EasyBackpack

ARABI HADFI • Marketing Analytics

BLOG OBJECTIVES

The purpose of EasyBackpack is to provide a max content on one blog answering the frequently asked questions and all the survival outdoor lovers. either they are beginners, semi-professionals and professionals. Also expanding the culture of leaving no trace as well as raising awareness for leaving a lighter carbon footprint on the planet.

Mid-term goal : get a traffic of 15k organic visits to the blog by January 2023

WHY AM I PASSIONATE ABOUT CAMPING & HIKING ?

1. Good for the Wellbeing and improves mental health.
2. Application of the fitness performance in reality.
3. Valuable experience for low money.
4. Offers special adventures and stories.
5. Help to save the environment a be a part of *#LeaveNoTrace* movement.
6. Exploring the lands and new places.

VISIT & FOLLOW

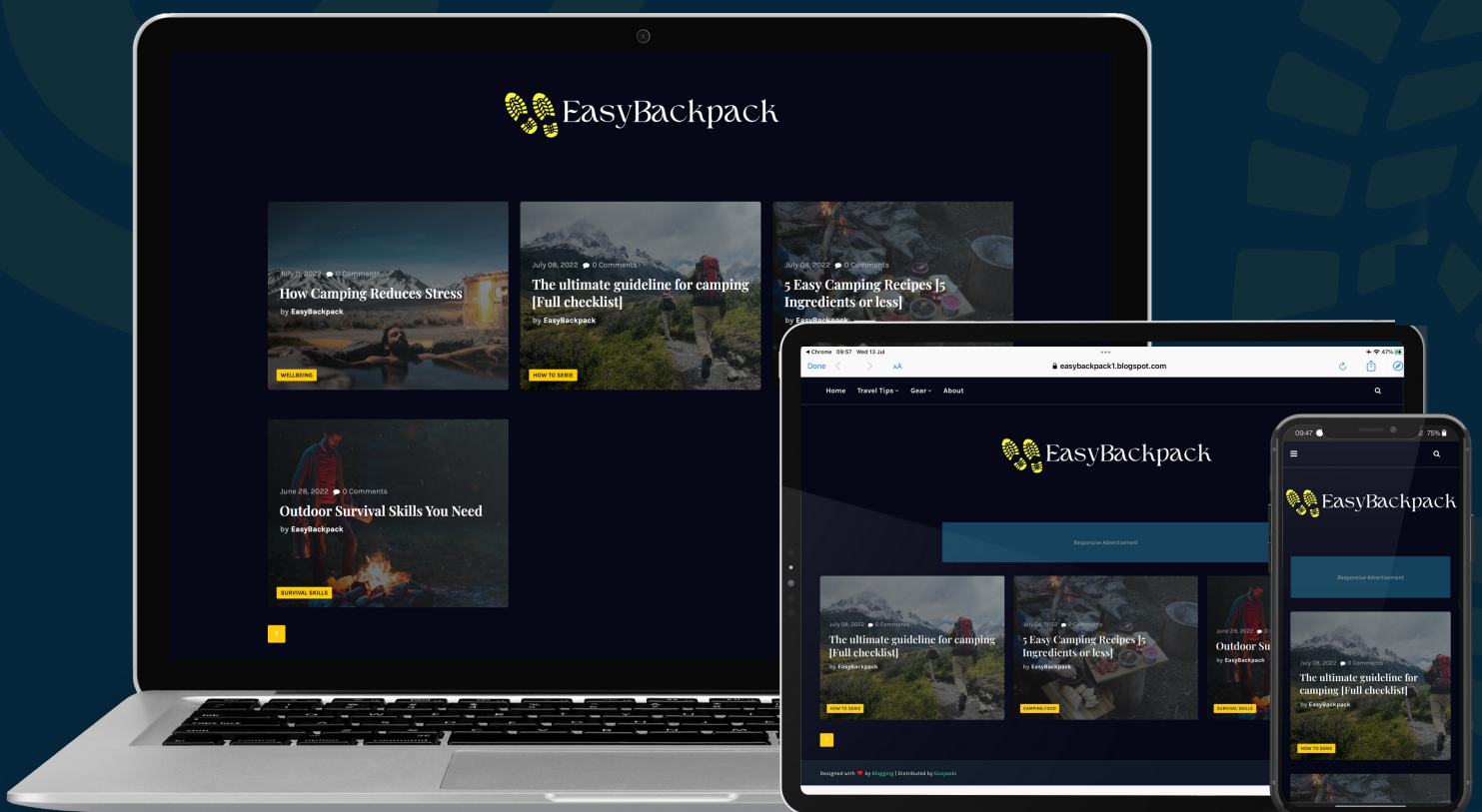easybackpack1.blogspot.com/

tiktok.com/@eaasybackpack

instagram.com/eaasy_backpack/

pinterest.co.uk/easybackpack/

MULTIPLE DEVICE DISPLAY

EasyBackpack

FACTS & STATISTICS

📈 Google Trend

Keyword interest overtime

