

MARKETING PLAN

Consultancy report

Arabi Hadfi

MSc. Marketing
University Of Ulster



Farming Carbon

Executive Summary

Farming Carbon is a local company specialising in producing courses about farming carbon framework, regenerative agriculture, in the aspect of sustainable agriculture. Farming Carbon targets B2B segments and B2C in the form of farmers or sustainability enthusiasts. As well as the company is actively financing research about climate change mitigation, with the growing demand for regenerative agriculture and organic produce. Farming Carbon is poised to capitalise on this opportunity and expand its reach. These papers have an outcome of a proposed marketing strategy for Farming Carbon. It specifies Farming Carbon's steps to increase its brand awareness and reach new customers. Following the SOSTAC Framework, the situation analysis covers the United Kingdom's macro environment, specifically in Northern Ireland. Then, industry analysis through Porter's Five Forces framework concludes with a SWOT analysis after running a competitors analysis, benchmark analysis, and social media analysis.

Target Market: Farming Carbon will target companies, farmers, and sustainability enthusiasts consumers who are looking for high-quality and local expertise. This target market values sustainability and is willing to pay for premium services.

Marketing Strategy: The marketing strategy for Farming Carbon will include branding assets and a communication plan. The company will undergo various digital identity changes, including logo, slogan, and business model. We have illustrated mockups to deliver our vision for Farming Carbon in the medium and long term.

Marketing Budget: The marketing budget for Farming Carbon will be allocated towards promotions, advertising and rebranding, such as print and online advertising, social media marketing, and events. The company will also invest in developing a robust online presence through a website and social media channels.

Goals and Objectives: The primary goal of this marketing strategy is to increase brand awareness and reach new customers. Specific objectives include

1. Increase the number of customers purchasing Farming Carbon's services by 20% in the first year of the marketing campaign.
2. Increase Farming Carbon's social media following by 50% in the first year of the marketing campaign.
3. Expand distribution channels to reach a wider audience.

Conclusion: The marketing strategy for Farming Carbon is designed to help the company capitalise on the growing demand for regenerative agriculture and reach new customers. By educating consumers about the benefits of regenerative agriculture and promoting the quality of Farming Carbon's offerings, the company can increase brand awareness and reach its goals. With the right combination of marketing mix elements, Farming Carbon can position itself as a leading provider of trusted learning resources about sustainability and regenerative agriculture.

Table Of Content

Executive Summary	2
Table Of Content	3
Table of Figures	5
List Of Tables	5
1. Introduction	2
1.1 Objective	2
2. What Is Farming Carbon?	2
2.1 Company background	2
2.2 Business Sector	3
3. Research Methodology	5
3.1 Research Method	5
3.2 Data collection	5
3.3 Data analysis	5
4. Situational Analysis	5
4.1 PESTLE Analysis:	5
4.1.1 Political	6
4.1.2 Economic	6
4.1.3 Social	7
4.1.4 Technological	7
4.1.5 Environmental	7
4.1.6 Legal	7
4.2 Porter's Five Forces	8
4.3 Competitor Analysis	9
4.4 Benchmark Analysis	9
4.5 Social Media Analysis	10
4.6 SWOT Analysis	11
5. Objectives	12

6. Strategy	12
6.1 Segmentation and Targeting	12
6.2 Positioning	13
6.3 Customer Personas	14
6.4 Brand Strategy	16
6.4.1 Branding Elements	16
6.4.2 Digital Marketing Campaign	18
6.4.3 Social Media Marketing	18
6.4.4 Youtube Marketing	19
6.4.5 Hashtags	20
6.4.6 Influencer Marketing	21
6.4.7 Email Marketing	22
6.4.8 Website	25
6.4.9 SEM and SEO	26
6.4.10 Brand Merchandising	26
7. Tactics	27
8. Actions	29
9. Control	31
10. Conclusions	32
11. Personal Reflection	33
Description	33
Feeling	33
Evaluation	33
Analysis	34
Conclusion	34
Action Plan	34
Appendices	34
REFERENCES	36

Table of Figures

Figure 01. Organically farmed areas in the United Kingdom

Figure 02. Land in-conversion as a proportion of the total area farmed organically

Figure 03. Fully organic and in-conversion land area for organic farming in the United Kingdom (UK) in 2021*, by region (in 1,000 hectares) — Source: Statista

Figure 04. PESTEL Framework Figure 05. Porter's Five Forces Framework

Figure 06. SMART Objectives

Figure 07. Positioning map of Farming Carbon against competitors

Figure 08. Customer Persona 1

Figure 09. Customer Persona 2

Figure 10. Customer Persona 3 — Negative persona

Figure 11. Logo proposal vs existing logo

Figure 12. Logo proposal in colour variants

Figure 13. Brand color palette

Figure 14. Marketing strategy digital banner

Figure 15. Instagram post

Figure 16. Youtube mockup

Figure 17. Hashtag cloud

Figure 18. Influencers collaboration mockup

Figure 19. Newsletter subscription

Figure 20. Weekly newsletter sample

Figure 21. Website mockup

Figure 22. Google search mockup

Figure 23. Brand merchandising mockup

Figure 24. Website mockup full page

List Of Tables

Table 1: Competitors analysis. (Source: Crunchbase, 2023)

Table 2: Benchmark analysis. (Source: Similarweb, 2023)

Table 3: Benchmark analysis. (Source: Twitter, Facebook, LinkedIn, Instagram, 2023)

Table 4: SWOT Analysis.

Table 5: Segmentation and Targeting.

Table 6: Proposed Steps to be followed by Farming Carbon.

Table 7: Proposed Action and planning to be followed by Farming Carbon.

Table 8: KPIs to control.



1. Introduction

Human activities and industrialisation are the leading causes of the ozone layer's thinning and depletion, rapid climate change, and water shortages. Thus, it is time to regret humanity's future. The industrialisation has affected the environment and future generations enough (Folk, 2021). To survive now and in the future, people must create and implement sustainable solutions. Regenerative agriculture and farming are among many modern solutions to environmental responsibility that must be implemented immediately (Nature.com, 2014). Thankfully, Regenerative agriculture is acknowledged and appreciated, but the sector still struggles to transition away from non-renewable energy (Carlisle et al., 2019). Thus, farming-friendly eco-practices are valuable. UK-based Farming Carbon is researching sustainable farming methods.

Farming Carbon is also exploring new, eco-friendly ways to boost agricultural production to safeguard the planet's future. The company is researching regenerative farming methods in Ireland. The R&D company will soon target industry executives and farmers. This report aims to help Farming Carbon expand to other agricultural operators by researching the company's business profile and procedures. This paper helps the organisation target new agricultural consumers by creating a rigorous and successful marketing approach.

1.1 Objective

To make "Farming Carbon" a name that people can rely on when it comes to research and development in sustainable farming and solutions for environmentally friendly agricultural practices and goods, our goal is to make "Farming Carbon" a household name.

2. What Is Farming Carbon?

Farming Carbon is a concept that shows how sustainable farming practices can be implemented on a bigger scale. It is designed to help farmers reduce their carbon footprint. They aim to establish a mechanism that can compile data in real-time so that they can deliver valuable, individualised feedback to the organisations they work with. The end goal of this plan is to establish a digital infrastructure that has the capability of portraying constant real-time data research to measure the impact of each account.

2.1 Company background

Farming Carbon is an initiative to assist farmers in transitioning to a greener economy. This will be accomplished by providing a method for companies to contribute to mitigating climate change while simultaneously increasing their bottom line. (Carbon, n.d.)

Farming carbon is a solution that, like forestry, has enormous potential for plants to absorb carbon dioxide (CO₂) from their surroundings. Carbon farming is a technique that provides plants with an exceptional possibility to absorb carbon dioxide (CO₂). Even while the Farming Carbon framework also supports biodiversity and the reduction of carbon emissions, these are the top priorities. Other objectives, such as food security and rural economic development, are supported as a secondary advantage of the framework. (Altieri, 1998)

2.2 Business Sector

Given that there is substantially more demand for organic foods than available supply, there is no logic for this to occur. Farming carbon, on the other hand, must be the one to take the initiative to organise its market presence. Estimating sales at farmer's markets and drive-up farm stands may be more difficult, but it will provide direct access to the market for farmed carbon. The creation of brand recognition through the use of shops and restaurants is akin to the development of brand recognition through the use of farmer's markets and farm stands, albeit with more predictable results. The volume of a retail or dining establishment is significantly more straightforward to estimate than the amount of a farmer's market, yet, a farmer's market provides a direct touchpoint with the demographic you are attempting to attract.

in 2021, around 507 thousand hectares of land were farmed organically in the United Kingdom, an increase of 3.6% from 2020. This increase was caused mainly by a 34% increase in in-conversion land area from the previous year. The area of land used for organic farming had decreased by 32% since 2008 when it reached its high. 2.9% of all the land farmed on agricultural holdings in the UK is organically farmed.

