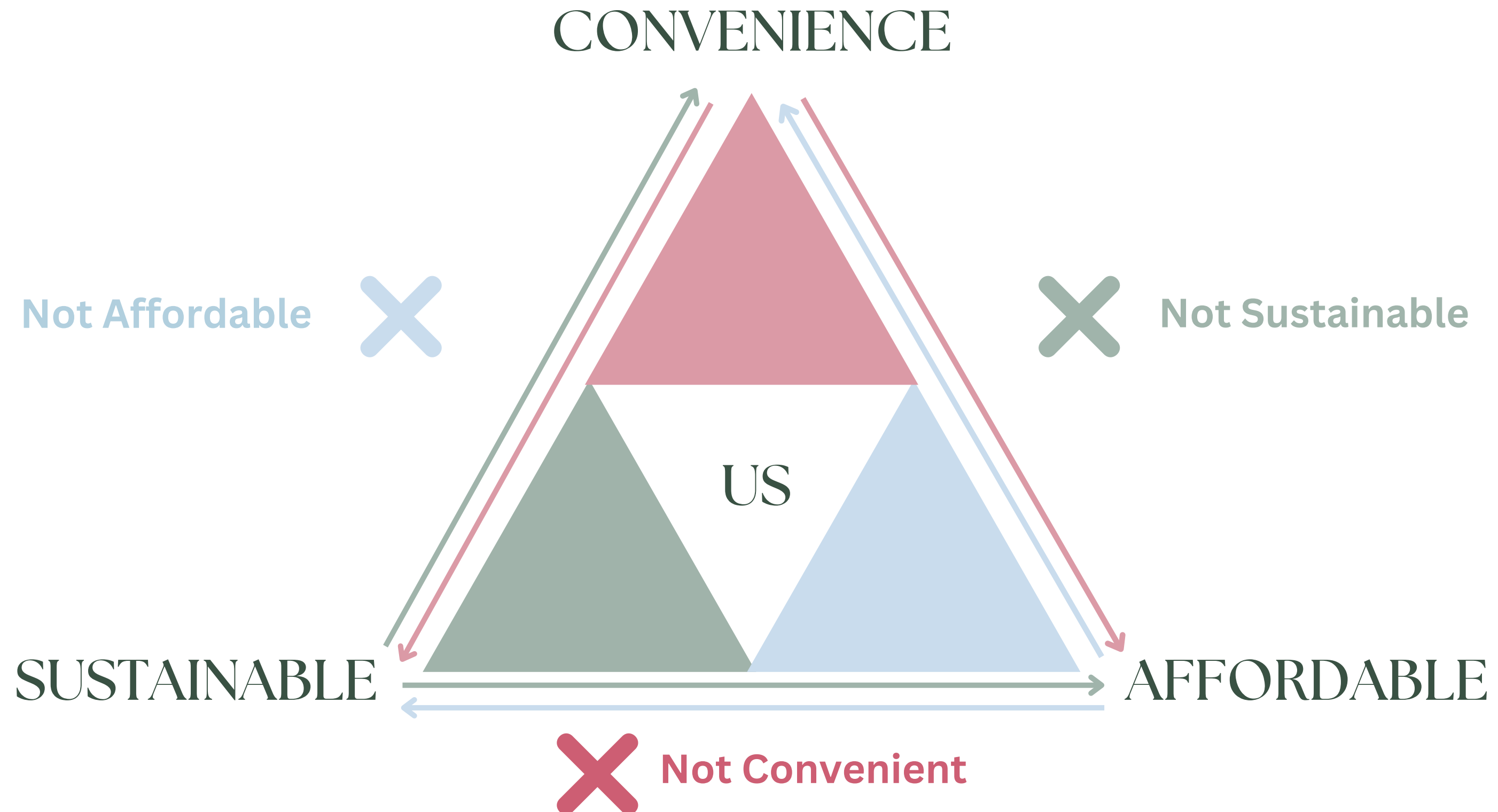


Style that Sustains



Green Ivy Value Proposition Triangle

About Us





Additional Strategies



S t y l e t h a t S u s t a i n s



Educational Pop-Up

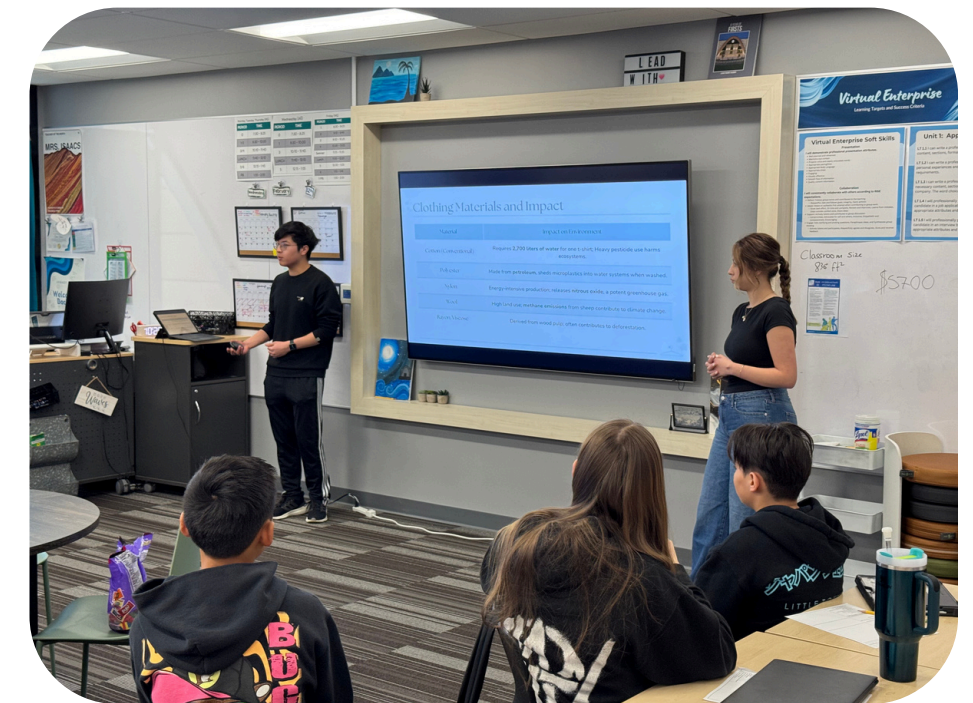
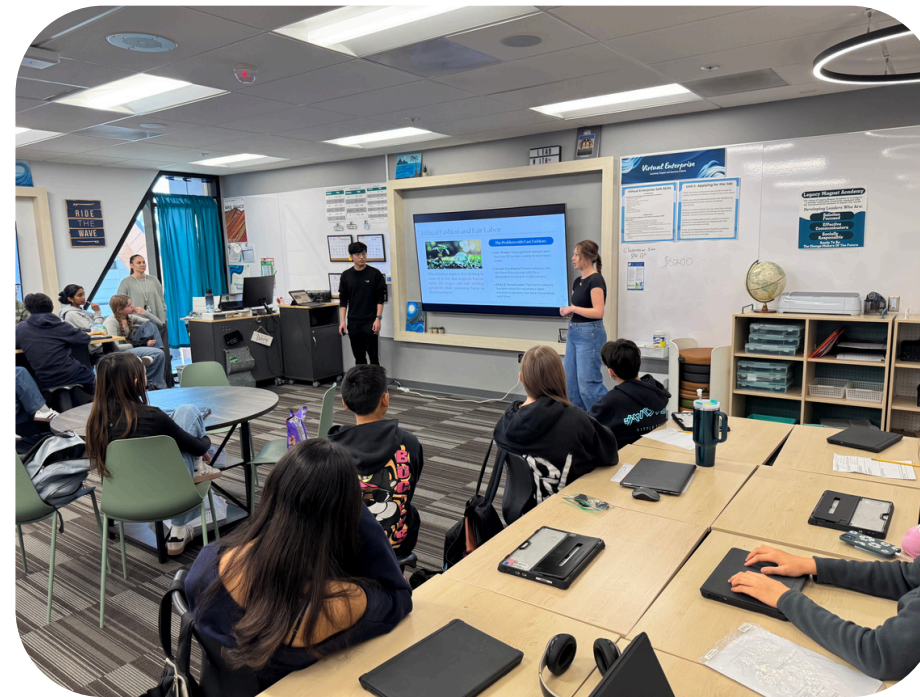
Results and Learning