✳️ Numbers represent search interest in relation to the chart's peak for the specified area and time. The term's maximum popularity is a value of 100. When the value is 50, the term's popularity is halved. If a term receives a score of 0, it means that there was insufficient data.
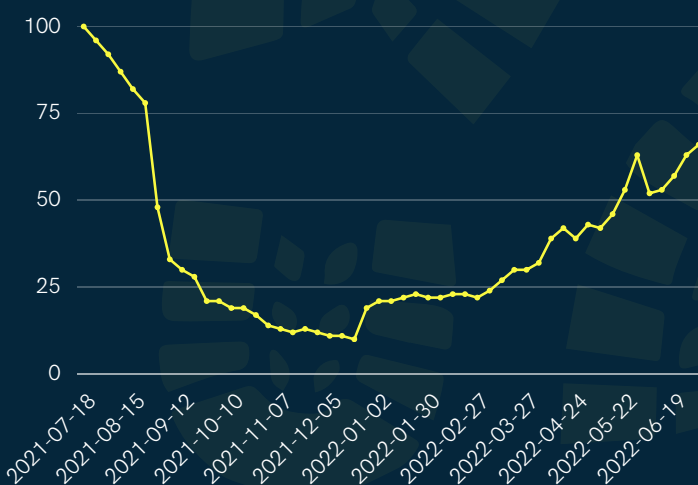
Figure 01. Source (Google, 2022)

🔴 SEMRUSH

✳️ Semrush Inc. is an American publicly traded company that provides the Semrush SaaS platform. The tool is frequently used for keyword research and to gather information about online rankings, including metrics like search volume and cost per click.
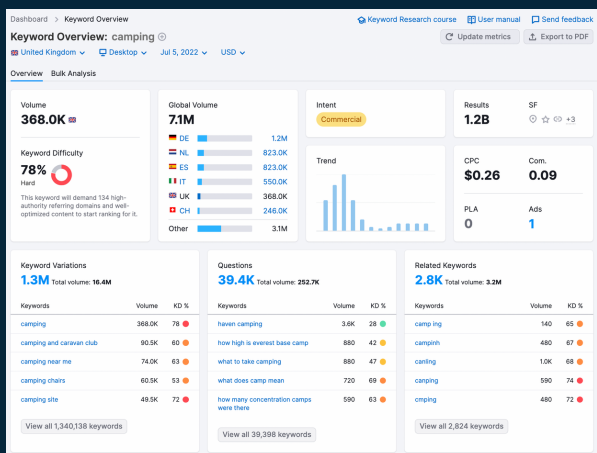
Figure 02. Camping keyword stats. (Semrush, 2022).

statista E-commerce revenue of the sports and outdoor segment in the United Kingdom from 2017 to 2025 .
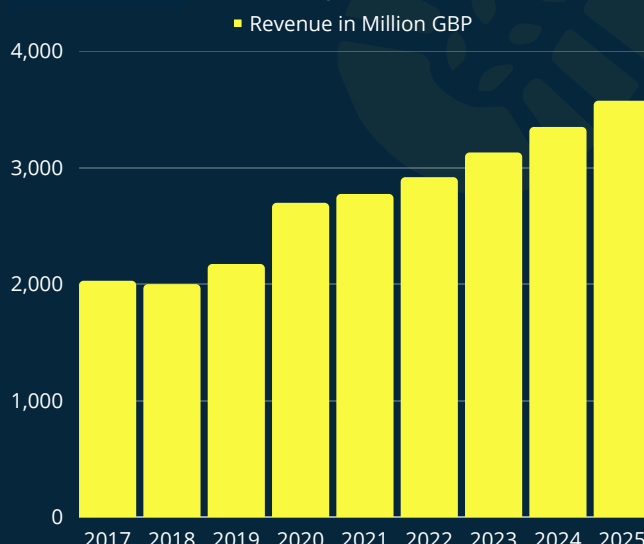🟡 Revenue in Million GBP

Figure 03. Source (Statista, 2022)
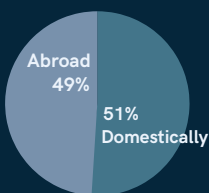
Abroad 49%
51% Domestically

Figure 04. Source (Pitchup, 2022)

The United Kingdom residents took 13.1m holiday trips caravanning and camping in 2019, spending £2.2bn during their trips .

