



Team Trees Marketing Plan

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Mission Statement and Objectives

Team Tree's mission is to plant one tree for every dollar donated.

They are partnered with the Arbor Day Foundation, whose mission statement is to "inspire people to plant, nurture and celebrate trees."





SWOT Analysis

Strengths:

- Project was created by a popular YouTuber (MrBeast) so it had a large amount of initial engagement
- Has a clear and healthy mission (One dollar equates to one tree.)
- Have received donations from big names, such as Elon Musk

Weaknesses:

- Relies heavily on donations and support from individuals and organizations
- The vision of the initiative is limited, it does not provide a complete answer to the overall problem of climate change

Opportunities:

- The importance of the environment is increasing
- Partnership with the Arbor Day Foundation
- Possibility to partner with other environmental organizations

Threats:

- Competition from other environmental groups and projects (One Tree Planted, Trees for the Future)
- Local communities or governments may oppose the initiative
- The founder's reputation plays a large role in how the initiative is viewed

Segmentation

Strategy: To use the initiative and founder's large platform to expand to consumers who want to do more than just donate, but have a tangible good (furniture) that provides value to them and the climate

Our method:

Use psychographic segmentation to market to people who advocate for the environment and make their purchases with sustainability in mind.

The main segment that resulted from this strategy was Eco-conscious Consumers.



Targeting

Eco-conscious consumers

- Found through psychographic segmentation
- People who :
 - Make their life choices and purchases with sustainability in mind
 - Spend time engaging with environmentally focused communities, organizations, and online platforms. (identifiable)
- Substantial and growing as sustainability becomes more and more important every day
- Reachable through social media, eco-friendly marketplaces, and environmental events
- Customers in this segment would be responsive to eco-friendly furniture because it aligns with their values
- Segment would also be profitable because consumers will buy furniture that aligns with their values

Targeting: Selecting the Target Market

A concentrated targeting strategy will be best for this product line since it is a new idea

We will focus our energy and resources on marketing toward the Eco-Conscious Consumers segment.



Positioning

Value Proposition: We create furniture that not only looks good, but has character to it and helps the planet by planting trees.

Positioning Method: Salient Attributes

- Appealing to the eye, stylish, has character
- Helping the environment

Some customer needs are

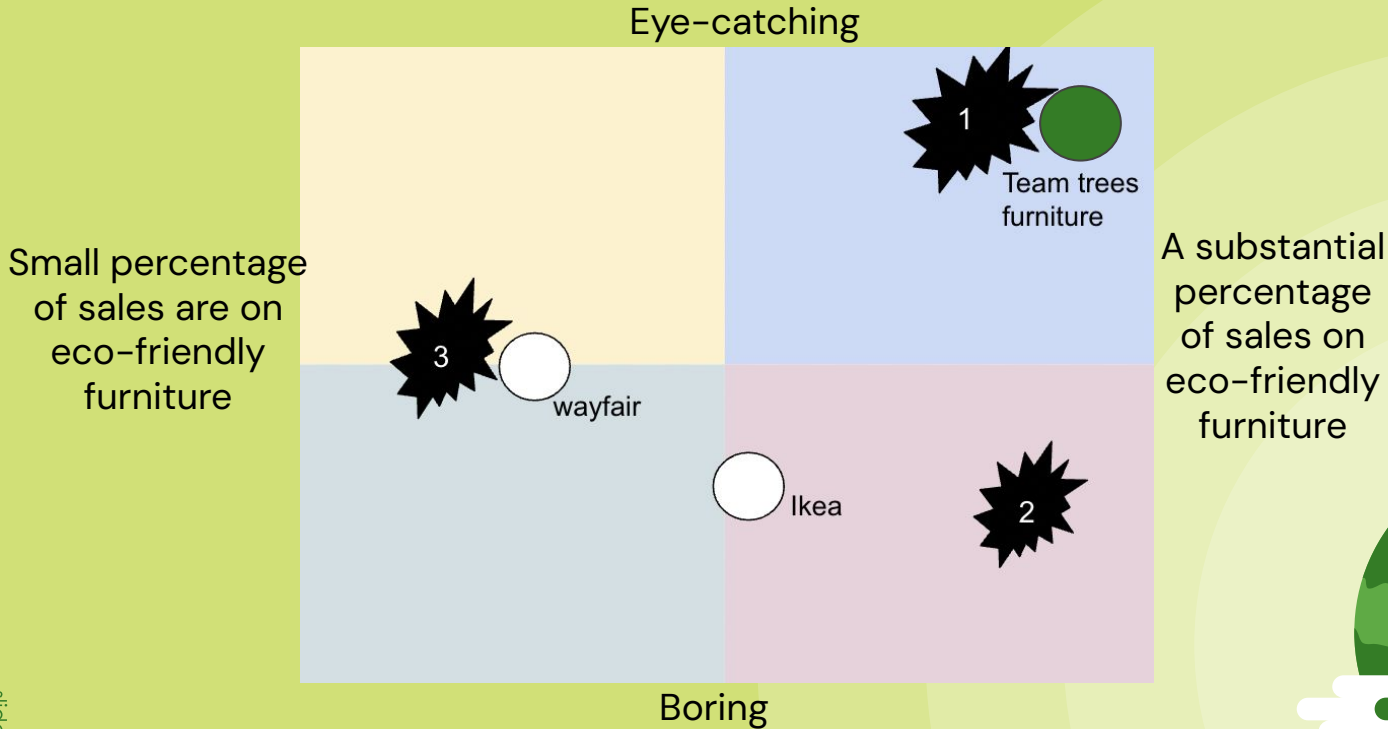
- Attractive, eye-catching furniture to put in their homes
- Furniture made with eco-friendly materials