68% INCREASE
in ethical practices awareness

88% INCREASE
in sustainable fashion awareness

98% INCREASE
in social responsibility awareness

70+ emails gathered

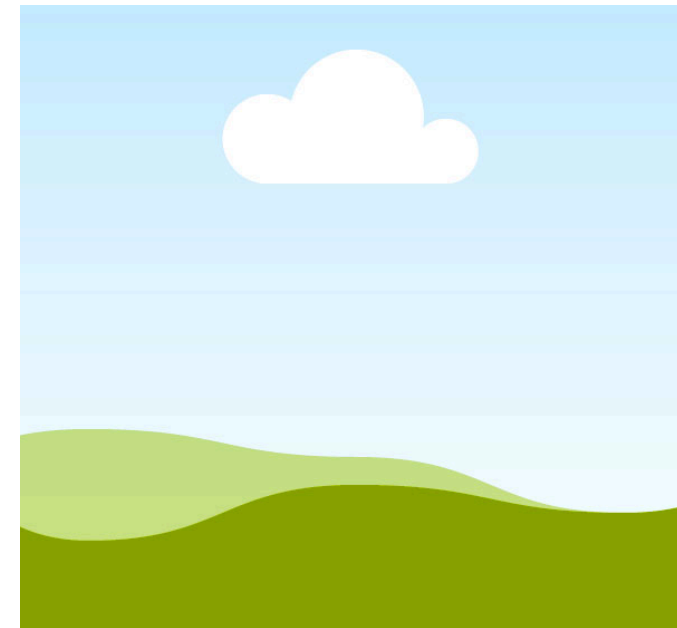
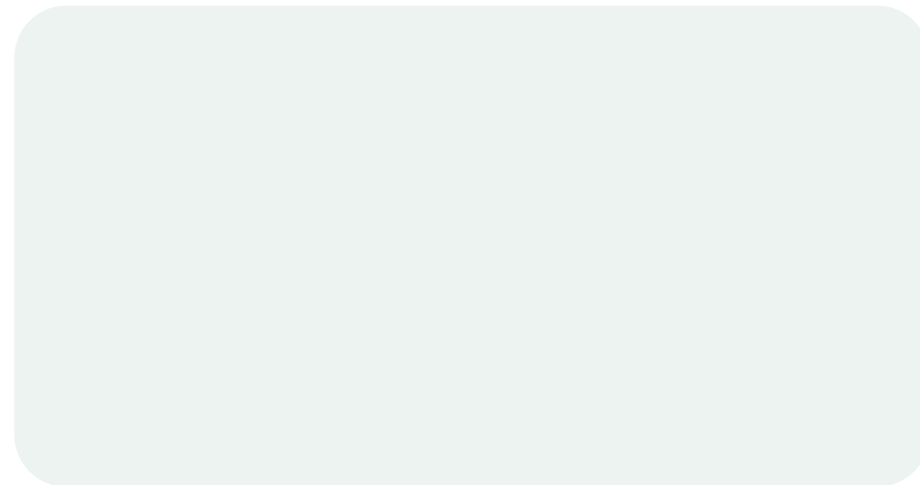


Secondary Target Market Strategies

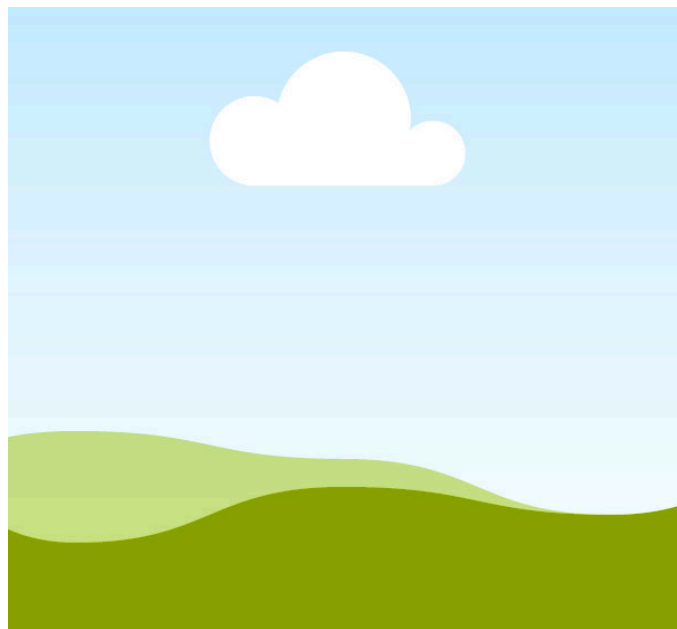
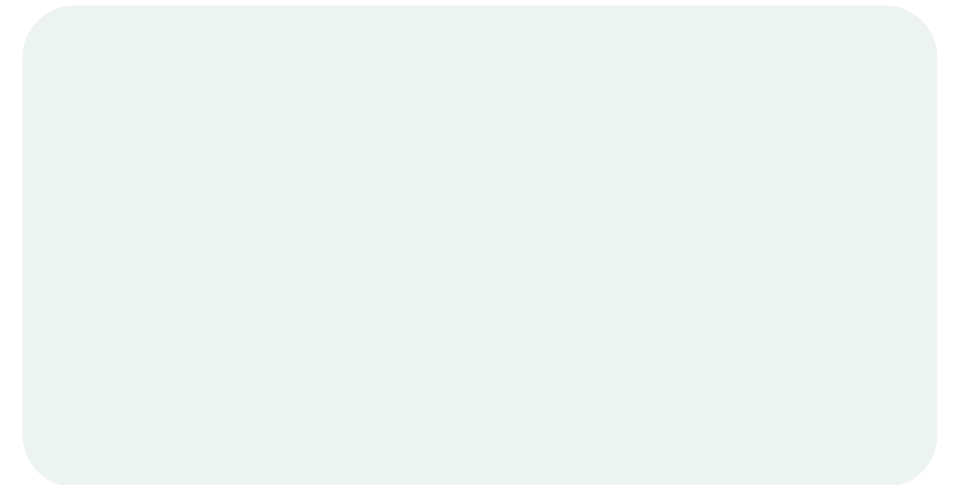
Results and Learning