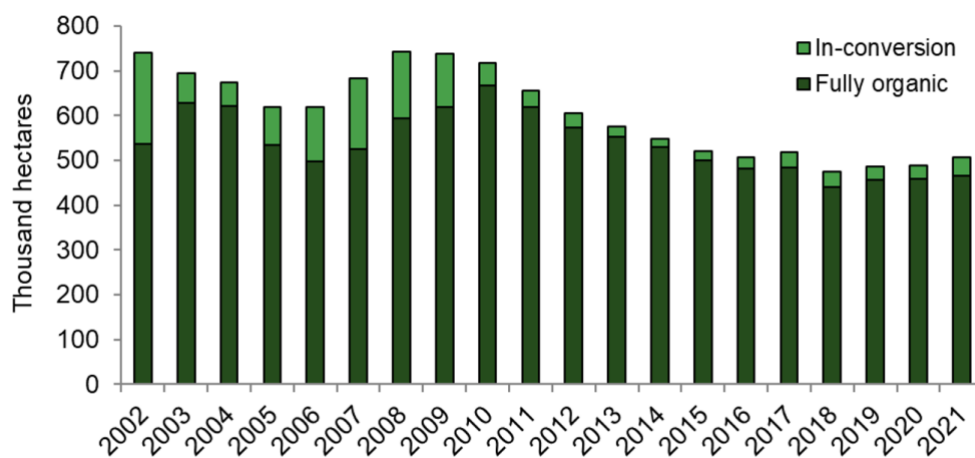


Figure 01. Organically farmed areas in the United Kingdom

Land that have been completely transformed is used for organic farming. A region must go through a conversion process before it can be considered organic. The potential growth in the organic sector may be inferred from the area in conversion represented as a proportion of the total organic area. Since

2014, every year until 2019 has witnessed a little rise in the extent of land under conversion. However, compared to 2020, there has been a 34% area growth in 2021.

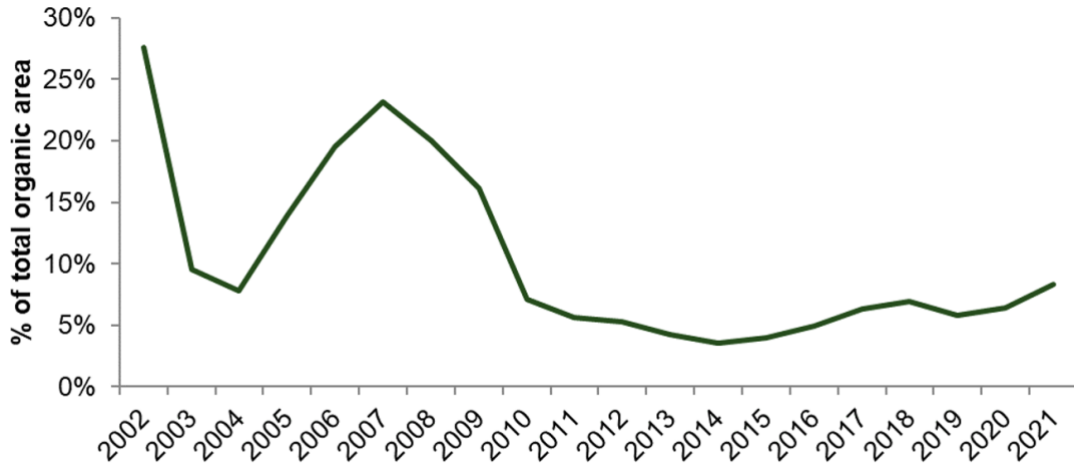


Figure 02. Land in-conversion as a proportion of the total area farmed organically

In the United Kingdom, the difference is enormous in comparison between England and the rest of the kingdom, specifically Northern Ireland, with only 8.500 hectares. (Statista, 2022)

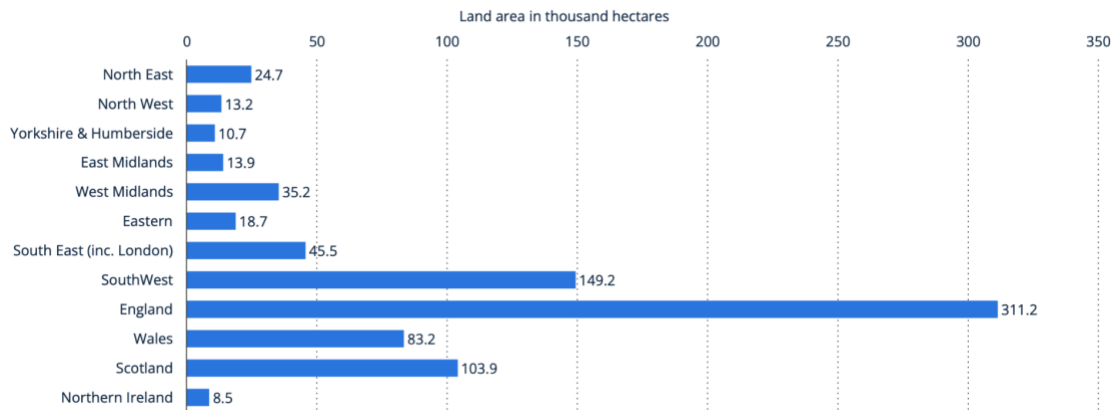


Figure 03. Fully organic and in-conversion land area for organic farming in the United Kingdom (UK) in 2021*, by region (in 1,000 hectares) — Source: Statista

3. Research Methodology

3.1 Research Method

A method of research that makes use of a variety of different methodologies is ideal for the study that is required for this particular consultancy job. One advantage of conducting research using mixed methods is that it allows for the integration of both quantitative and qualitative techniques. This results in accumulating various study data and variables that can be culled and used to fulfil the research needs. A mixed methodological approach can be used better to examine Farming Carbon's issue with its marketing demands. This approach also provides a clearer view of the company's existing market position and the essential alterations or corrections that need to be made in hindsight. (Williams, 2007)

3.2 Data collection

It is intended that data for the consultancy project will be gathered from various sources. A sizeable amount of that data will consist of available content to the general public. The main goal of the data collection process will be to find the correct arguments to back up the project plan and the suggested plan of action, as well as facts that show how important and needed Farming Carbon is in the market. This process will centre on secondary data and include various sources. This will be done to locate the appropriate arguments to support the project plan and the suggested course of action, as well as locate facts to highlight these aspects of the situation. While this list is not exhaustive, it does include some of the sources that will be taken into consideration when writing the report. (Oancea, 2014) These sources are as follows:

Public sources of information include academic literature, journal publications, press conference releases, newspapers, online news outlets, databases, climate surveys, agricultural surveys, sustainability reports, press conference releases on sustainable farming, government publications on sustainability, and interviews.

3.3 Data analysis

Due to the nature of the material (mostly secondary and qualitative sources), the study will employ thematic analysis in its examination. The project could better understand sustainability and sustainable farming themes by using thematic analysis for data analysis and reviewing previous research. Thematic data analysis would enable this. Thematic analysis, which maximises analytical interpretation and identifies important study subjects, is another method that can help one understand patterns better. Statistical analysis will be used to interpret quantitative data relevant to the study project. (search.proquest.com, n.d.)

4. Situational Analysis

4.1 PESTLE Analysis:

The PESTLE analysis examines the external macro environmental elements that can impact a business. Its acronym stands for environmental, political, economic, sociocultural, technological, and legal aspects. It is frequently employed as a planning and decision-making tool. Organisations can use the analysis to find external opportunities and dangers and create plans to deal with them. (Sciencedirect.com, 2023)



Figure 04. PESTEL Framework

4.1.1 POLITICAL

Sustainable farming operations may be significantly impacted by political factors. Government rules and laws can either benefit or harm sustainable agricultural methods. Government subsidies, for instance, can help farmers cut costs and boost revenues by supporting sustainable agricultural practices like organic farming. Government policies on biodiversity, water conservation, and the use of pesticides and chemicals can all help to promote sustainable agricultural practices. (Howandwhat.net, 2023)

Tariffs and trade agreements may affect Farming Carbon. For instance, more market access for sustainable farming products could result from Ireland's trade relations with other nations that encourage sustainable farming. On the other hand, trade restrictions and tariffs can make it challenging for enterprises engaged in sustainable agriculture to compete with less expensive imports.