Figure 05. Source: (GBTS, 2019).

They made 13.8m holiday trips to Spain, 6.0m to France, 3.1m to Italy and 2.3m to Portugal.
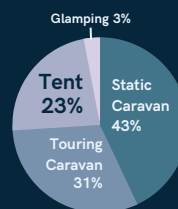
Figure 06. Source (IPS, 2022)

Glamping 3%
Tent 23%
Static Caravan 43%
Touring Caravan 31%

Figure 07. Source (Pitchup, 2022)

READER PERSONA

Motivations

Price
Convenience
Comfort
Flexibility

Favourite Brands

Nike
REI co-op
MSR
Salomon
THE NORTH FACE

SCARLETT HAMILTON
Work position in company

"
I'm looking for a blog that helps me to plan my outdoor trips.
"

Age: 30
Status: Single
Location: London

Practical | Hardworking
Teamwork | Passionate
Patience | Organized

Bio.

Scarlett travels 4-8 times each year to distress. She has some specific spots where she camps.

Personality

Introvert — Extrovert
Creative — Analytical
Loyal — Fickle
Active — Passive

Frustrations

- Doesn't like to do a lot of online research.

Goals

- Spend less time preparing for the next trip.
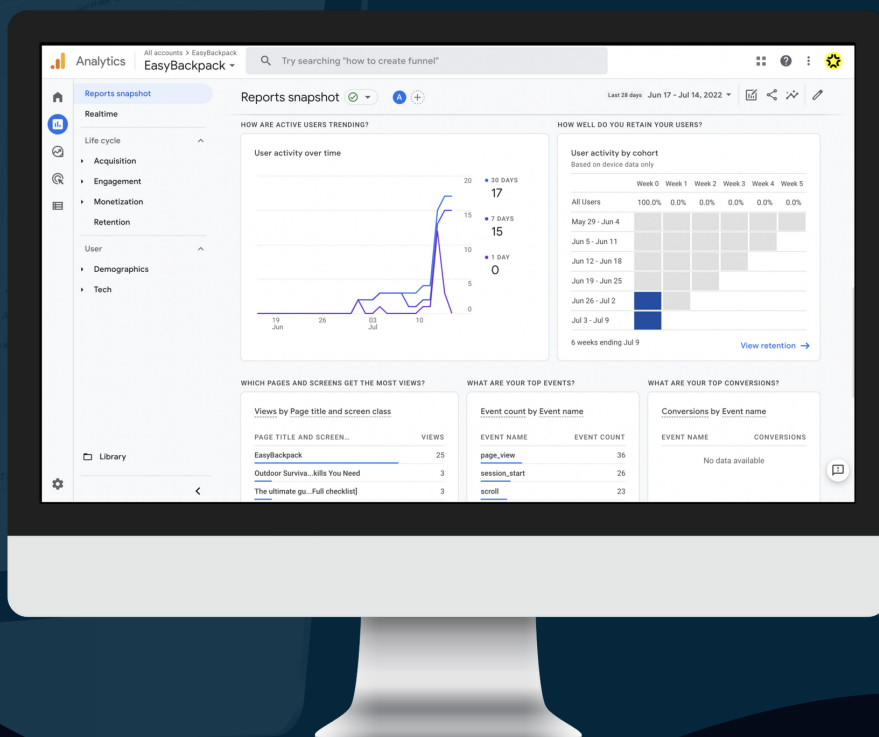- To squeeze most of the experience with the lowest effort.

ANALYTICS

Google Trends
Report Snapshot

BRANDING ELEMENTS

EasyBackpack

01 Logo

Our logo is a combination of a boot print sign and a typography text.
The Bootprint sign is relevant to the industry and it reflects one of our objectives which is to leave a trace in the user personality.
The font choice in the typography text is Higuen Elegant Serif to balance the branding and add an impact of vintage.

02 Color Palette

Fluore Yellow
#F9F940

Black
#040A18

Baby Blue
#ECF3FB

Blue Grotto
#05263B

Charcoal
#43758A

Because of the increasing popularity of dark themed interfaces, we choosed a dark background in addition to the fact that making reading easy for eyes.
in color psychology, the color black symbolizes Mystery, Elegence, Power, and Sophistication. (Barnhart, 2021)
The vibrant yellow is to add a pinch of adrenaline to the experience as yellow highs awareness and increases energy levels psychologically. (Kelly, 2019)