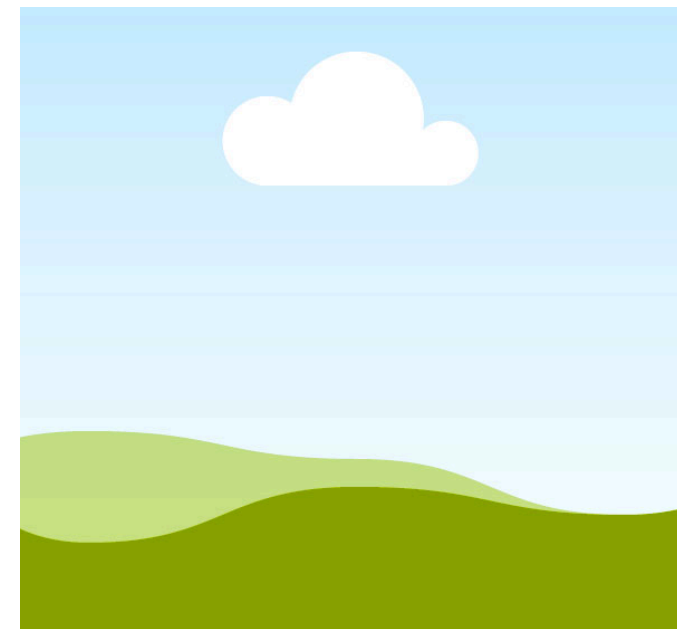
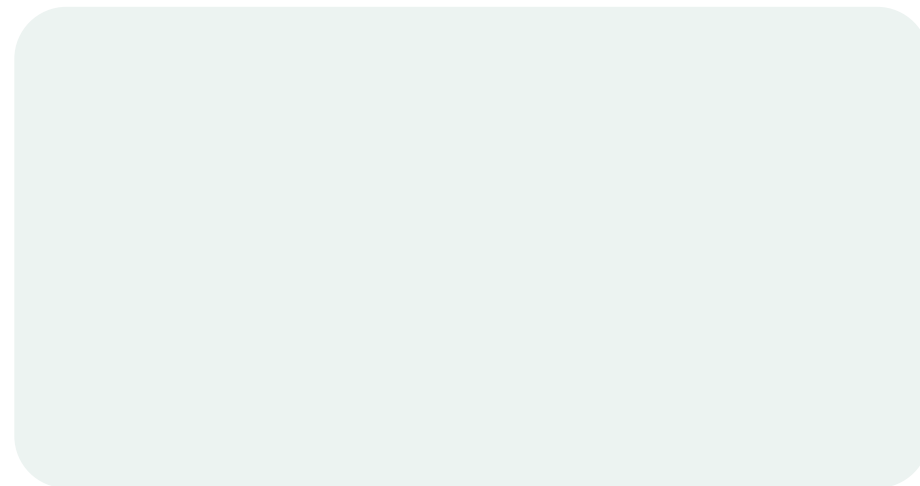
Experiential Marketing