In general, businesses engaged in sustainable farming need to be mindful of the political context in which they conduct business and how it may affect those enterprises. Additionally, they must work to influence lawmakers and other agencies in favour of measures that promote sustainable farming. (ResearchGate, n.d.)

4.1.2 ECONOMIC

Businesses engaged in sustainable farming can be significantly impacted by economic issues. For these companies, the demand for sustainable and organic products is crucial. Demand for organic products is projected to rise as consumer knowledge of the environmental and health benefits of these items rises. For sustainable farming enterprises, this may result in higher prices and more significant sales. (Linkedin.com, n.d.)

A sustainable farming enterprise may be impacted by inflation and currency swings. The profitability of sustainable farming may be affected, for instance, by a major increase in the price of inputs like seeds and fertiliser or a decline in the value of a nation's currency.

4.1.3 SOCIAL

Social or Sociocultural aspects can have a big impact on sustainable farming operations. Consumer attitudes and views about sustainable farming can significantly impact the demand for organic and sustainable products. The demand for sustainable products is projected to rise as more customers become aware of the advantages of sustainable farming for the environment and human health.

Concerns about ethics and health are significant factors for sustainable farming enterprises. For goods that are produced ethically and environmentally, many customers are ready to pay more. They are worried about how animals are treated, how herbicides and pesticides are used, and how farming affects the environment. (Europa.EU, n.d.)

4.1.4 TECHNOLOGICAL

Technological factors can significantly impact sustainable farming businesses. Advancements in sustainable farming techniques and equipment can make it easier and more efficient for farmers to adopt sustainable practices. For example, precision farming, which uses technology such as GPS and sensor data to optimise crop yields, can help sustainable farmers to reduce their inputs and increase their profits.

Biotechnology and genetic modification can also play a role in regenerative farming. For example, genetically modified crops resistant to pests and disease can reduce the need for pesticides and chemicals, making farming more sustainable. However, the use of biotechnology and genetic modification is a controversial issue, and many consumers may be hesitant to buy products that are genetically modified. (Capobianco et al., 2021)

4.1.5 ENVIRONMENTAL

Environmental concerns are extremely important in regenerative farming operations. Climate change, scarcity of water, soil degradation, and biodiversity loss can all have a significant impact on sustainable farming techniques.

Overall, sustainable farming operations must be mindful of environmental factors and how they may affect their operations. They should also seek to employ regenerative agriculture practices that reduce their environmental impact and support natural resource conservation. (Saltamarski, 2021).

4.1.6 LEGAL

Legal factors can have a significant impact on sustainable farming businesses. Environmental regulations, such as those related to water conservation, biodiversity, and pesticide use, can support regenerative farming practices. However, these regulations can also increase the costs and complexity of regenerative farming.

Under the Government's Environmental Land Management plans, farmers would get higher compensation for preserving and improving the environment and achieving sustainable food production. (GOV.UK, 2023)

Labour rules are equally crucial in sustainable farming operations. Laws governing the minimum wage, working hours, and employee benefits, for instance, can impact the price and viability of sustainable farming.

Sustainable agricultural firms must be aware of their legal environment and how it may affect their operations. Additionally, they should make an effort to abide by all applicable laws and regulations and collaborate with governmental agencies and other organisations to promote laws and regulations that support sustainable farming.

4.2 Porter's Five Forces

The Porter Five Forces framework is a tool used to analyse the competitive forces in an industry. In the context of sustainable farming, the five forces are :

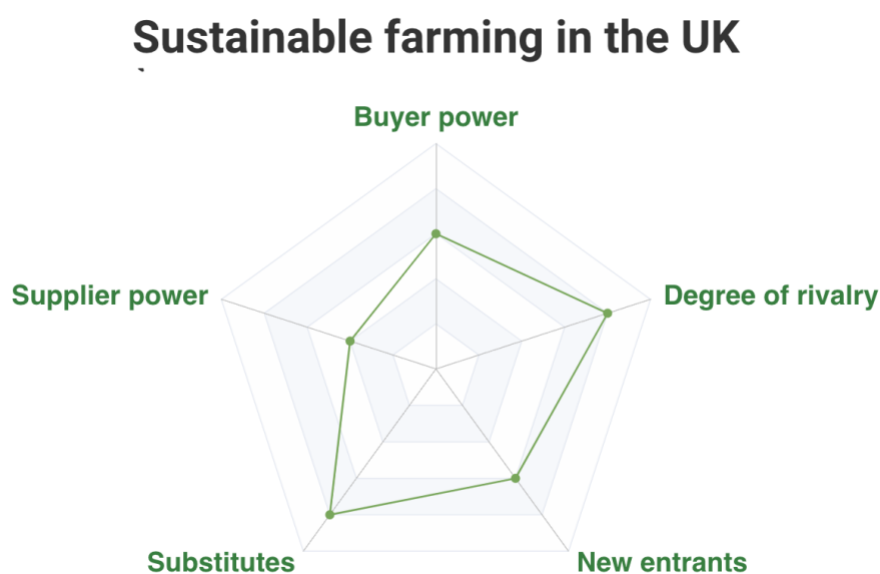


Figure 05. Porter's Five Forces Framework

1. **The threat of new entrants:** The barriers to entry for sustainable farming are relatively high due to the need for specialised knowledge, equipment, and certifications. (Tashi and Wangchuk, 2016)
2. **The threat of substitute products or services:** There is a growing demand for organic and locally-sourced food, which can be seen as substitutes for conventionally-produced food.
3. **Bargaining power of suppliers:** The suppliers of inputs (e.g. seeds, fertiliser) for sustainable farming may have more bargaining power if there are a limited number of suppliers or if the inputs are proprietary. (Abinsay, 2020)
4. **Bargaining power of buyers:** The buyers of sustainable farming products (e.g. supermarkets and restaurants) have more bargaining power if there are many suppliers and if the products are commodities.
5. **Competitive rivalry among existing firms:** The competition among sustainable farmers may be intense, especially if there is a large number of small farmers and if the products are commodities. (Wanyonyi, 2021)

Overall, sustainable farming can be seen as a challenging industry, with high barriers to entry, the threat of substitutes, and intense competition. However, there is also a growing demand for organic and locally-sourced food, which can provide opportunities for sustainable farmers who can meet that demand.

4.3 Competitor Analysis

Irish agriculture is mostly based on pastures because Ireland has the most grassland in Europe, as well as an excellent marine environment and a long coastline. Ireland's agrifood industry is bolstered by well-developed food safety and traceability systems, which also provide support. Lastly, Ireland has a long tradition of cross-sector engagement that includes participants from the public, business, and civil society sectors. This has developed into what is known as a "social partnership" model (Munchhausen and Haring, 2023) since the 1980s. This model includes institutional dialogue mechanisms that allow the government, industry, and unions to find ways to resolve labour issues through dialogue rather than through strikes and confrontation. Although its impact has decreased since the economic boom known as the "Celtic tiger" of the 2000s (McAleese, 2000), it continues to shape the standards for public-private sector collaboration in all industries, including the agri-food industry.

The table below demonstrates the major competitors of Farming carbon as well as the corresponding size and CrunchBase ranking.

Table 1: Competitors analysis (Source: Crunchbase, 2023)

Company	Total Funding Amount	Employees	Funding Type	CB-Rank	Website
Farmdrop	\$41.8M	51-100	Series C	29,869	farmdrop.com/
Better Nature	\$6.3M	11-50	Seed	18,512	betternaturetempeh.co/
Dash Water	£1.6M	11-50	Series A	30,432	dash-water.com/
Piccolo	£1.5M	11-50	Seed	70,837	www.mylittlepiccolo.com/
Innis & Gunn	£20.6M	11-50	Equity Crowdfunding	63,040	innisandgunn.com/
GrowUp Farms	£101.1M	1-10	Private Equity	15,996	www.growupfarms.co.uk/
Farming Carbon	N/A	2-10	Seed	Not Listed	farmingcarbon.co.uk

4.4 Benchmark Analysis

Benchmark analysis is a tactic used to analyse competitors' place in the market and identify gaps in one's own strategy (YEC, 2022). It involves creating effective benchmarks and carrying out a benchmarking strategy. Benchmarking and market analysis are administered to enhance organizational operations, improve customer satisfaction, and increase profits. It is a powerful strategy that allows businesses to compare themselves to their competitors and find better ways to solve existing problems.