Our Product Offering:

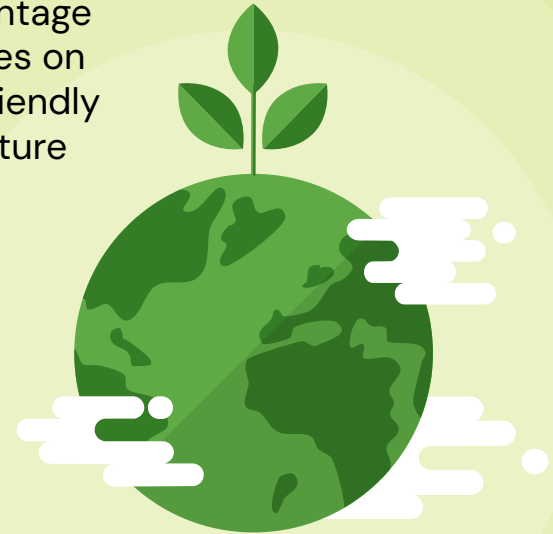
- Our furniture satisfies customer needs and does a little more by contributing to reforestation efforts



Perceptual Map



- The circles are the positions of the competitors
- The black shape is the current markets positions and and sizes



Product



Product: Table Sets (4 chairs & 1 table)

- Main material: wood from sustainable sources
- Potential of product line: more products such as stools, kitchenware, drawers, wardrobe, etc.
- Embed QR codes on the products to link to the main website to spread awareness of project TeamTrees.



Price

Price: Starting at \$400 for a set of 4 chairs and 1 table

- Reasonable and affordable prices so most people can support the mission.
- Most of our competitor's dining sets (especially sustainable ones) cost more than this
- Price increases as customers demand more items.
- Profit will go straight into planting more trees and producing more goods.



Place

Place: Online

- Opened an online store, set up through Shopify with many types of payments including PayPal, and CashApp for easier payments for other countries.
- Expand to have warehouses and showrooms in designated locations.
- Hire more employees as well as getting more volunteers engaged, and have Mr Beast himself engaged to boost the exposure.
- We will target audiences who are looking for new and affordable furniture, close to college towns, newer built homes, and apartments.
- Partner up with FedEx or UPS for handling shipments of online orders.



Promotion

Promotion: Social Media

- Objective: online shopping through social media marketing.
- We will promote content and ads on Instagram, TikTok, and YouTube since this is where Mr. Beast is known from
- Big promotions especially in summer when college students are looking for places and new furniture.
 - Summer is also the time when most people move
- Goal: We want to draw more eyes towards the mission through campaigns of selling furniture.



Evaluation

1.) Sales and Revenue

- We will monitor sales volume and revenue to see if the implementation of the marketing plan was successful
- Positive trend in repeat purchase rate → consumers contributing to the fundraising efforts of Team Trees.
- Negative metrics → Consumers were not sufficiently motivated to purchase our eco-friendly furniture.
 - The 4 P's may need to be reevaluated.

2.) Customer Feedback/Brand Recognition

- We will measure feedback from surveys, reviews, and ratings,
- Monitor brand mentions and tags on social media
- Positive customer feedback and trends in brand visibility → Marketing plan has effectively satisfied customers' expectations and the promotion strategies are working.
- Low or dissatisfied customer satisfaction scores would tell the organization the opposite.
- Negative metrics → 4 P's (product price, place, promotion)



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