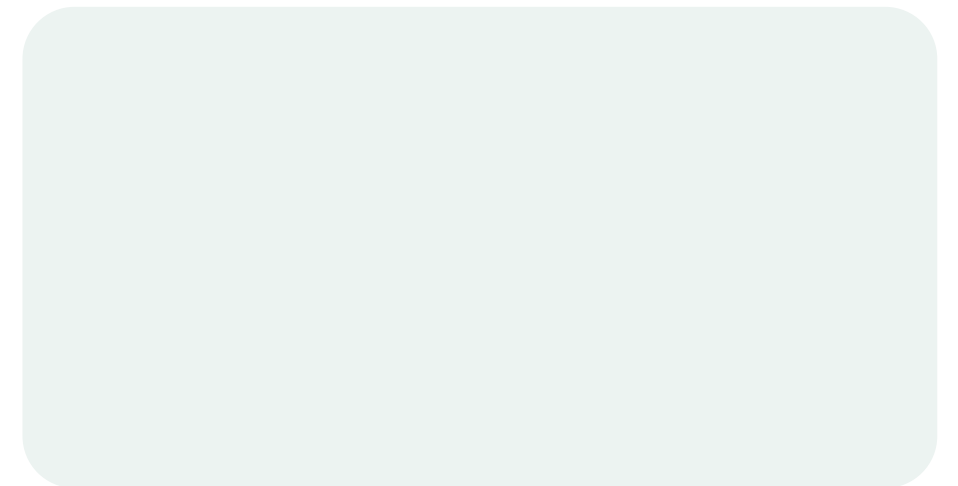
Experiential Marketing



Experiential Marketing

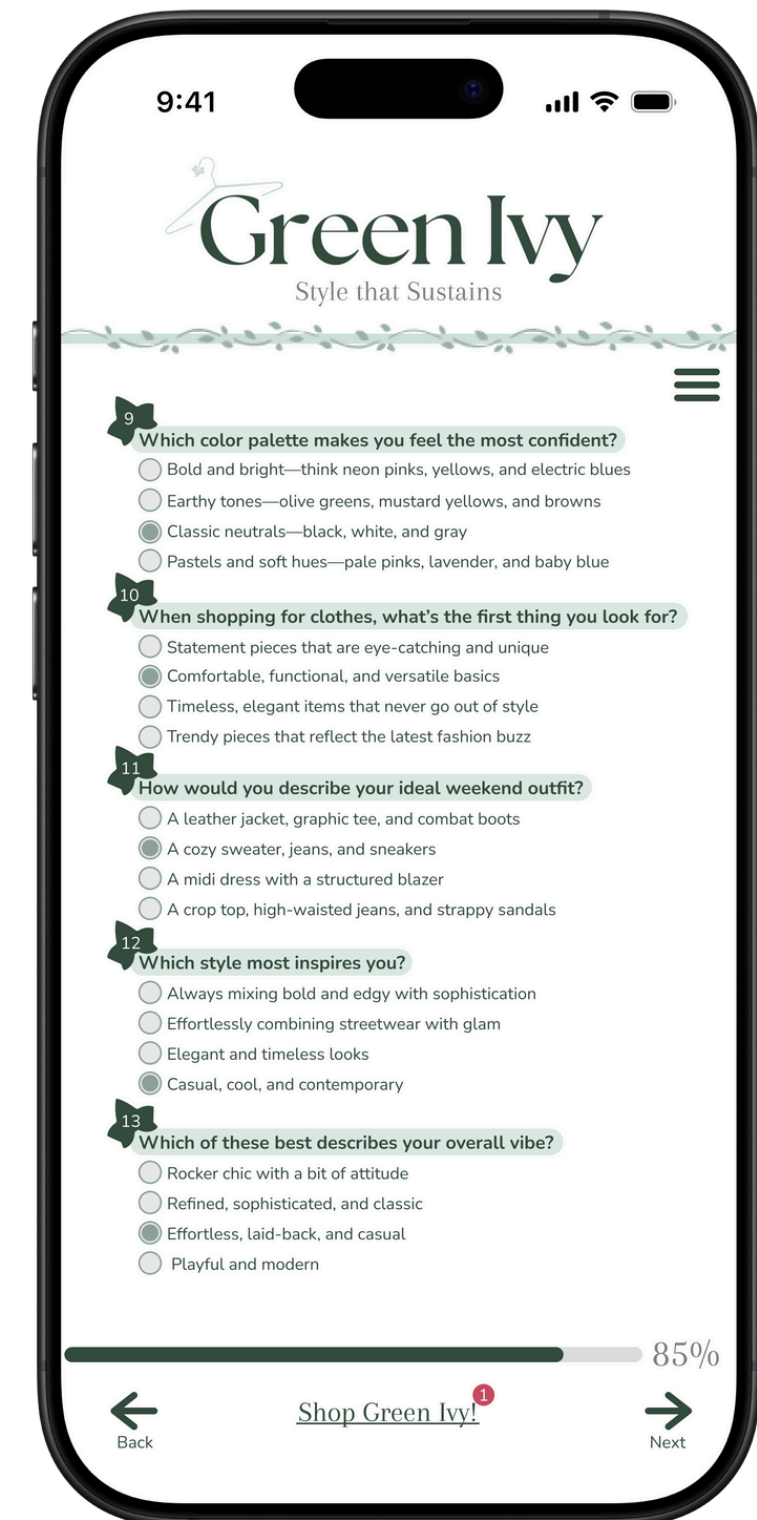
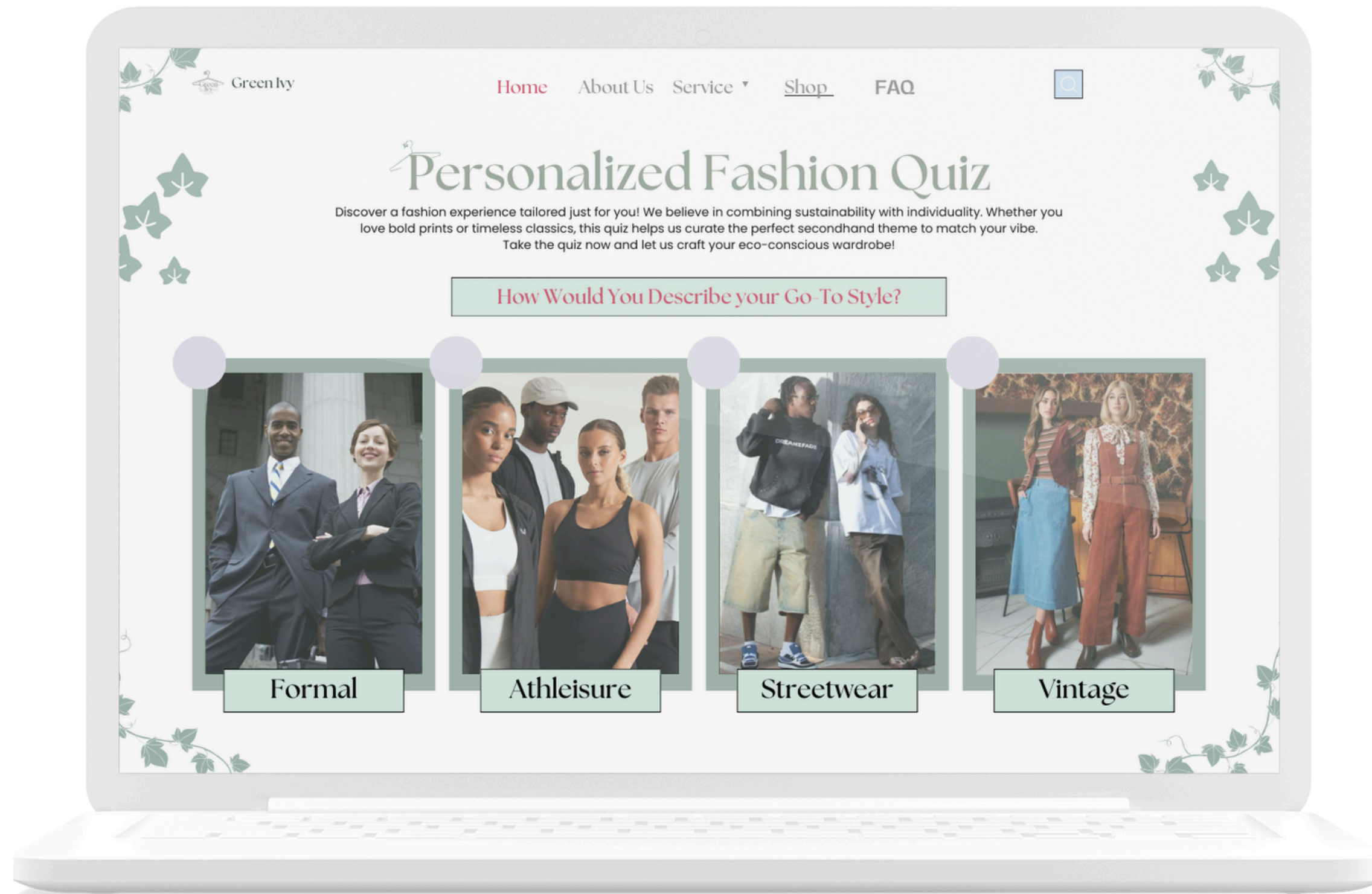


Experiential Marketing



Personalized Fashion Quiz

Results and Learning



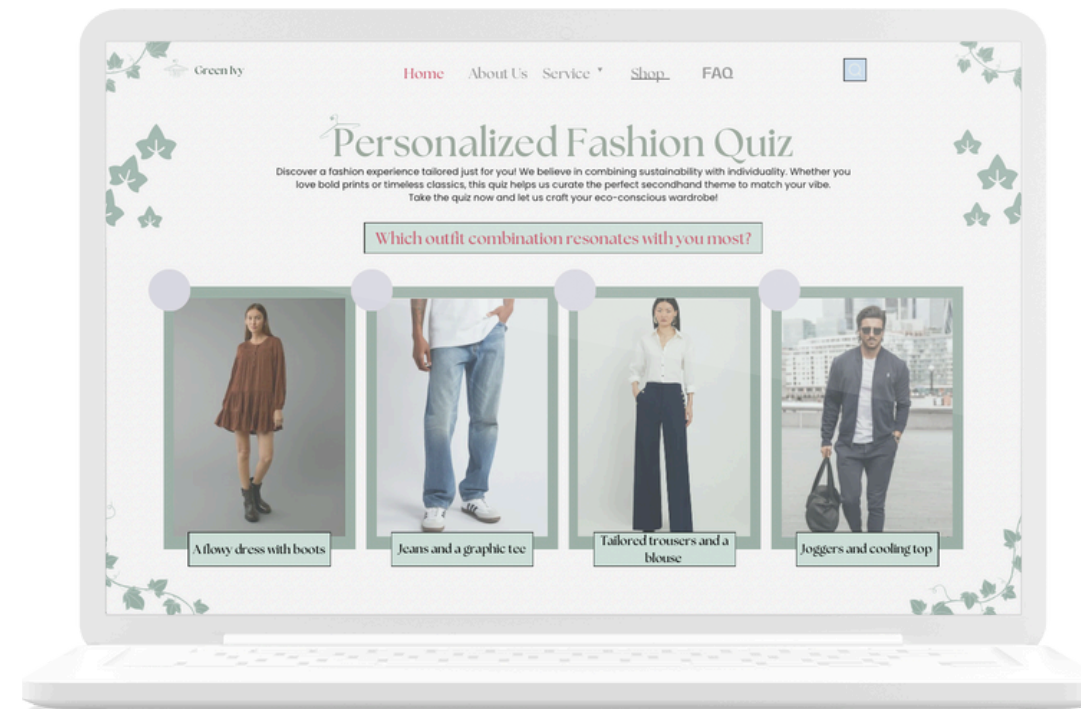
Personalized Style Quiz

Results and Learning

PERSONALIZED STYLE QUIZ

Why → How → Results

81% said personalized content is more effective in capturing consumers' attention



Boosts brand loyalty, due to individual preferences.