Table 2: Benchmark analysis (Source: Similarweb, 2023)

Company	Global Rank	Country Rank	Category Rank	Total Visits
Farmdrop	220,110	11,247	83	227.2K
Better Nature	1,506,082	137,142	N/A	26.1K
Dash Water	1,152,722	58,055	191	31.7K
Piccolo	2,923,254	323,827	1,508	15.0K
Innis & Gunn	831,243	57,716	265	40.6K
GrowUp Farms	4,300,486	329,504	N/A	6.6K
Farming Carbon	N/A	N/A	N/A	< 5K

4.5 Social Media Analysis

Table 3: Benchmark analysis (Source: Twitter, Facebook, LinkedIn, Instagram, 2023)

Company	Twitter	Facebook	LinkedIn	Instagram
Farmdrop	10.7K	58,234	7,863	32.1K
Better Nature	428	N/A	3,155	9,614
Dash Water	4,992	9,370	8,339	57,8K
Piccolo	3,955	36,860	7,111	59,8K
Innis & Gunn	Suspended	736	10,669	30K
Little Tummy	319	2.3K	420	10,9K
Tuber Produce	N/A	N/A	1,100	795
GrowUp Farms	4,931	N/A	4,148	2,978
Human Food	571	1.4K	273	341

Chilango	9,277	6.7K	1,439	7,736
Farming Carbon	220	171	264	567

In extension to the competitors comparison, social media presence reflects how big is Farmdrop in comparison with Farming Carbon. This means it can be a target for medium term as a digital growth.

4.6 SWOT Analysis

A SWOT analysis of Farming Carbon will help the company to find their strength, weaknesses, threats and opportunities. (Rimmer et al., 2013)

Table 4: SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none"> - Strong commitment to sustainable practices. - Ability to produce high-quality, organic products. - Strong relationships with local communities and customers. - Potential for cost savings through the use of regenerative farming methods. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> - Relatively high production costs compared to conventional farming methods. - Dependence on weather conditions and environmental factors. - Limited access to financing and capital. - Potential for lower yields due to sustainable farming practices.
<p>Opportunities:</p> <ul style="list-style-type: none"> - Growing consumer demand for organic and locally-sourced food. - Potential for government grants and subsidies for regenerative farming. - Potential for partnerships with other sustainable companies. - Opportunities to expand into new markets. 	<p>Threats:</p> <ul style="list-style-type: none"> - Competition from larger, conventional farming operations. - Changing weather patterns and environmental factors. - Government regulations and policies that may not support regenerative farming. - Economic downturns and fluctuations in food prices. (Gurel, 2017)

5. Objectives



Figure 06. SMART Objectives

The idea of SMART objectives, which help set measurable and actionable objectives with clear deadlines, has been used as the basis for the objectives of this consultant project. SMART objectives can help clarify objectives more clearly (Chaffey and Bosomworth, 2013). The following is a list of the objectives that are intended to be attained as a result of completing this project: To position their company and services in the market as "the need of the hour" and as an innovator:

- To develop a consistent marketing strategy and plan for the company to realise its objectives by the end of Q2 2023.
- To develop a communication plan that allows Farming Carbon to connect with investors and businesses for B2B operations and to gather funds for research endeavours by the end of the year 2023.
- To create a strategy for reaching out to farmers so that Farming Carbon connects better with farmers as a B2C services by June 2023.
- To raise awareness of the brand and set all the brand assets by Q2 2024.
- Objective To make "Farming Carbon" a name that people can rely on when it comes to research and development in regenerative farming and solutions for environmentally friendly agricultural practices and goods by Q2 2024.

6. Strategy

6.1 Segmentation and Targeting

In an organic farming business, segmentation refers to the process of dividing a market into smaller groups of consumers who have similar needs or characteristics. This enables the company to target its marketing and product offerings to specific customer segments, increasing the likelihood of attracting and retaining customers. (Kemper, Ballantine and Hall, 2020)

Segmentation for an organic farming business, for example, could be based on consumer demographics such as age, income, or location, or consumer behaviour such as purchasing habits or brand loyalty.

Table 5: Segmentation and Targeting

Geographics	<ul style="list-style-type: none"> - Country - Region - Density - Language 	<ul style="list-style-type: none"> - Northern Ireland - Dublin, Waterford, Wexford, Carlow, Cork, Limerick -Urban Density, Rural Density -English
Demographic	<ul style="list-style-type: none"> - Gender - Age - Income 	<ul style="list-style-type: none"> -Any Gender - Above 17 years old -Middle and high income
Behavioural	<ul style="list-style-type: none"> - Buyer Stage - Benefit Sought - Degree of loyalty 	<ul style="list-style-type: none"> -All three stages (Awareness – Consideration – Decision) - Long-term value for money, environmentally friendly. -Switchers, soft-core loyal, hard-core loyal.
Psychographics	<ul style="list-style-type: none"> - Attitude - Lifestyle - Personality 	<ul style="list-style-type: none"> - Prestige buyers, Environmental buyers, Ration & Irrational economic buyers - Aspirer, Succeeder, Explorer -Innovator, Determined, ambitious.

(Lambrechts et al., 2018)

6.2 Positioning

The process of developing a distinct identity or picture in customers' minds for a particular product or brand is referred to as positioning. A positioning strategy for Farming Carbon Company would involve determining the distinctive qualities or advantages of the products the company sells and then

conveying those characteristics to customers in a manner that sets the company apart from its rivals. (Wang, 2016)

A positioning strategy for an organic farming company, for instance, might involve putting more of an emphasis on the environmental friendliness of the company's farming methods or the positive health effects of the products the company sells. This can help the company differentiate itself from other farming businesses that might not have the same focus while also making it more appealing to customers who are particularly interested in these aspects (Situmorang et al., 2021).

In addition, the company can position itself in the market by catering to a specific demographic of customers. For instance, if the company wants to sell itself to individuals concerned about their health, it can position itself as a provider of high-quality organic produce unadulterated by artificial pesticides and fertilisers. If the business's target market is environmentally conscious people, it can position itself as an eco-friendly farm that practices sustainable farming. (Bondarenko et al., 2020)

Farming carbon can focus on the high engagement of communities while holding in practice the positive impact on the environment.

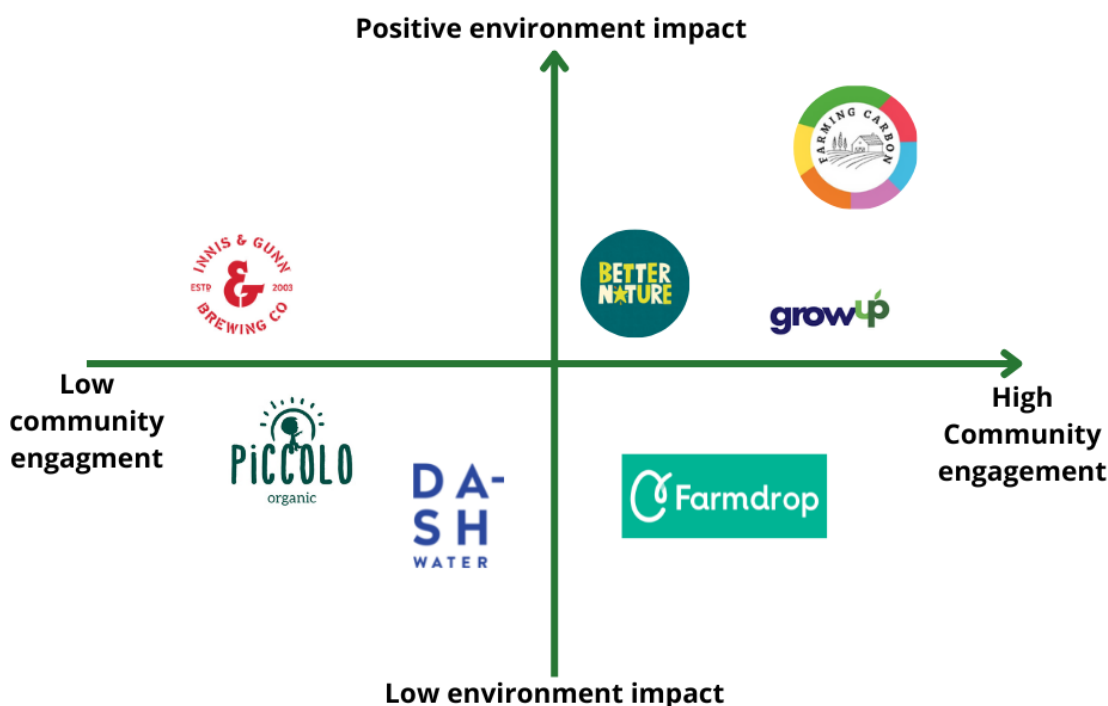


Figure 07. Positioning map of Farming Carbon against competitors

6.3 Customer Personas

Customers personas are essential to understand the profiles that Farming Carbon is looking for. Personas can be one of the most useful tools for actualising this client segmentation (Gilliland, 2017).