03 Font

San serif fonts

Sans serif fonts are modern, clean, minimal and engaging. these fonts feels progressive and open, with no much distraction, the sans serif fonts are effective. (99design, 2022)
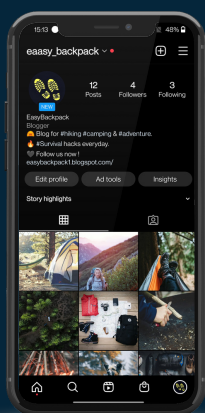
These font have a psychological association of adventure and modernity. For example, google has changed logo from serif to sans serif in 2015.
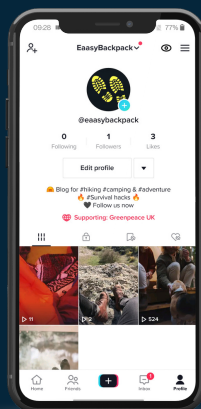
HK Grostesk Bold
HK Grostesk Medium
HK Grostesk Light

SOCIAL MEDIA CHANNELS

Using Instagram for business can boost brand awareness, sales, and audience engagement. It's a smart idea to target customers where they already spend time. It can also provide us with crucial audience insights that we can use to plan our content strategy. (Freedman, 2022)

TikTok offers multiple ways to Increase brand awareness initially. It's because of the algorithm design for entertainment and the easy access to go viral. This will enlarge the audience and attract new customers. (Sheikh, 2022)
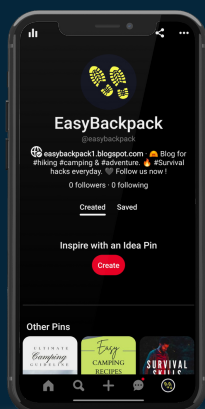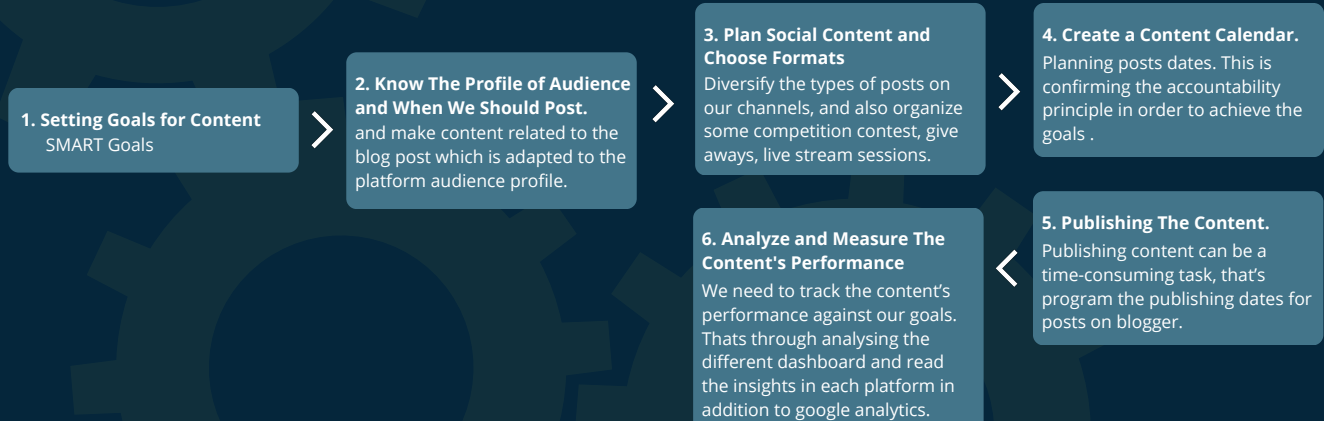
Pinterest is a strong weapon to boost traffic into blogs, and through it we are after building another traffic source to our blog. Pinterest is platform where we are meeting a like minded people. (Maiorca, 2022)

CONTENT STRATEGY

We need to dedicate the time and resources to plan our approach, map out exactly what we want to achieve, how we will get there, and how we will measure the impact that our efforts have on our goals. (Brockbank, 2020)
The content strategy is based on Semruch approach covering what we want to achieve, with a measurement of efforts done and goals.

1. Setting Goals for Content
SMART Goals

2. Know The Profile of Audience and When We Should Post.
and make content related to the blog post which is adapted to the platform audience profile.

3. Plan Social Content and Choose Formats
Diversify the types of posts on our channels, and also organize some competition contest, give aways, live stream sessions.

4. Create a Content Calendar.
Planning posts dates. This is confirming the accountability principle in order to achieve the goals .

6. Analyze and Measure The Content's Performance
We need to track the content's performance against our goals. Thats through analysing the different dashboard and read the insights in each platform in addition to google analytics.

5. Publishing The Content.
Publishing content can be a time-consuming task, that's program the publishing dates for posts on blogger.

COMING SOON …

1. Improve the On-site SEO
2. Develop the internal linking
3. Generate content based on previous post.
4. Use website heatmap

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