Guides customers to purchase new additional items.



Email Marketing Campaigns

Results and Learning

EMAIL MARKETING CAMPAIGNS

Why → How → Results

Email Campaigns have
shown to increase sales
by 42%

- 01 | SNEAK PEAKS INTO DEALS AND SEASONAL SPECIALS
- 02 | QUICK FASHION FIXES AND STYLE TIPS
- 03 | "ORDER, UNBOX, WEAR" SIMPLE AD EXPLAINING GREEN IVY EXPERIENCE

190% INCREASE in Site
Sessions

Trusted resource for our
shoppers' success





Data-Driven Strategies and Results

190% INCREASE in Site Sessions

Site sessions

249 ↑ 190%

2 today • 2 yesterday



284% INCREASE in Unique Visitors

Unique visitors

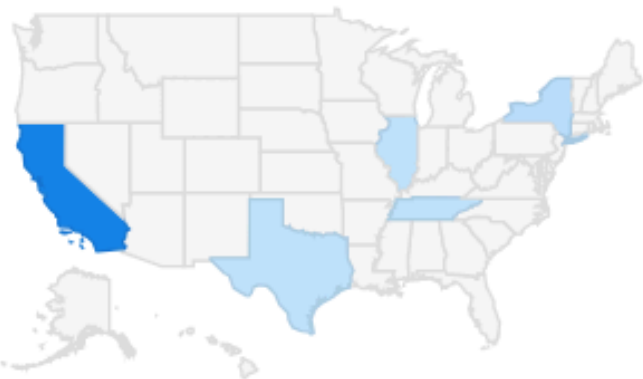
223 ↑ 284%

2 today • 2 yesterday

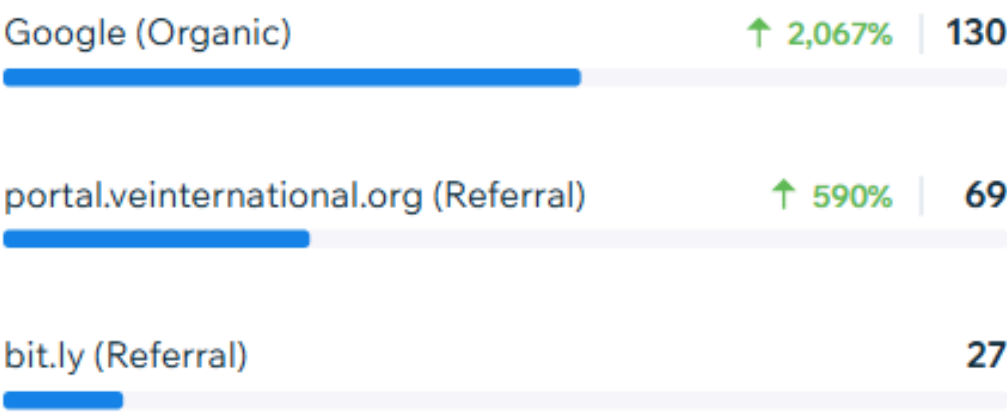


Purchase Concentration Mainly in California

Sessions by location



Top traffic sources



Gain Traction through Google, VE Hub, and Referrals



Behind-the-Box Series

Results and Learning

BEHIND THE BOX SERIES

Why → How → Results

62% of Gen Z prefer brands that showcase their apparel's ethical journey.



Inspires & educates conscious consumer choices

Increases brand authenticity and transparency



Seasonal Specials and Bundles

Results and Learning

Seaside Box

3 Tops | 2 Bottoms | 1 Outerwear

WOMEN

MEN

Total - \$100.00

bit.ly/greenivyve 06 @GreenIvy.VE

Cozy & Comfort

Comforting, cozy upcycled items to keep you warm and relaxed during the seasons with;

- Hoodies
- Sweaters
- Cardigans
- Flannels
- Pajama Sets
- Socks and Slippers
- Blankets and Throws

BUY NOW

greenivy.ca@veinternational.org | [@greenivy.ve](https://www.instagram.com/greenivy.ve)