CUSTOMER PERSONA 1



Figure 08. Customer Persona 1

CUSTOMER PERSONA 2



Figure 09. Customer Persona 2

NEGATIVE PERSONA



Figure 10. Customer Persona 3 — Negative persona

6.4 Brand Strategy

As a brand strategy, we have made a proposition for Farming Carbon serving the development and implementation of plans, tactics, and decisions aimed at establishing and maintaining a successful brand image, and reputation in the marketplace, alongside with some mockups. These are medium and long-term plans for positioning the brand in the minds of consumers and creating a unique identity that differentiates it from competitors. A successful brand strategy helps an organisation build brand awareness, establish brand loyalty, and drive customer engagement and sales. (Dewhurst and Davis, 2005).

6.4.1 BRANDING ELEMENTS

LOGO

The brand logo is an important element that attracts attention, provides a lasting first impression, establishes your brand identity, is memorable, set you apart from the competition, increases brand loyalty, and is anticipated by your target market, logos are crucial. (Goldring, 2022).

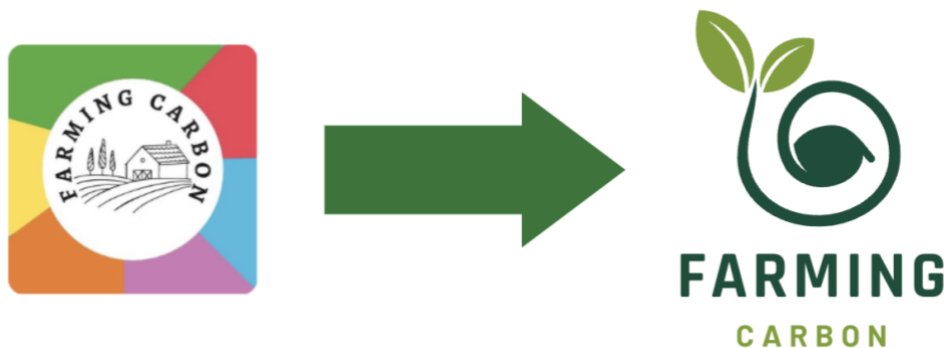


Figure 11. Logo proposal vs existing logo



Figure 12. Logo proposal in colour variants

COLOR PALETTE

We propose this colour palette as a selection of colours used in design or visual media. It is typically a combination of primary, secondary, and tertiary colours that work in harmony to create a specific impression to deliver the message of Farming Carbon.

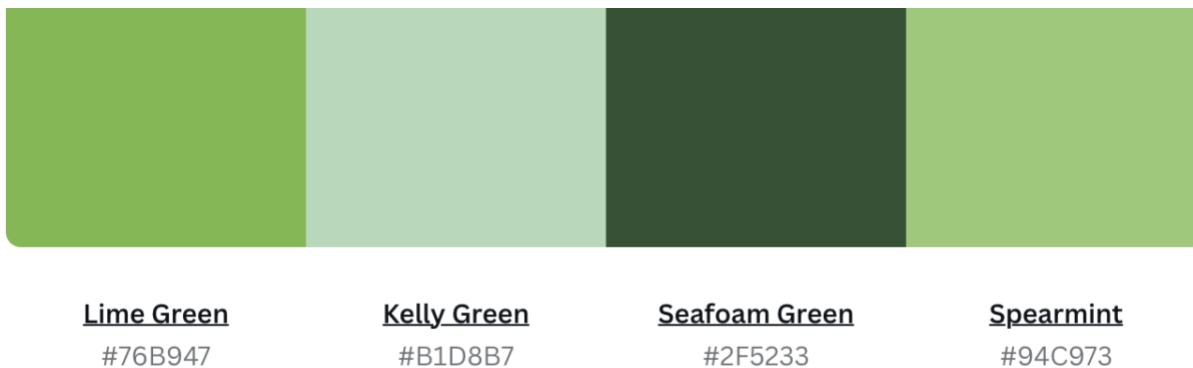


Figure 13. Brand colour palette

SLOGAN

Farming Carbon needs a slogan that is a brief, memorable phrase or sentence used in advertising or other forms of marketing and promotion. We focused on making a strong slogan that respects the K.I.S.S principle (Keep It Short And Simple). (Dearnell, 2018)

Sustainability and care, let's all do our share.

6.4.2 DIGITAL MARKETING CAMPAIGN

Launching a marketing campaign that coordinates all the previous elements, with marketing efforts, such as advertisements, events, promotions, and digital media, that aim to promote the services and target the audience. The purpose of this marketing campaign is to raise awareness, create interest, generate leads, and drive sales. It typically involves a combination of different marketing channels and tactics and is planned and executed over a set period of time with specific goals and objectives in mind. A successful marketing campaign requires careful planning, including market research, target audience definition, messaging and creative development, budgeting, and measurement and evaluation. (Budac, 2016)



Figure 14. Marketing strategy digital banner

6.4.3 SOCIAL MEDIA MARKETING

An awareness of how promotion interacts with the various other aspects of the marketing puzzle is necessary for developing an efficient promotional plan. Farming Carbon must consider how promotion

interacts with other parts of the organisation. The purpose of promotion is to encourage clients to purchase the services being offered and to continue to be loyal customers (Story, 2019). A successful promotion needs to include the following:

- Building brand awareness
- Creating interest
- Providing information
- Stimulating demand.

Putting more weight behind brand advertising, sales promotions, public relations, and personal selling are all different kinds of promotions. Personal selling is another type. Farming carbon needs to make careful to examine both the costs of the promotional strategy and the revenues it brings in. Farming Carbon needs to figure out how to vary the marketing strategies they use for its business and learn how to recognise when it is time to make adjustments to those strategies.

Below is an Instagram post example.

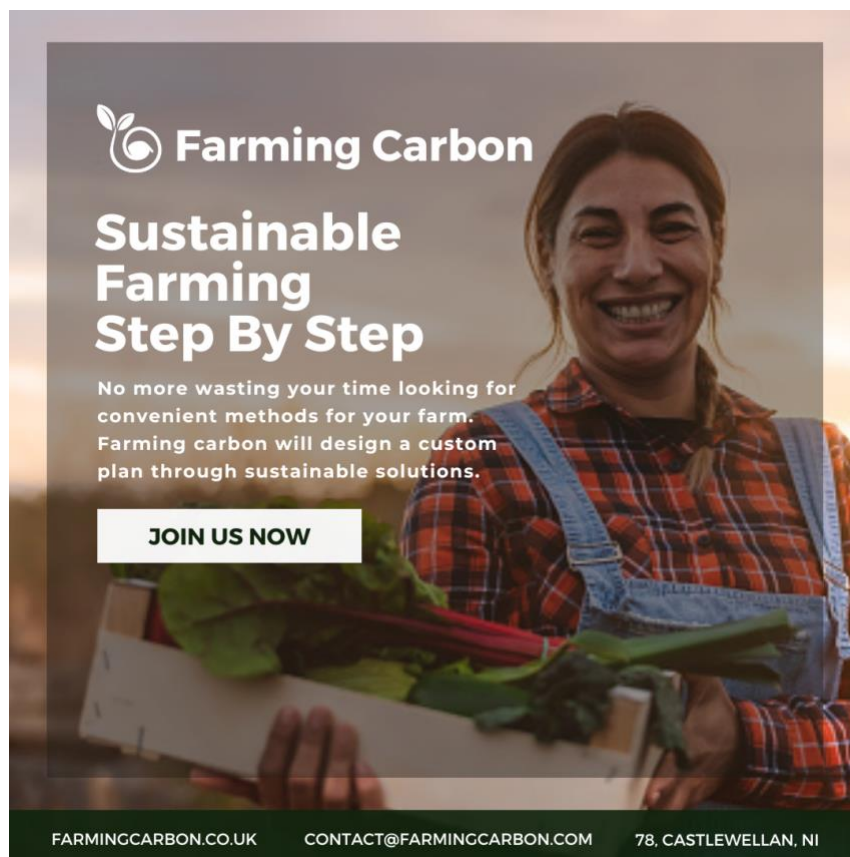


Figure 15. Instagram post

6.4.4 YOUTUBE MARKETING

The process of marketing through Youtube is very important. YouTube is expanding faster than any other site because video is a potent medium. After Google, it receives the second-highest number of visitors worldwide. Since its establishment, it has had about 2 billion active users per month worldwide. (Duggal, 2019)