GREEN GREEN SALE JAN 1-31 SUSTAINABLE FASHION SALE

15% OFF

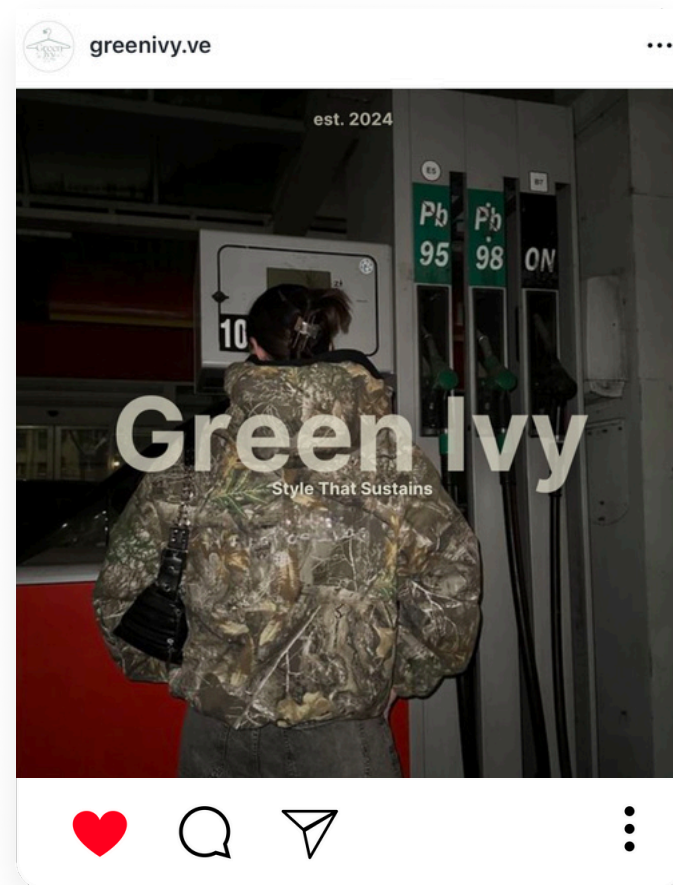
SPEND SPEND \$1,000

NEW YEAR NEW YOU NEW YOU

Social Media - Instagram

Results and Learning

Strategies and Learning



SOFT OPENING
COMPANY POST AFTER
INCORPORATION



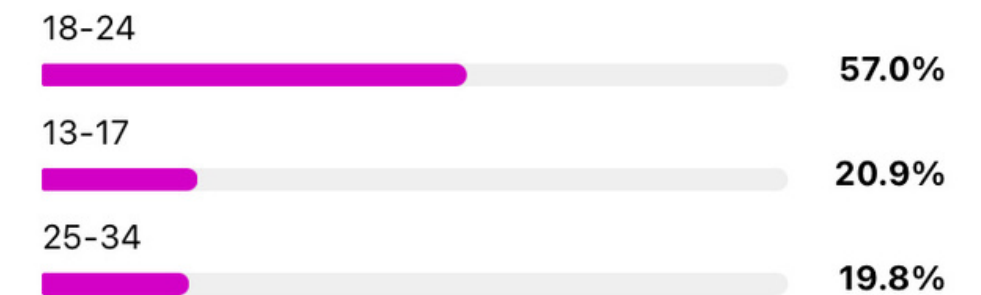
SHOWCASING BOXES
AND EXAMPLE
CLOTHING



BUILDING BRAND
AWARENESS AND
AUTHENTICITY

Results

Top age ranges



Top cities



166 FOLLOWERS
1,725 accounts reached

Influencer Marketing

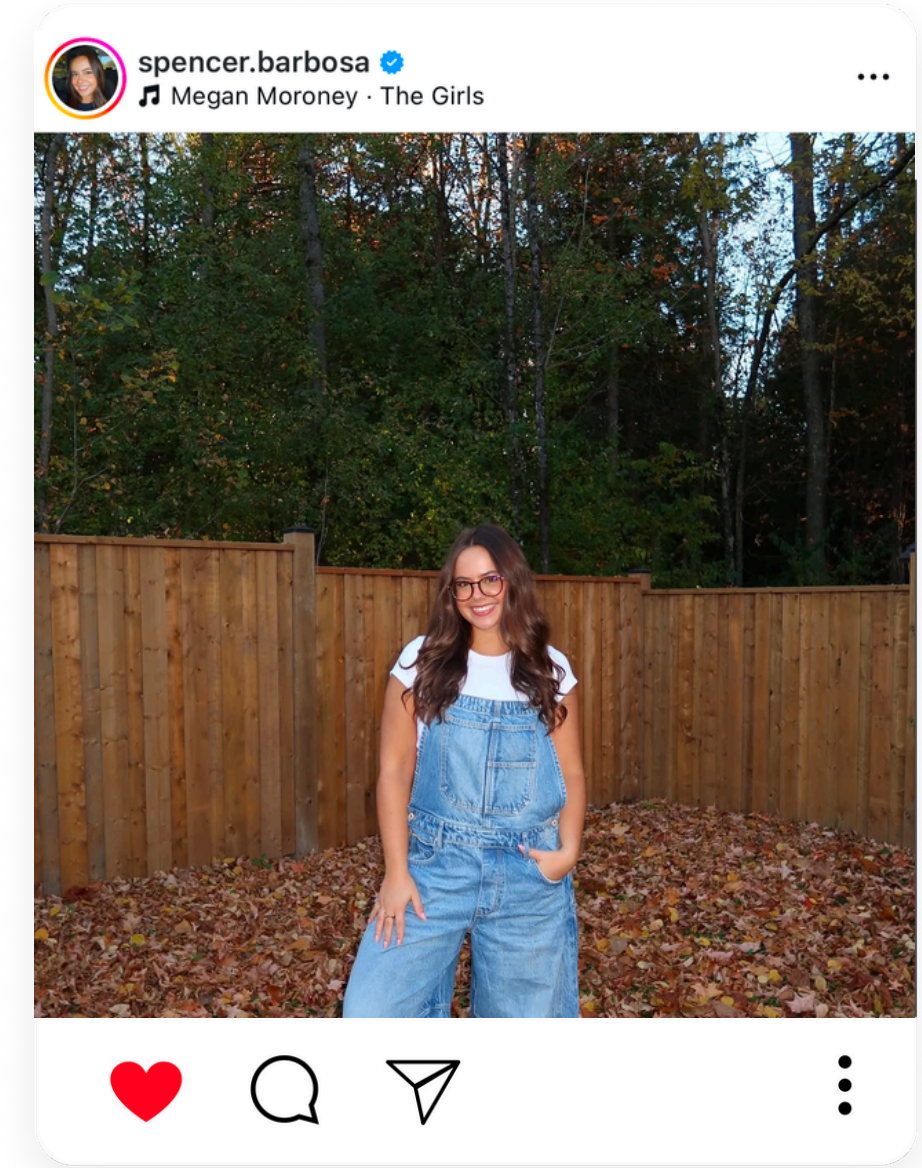
Results and Learning



ASHLEY ROUS (BEST DRESSED)



WISDOMAYE (WISDM)



SPENCER BARBOSA



Eco-Challenge Campaigns

Results and Learning



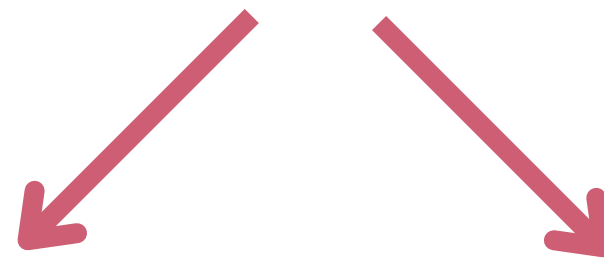
The Ivy Exchange Program

Action: Customers donate their lightly-used clothing to us

Customer Rewards: Every pound of clothes is \$1 off the next box

Philanthropic Contribution

Portion of clothes donated to
homeless shelters



Environmental Gain

Clothes are upcycled
instead of dumped



Marketing Goals

Goals and Tactics

SHORT-TERM GOALS

O1 | 25% INCREASE IN EMAIL TRACTION

- GARNER AN ADDITIONAL 25% OF CUSTOMER CONTACT POINTS BY JAN 2025

O2 | REACH 500,000 IMPRESSIONS

- CROSS 500K VIEWS ACROSS TIKTOK AND INSTAGRAM PLATFORMS BY FEB 2025 TO REACH TARGET MARKET DEMOGRAPHIC

LONG-TERM GOALS

O1 | EXPAND MARKETING INITIATIVES

- RETAIL STORES SUCH AS PACSUN, ZUMIEZ, AND URBAN OUTFITTERS

O2 | EXPAND PRODUCT LINE STYLES

- CREATE FASHION BOXES FOR OTHER POPULAR STYLES LIKE PREPPY, BOHEMIAN AND GRUNGE





Marketing Budget Supplementals



S t y l e t h a t S u s t a i n s



Budget Breakdown

Results and Learning

NOVEMBER



Holiday Awareness Building

Focus: Social Media Marketing (Paid Promotion, Influencer Marketing)

Why: In preparation for the holiday season, we ramp up our “Social Media Marketing” sector to create awareness. Influencer marketing with micro-influencers boosts credibility, and affiliate marketing extends reach to new audiences.

JANUARY



Online Trend Building

Focus: Social Media Marketing (Eco-Challenge Campaigns)

Why: With the start of the New Year, customers want to get off to a productive and socially-conscious start. We heavily push our Eco-Challenge Campaigns online to create trends of positive actions around the start of a New Year

DECEMBER



Holiday Sales & Specials

Focus: Social Media Marketing (Paid Promotion), Seasonal Campaigns

Why: The holiday season is the biggest sales opportunity, and as such we take advantage with increased paid online promotion.. We focus on seasonal campaigns like Christmas promotions and retargeting ads to convert warm leads.

FEBRUARY



Valentine's Specials & Connection Building

Focus: Seasonal Campaigns, Social Media Marketing (Organic Content Creation)

Why: We tap into Valentine's Day with a targeted promotion centered around “Couples-Themed” specials. Additionally, increased organic content creation allows us to build a more intimate connection with our consumers.

MARCH



Customer Retention

Focus: Promotional Gifts with Purchase

Why: This month we emphasize allocating our budget to retaining customers that we have recently acquired through the New Years and our other Seasonal Campaigns. By providing promotional gifts with their annual subscriptions, we invoke a more personal connection with the consumer and our company.

APRIL



Educating The Community

Focus: Educational Pop-ups

Why: With the Spring/Summer season promptly arriving, we encourage customers to have more “Green” actions through our educational pop-ups. By creating positive change within our community, it builds significant reputation and positions us in a positive light.



Promotional Gift with Annual Purchase

Profit WITH Promotional Gift Strategy: \$11,750.61 (43 Transactions)

Profit WITHOUT Promotional Gift Strategy: \$1301.61

Opportunity-Gain Revenue: \$10,449.00

Marketing Budget Allocation: \$1,500

Return-on-Investment: 599.93%



Seasonal Specials & Bundles

Profit WITH Seasonal Specials & Bundles: \$8,820.00 (53 Transactions)