Farming carbon will use Youtube marketing for the following reasons:

1. **Education and Awareness:** the YouTube channel can educate consumers about the benefits of the farming carbon framework and organic farming. It can be a teaser for the online courses as well.
2. **Showcasing Products and Services:** the YouTube channel can showcase the company's services.
3. **Building a Community:** the YouTube channel can help Farming Carbon build a community of loyal customers and followers.
4. **Engaging with Customers:** the YouTube channel can provide a platform for the company to engage with customers and answer their questions in real time. This can help build trust and create a personal connection with customers.
5. **Cost-Effective Marketing:** Compared to traditional forms of marketing, YouTube can be a cost-effective way to reach a large and engaged audience.

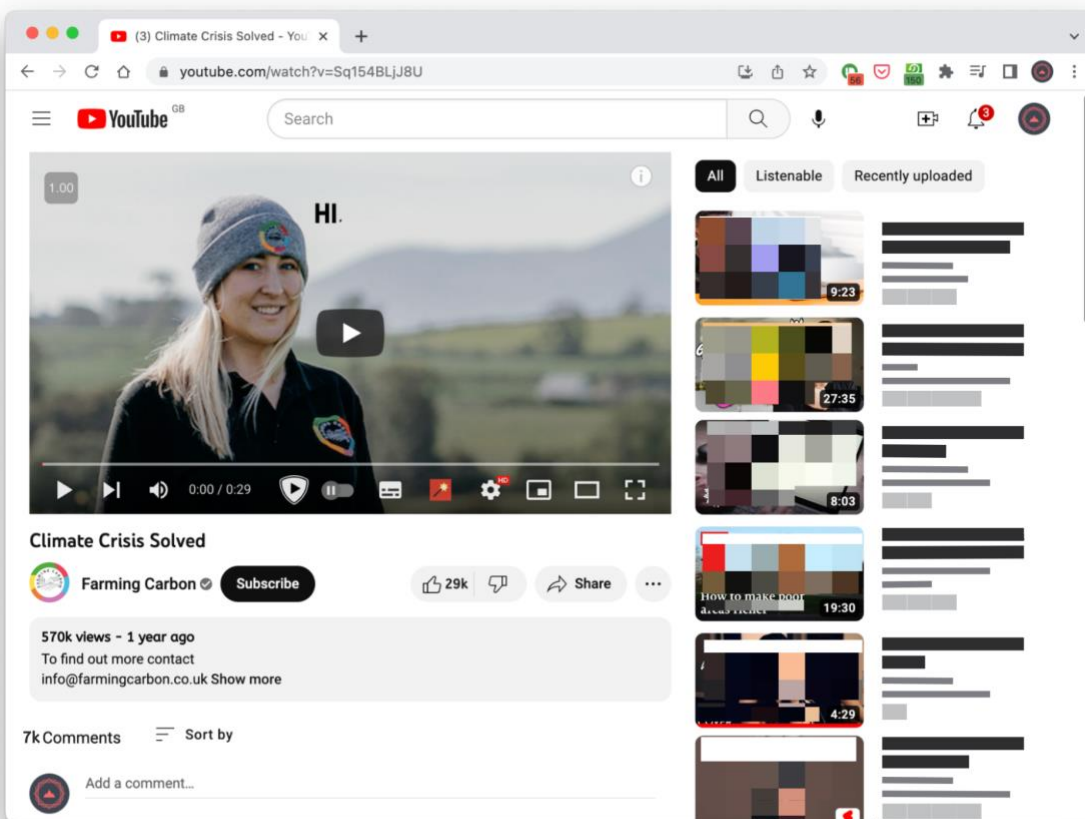


Figure 16. Youtube mockup

6.4.5 HASHTAGS

Farming Carbon should use hashtags wisely to gain the maximum score on social media platforms or SEO optimisation. The importance is in

1. **Increase visibility:** Hashtags help categorise and organise content.

2. Boost Engagement: Hashtags make it easier for users to engage with a business's content, as well as to join relevant conversations and discussions.
3. Enhance Brand Awareness: Hashtags can help establish a brand's identity and increase brand awareness.
4. Facilitate tracking and measurement: Hashtags make it easier for businesses to track the performance of their social media campaigns and measure their impact.
5. Cost-effective marketing: Using hashtags is a cost-effective way for businesses to reach a wider audience and connect with potential customers. Social media platforms like Twitter and Instagram allow businesses to use hashtags for free, providing a cost-effective way to reach a large and engaged audience. (Ryan, 2017)

Moreover, here is a hashtag cloud that can be the base for upcoming posts:



Figure 17. Hashtag cloud

6.4.6 INFLUENCER MARKETING

Influencer marketing is a form of marketing in which brand partners with individuals with a strong online presence and influence over their audience. The influencer promotes the brand's products or services to their followers, leveraging their credibility and relationship with their audience to generate conversions and increase brand awareness. (Isyanto et al., 2020)

Farming Carbon is active in a very niche industry, so it is highly recommended to follow Macro influencer marketing. This type of influencer marketing involves working with influencers who have a large following (typically over 100,000 followers) across multiple social media platforms.

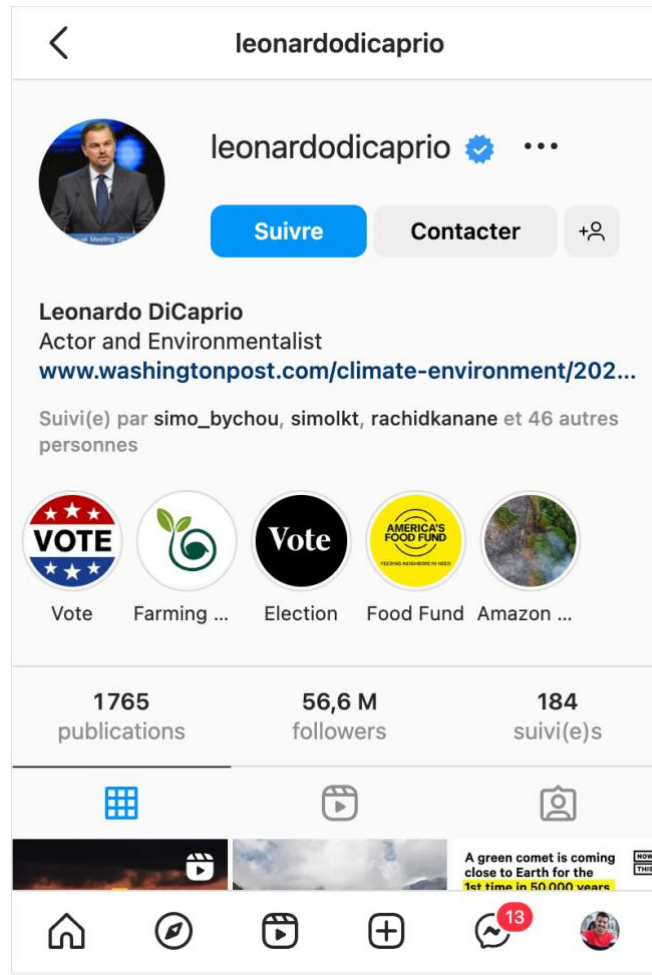


Figure 18. Influencers collaboration mockup

6.4.7 EMAIL MARKETING

Email marketing is a type of digital marketing that involves delivering promotional communications to a target audience, typically emails. Building relationships with consumers and prospects, raising brand recognition, and promoting sales and conversions are the objectives of email marketing. (Sendinblue, 2023)