Profit WITHOUT Seasonal Specials & Bundles: \$1,604.31

Opportunity-Gain Revenue: \$7,215.69

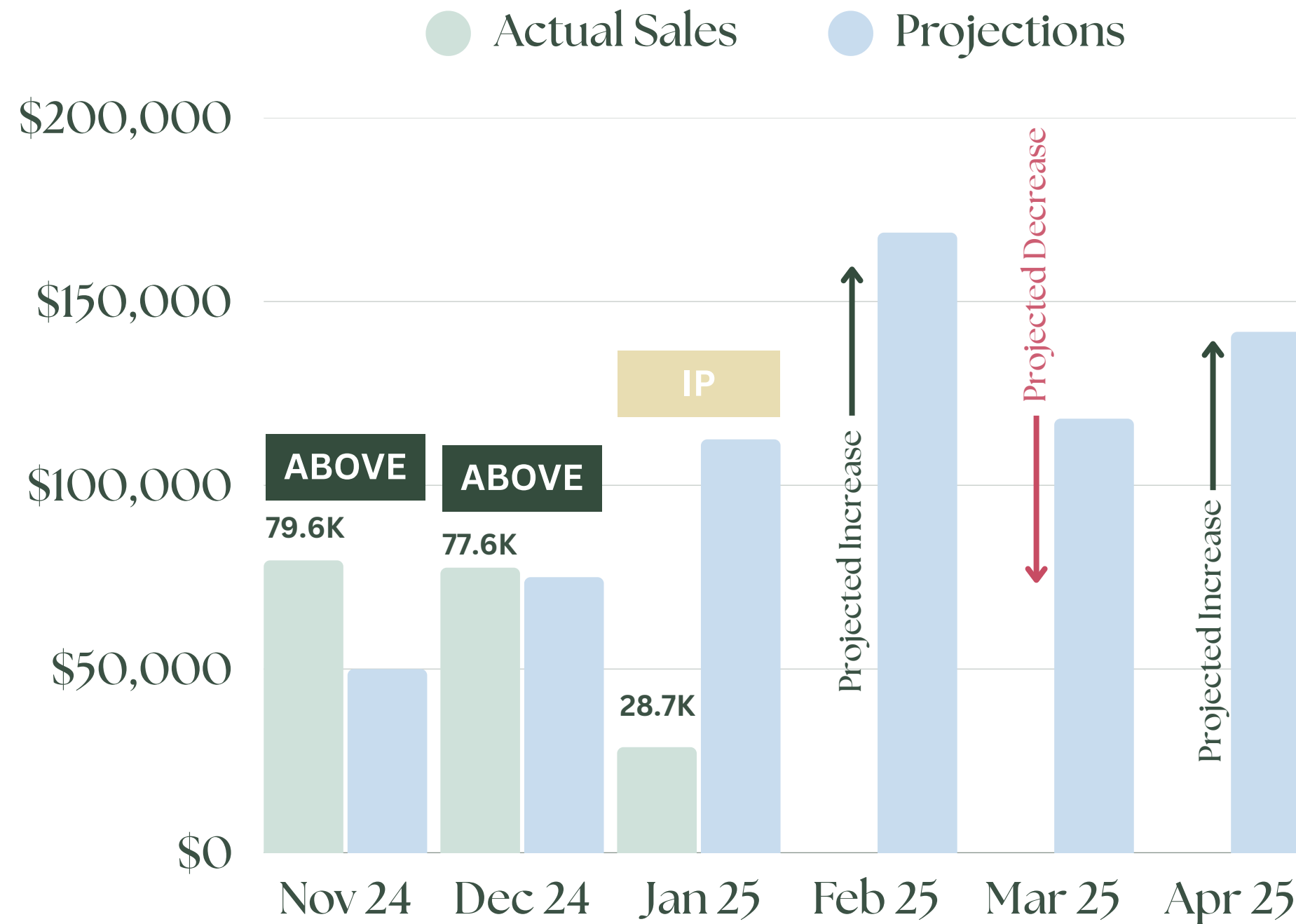
Marketing Budget Allocation: \$500

Return-on-Investment: 1343.1%



Sales vs. Projections

Results and Learning



Learning and Results

Increase in Purchases
during Holidays

Exceeded Original
Sales Projections



Sourcing Supplementals



S t y l e t h a t S u s t a i n s

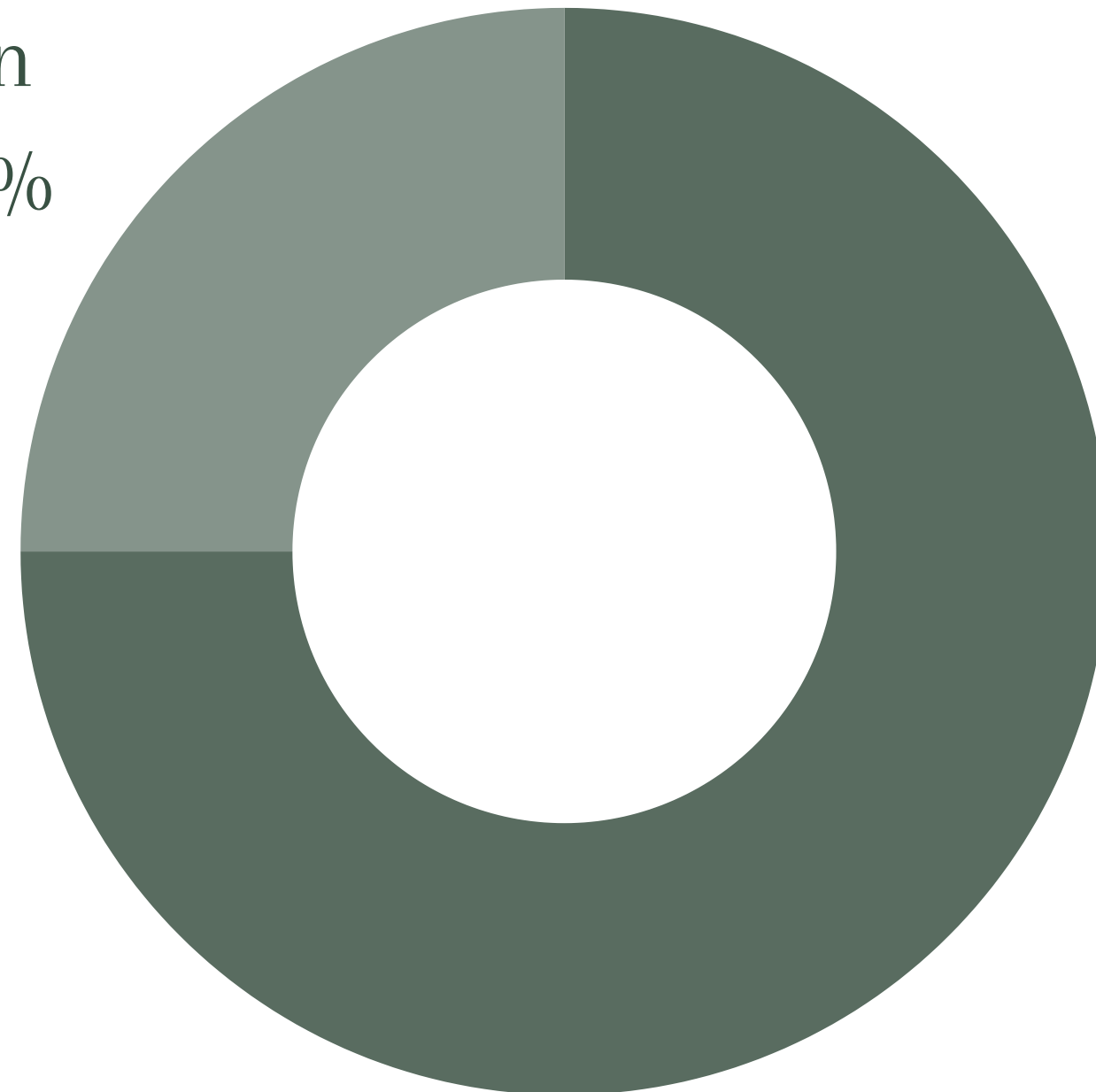


Supply Chain & Sourcing:

Results and Learning

Salvation
Army 25%

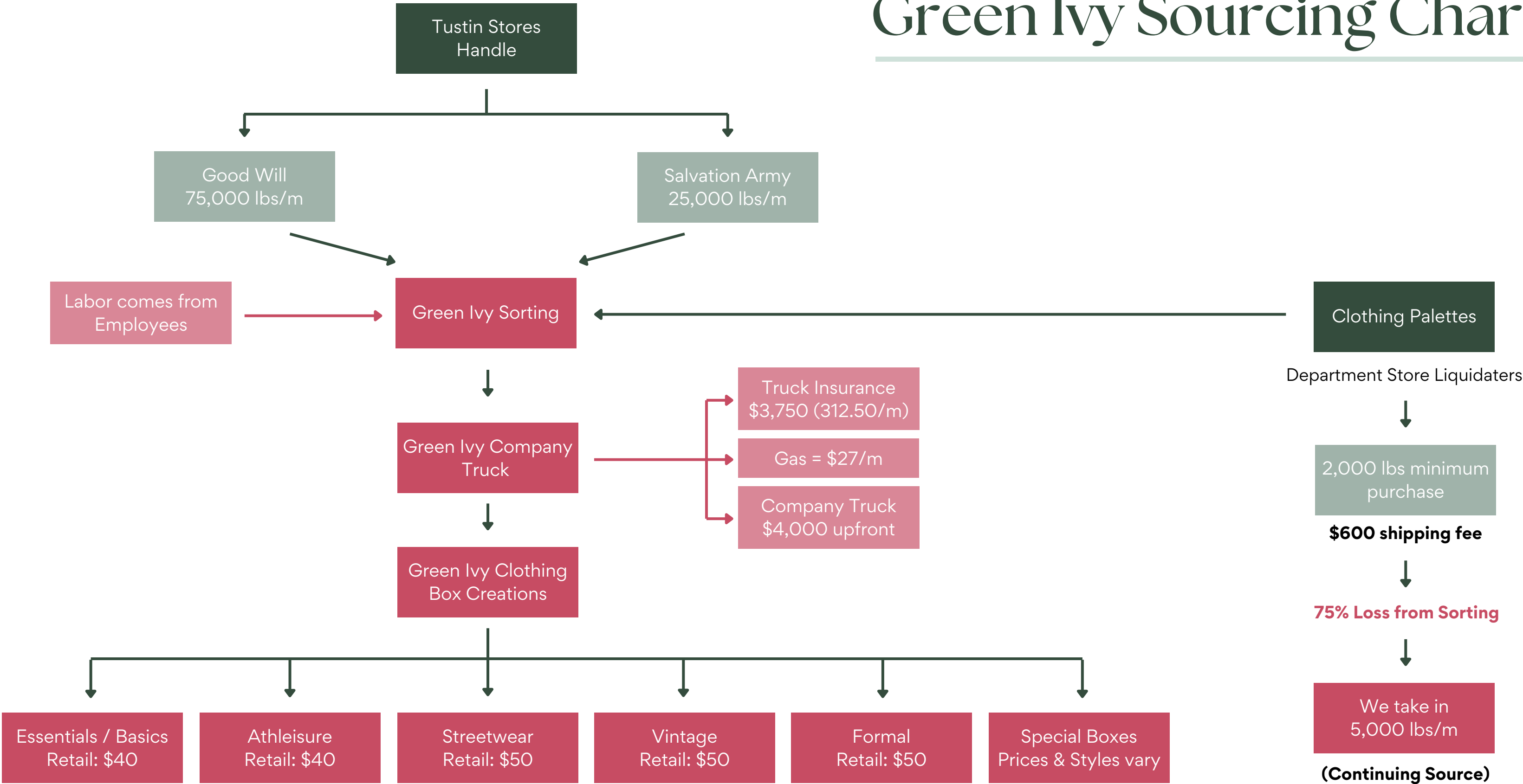
Pre-Sorted and
bought by the pound
in bulk



Goodwill
75%



Green Ivy Sourcing Chart



External Risks and Factors

Results and Learning

Supply Chain & Sourcing

Alternate Sourcing: Department Store Liquidators

Clothing Palettes

2,000 lbs minimum
purchase

\$600 shipping fee