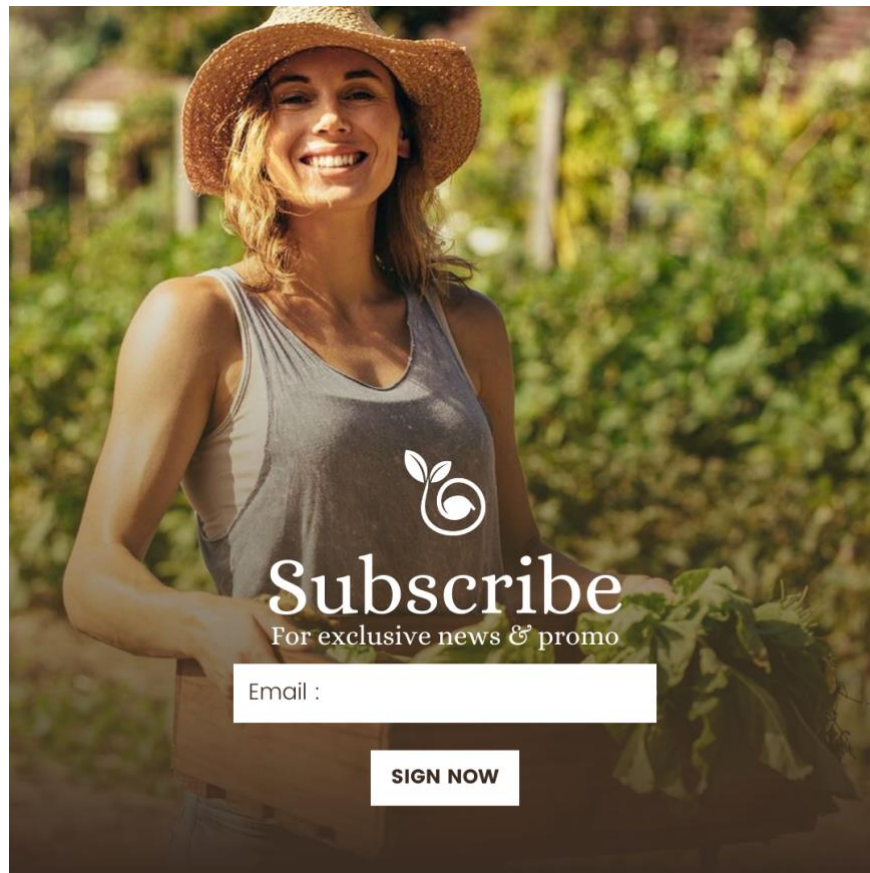


Figure 19. Newsletter subscription

Emails with a range of content, including promotional offers, product updates, instructional articles, and corporate news, can be delivered to a list of subscribers who have opted-in to receive messages from the firm.

WEEKLY NEWSLETTER

CARBON FARMING

[BUSINESS](#)[FARM](#)[PEOPLE](#)[ABOUT US](#)

CARBON FARMING FRAMEWORK

Carbon Farming is a whole farm approach to optimizing carbon capture on working landscapes by implementing practices that are known to improve the rate at which CO₂ is removed from the atmosphere and stored in plant material and/or soil organic matter.

JOIN US NOW AND
GET DISCOUNT

70%
OFF

CODE NAME:

FARMING2023

SIGN UP NOW



WWW.FARMINGCARBON.CO.UK

Figure 20. Weekly newsletter sample

6.4.8 WEBSITE

Minimalistic web design is important for creating attractive and effective websites with fewer elements, simplifying and improving users' online interactions (Smith, 2016). Farming Carbon must have a website that helps to establish credibility and create a positive user experience for visitors. It will be showing:

1. Professionalism: A neat website can communicate professionalism and attention to detail, making a business appear trustworthy and credible.
2. Usability: Easy to navigate and use, allowing visitors to quickly find the information they need and engage with the company.
3. Search engine optimisation (SEO): With a clear structure and well-organized content, it can improve search engine rankings and visibility, increasing the chances of attracting potential customers.
4. User engagement: With engaging and relevant content can encourage visitors to spend more time on the site, increasing the chances of conversion.

We have redesigned the website UI that ticks all the previous reasons.

Please click the link to visit

the HTML mockup → [Home | Farming Carbon](#) ←

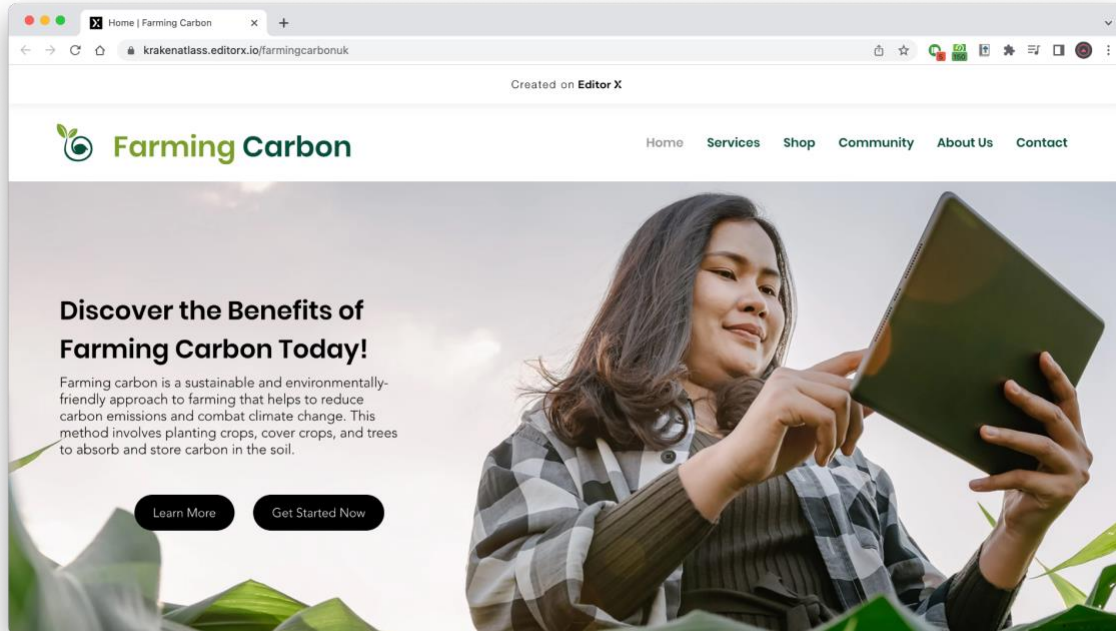


Figure 21. Website mockup

6.4.9 SEM AND SEO

Farming Carbon have to work on the SEM (Search Engine Marketing). It is a form of digital marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through paid advertising. (Forsey, 2020)

On the other hand, Farming Carbon has to work the SEO (Search engine optimization). It is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. It involves activities such as keyword research, link building, site audits, page optimization, rank tracking, reporting, and more (Moz, 2023). SEO is about helping search engines understand and present content, and it can be used to increase visibility in Google (Google Developers, 2016). SEO for beginners includes an introduction to SEO basics, such as understanding how search engines work and how to optimize content for better visibility.

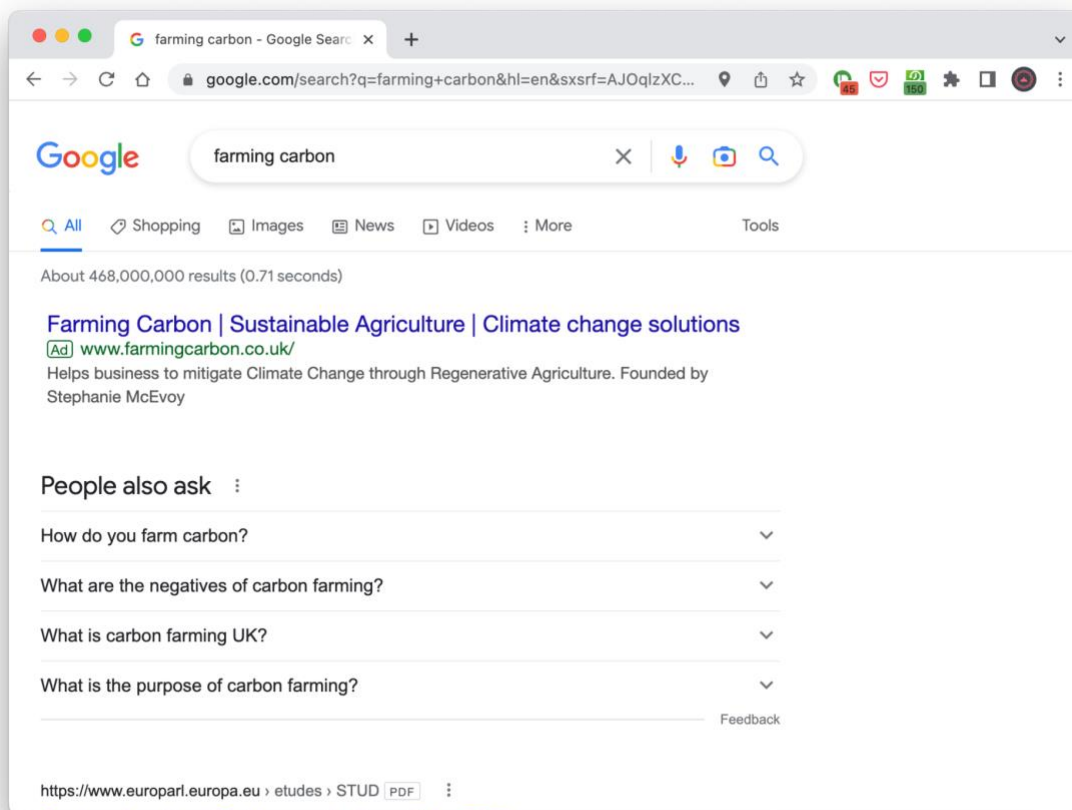


Figure 22. Google search mockup

6.4.10 BRAND MERCHANDISING

The goal of brand merchandising is to increase brand awareness and encourage brand loyalty by promoting and selling branded goods, including apparel, accessories, and gifts (Designhill, 2020). It involves the creation of a product line and its distribution over various channels such as the internet, physical stores, and events. Increased brand exposure, camaraderie among consumers, and money generation via the sale of branded goods are the three main goals of brand merchandising.

We propose to launch a store on the website with branded basics as follows:

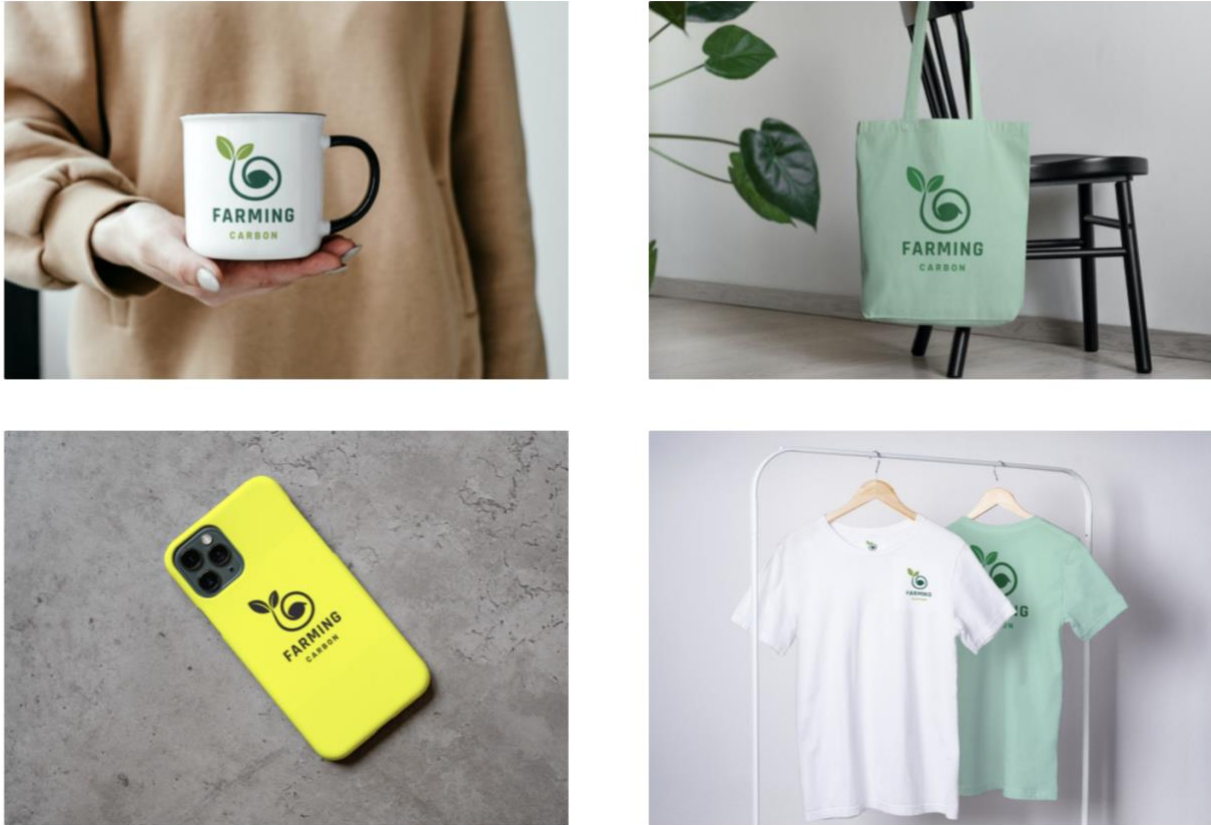


Figure 23. Brand merchandising mockup

7. Tactics

Tactics in SOSTAC refer to the specific tools of the digital mix used to realise the objectives of a digital marketing plan (Daniel-one.com, 2022). Researching the market to understand the preferences of consumers and trends in regenerative farming, as well as to identify possible competitors in the market, is the primary step.

Moreover, the following are the tactics that need to be followed:

Table 6: Proposed Steps to be followed by Farming Carbon

	Tactic	Description
01	Marketing Strategy	Review and approve the marketing strategy for Farming Carbon operations that covers the objectives, intended audience, and distinctive selling characteristics.

02	Brand Assets	Review and approve a powerful brand identity for Farming Carbon and the message that promotes the company's commitment to environmental responsibility.
03	Website	Invest in creating a website for a better online presence to market Farming Carbon services and their positive environmental impact. (Sarker, 2021)
04	Social Media	Invest in social media presence for higher visibility and to showcase Farming Carbon activities. (Barnhart, 2021)
05	Host the Community	Create a Farming Carbon community where farmers and environment enthusiasts connect and share knowledge and techniques in regenerative farming. (Sheldon, 2021)
06	Customer Base	Commence the sale season with coupons with the objective of driving sales and building a customer base. (The BigCommerce, 2020)
07	Email Marketing	Launch an email marketing campaign to communicate directly with the customers and prospected leads through email. The importance of this step lies in its ability to reach a large audience in a personalised and cost-effective way.
08	Influencers Marketing	Collaborate with environment-active influencers to raise brand awareness (Newberry, 2022). As a proposition, as a big jackpot, the Hollywood actor Leonardo DiCaprio (56.6 M followers on Instagram) is a Macro influencer to target in the first level. In the second level, we propose to consider Greta Thunberg (5.8 M followers on Twitter).
09	SEO	Invest in an SEO expert to increase the website's ranking on the results pages. This step will establish credibility and trust with potential customers, making Farming Carbon a reputable source of information.
10	SEM	Launch an SEM campaign with targeted advertising by demographics to ensure that people in the UK, generally, and specifically in Northern Ireland in order to hit a high conversion rate.
11	Shop	Launch a digital shop for merchandising the brand of Farming Carbon and promote it to the extent of tangible items so that customers can interact with it (Axel, 2017). This is essential as it enhances the brand image and improves brand loyalty.
12	Grassroots Outreach	To expand your distribution channels, Farming Carbon will connect and create relationships with local plant shops, veterinaries, grocery shops, and local environmental organisations. (CCL Community, 2023)
13	Loyalty Program	Establish a loyalty program for B2B customers as it will increase customer retention, and satisfaction (Peekage, 2022). This will make increase customer spending and will provide a competitive advantage for Farming Carbon in the marketplace.

8. Actions

Here are some actions that can be followed to implement the strategy:

Table 7: Proposed Action and planning to be followed by Farming Carbon

No	Tactic	Objective	Action	Date	Duration	Assignment	Budget
01	Marketing Strategy	Set a roadmap that aligns with the business strategy.	Make meetings with the management	01.03.23	1 week	Stephanie McEvoy	£0
02	Brand Assets	Confirm the brand identity elements	Make meetings with the management	08.03.23	1 week	Stephanie McEvoy	£0
03	Website	A sophisticated website that outlines Farming Carbon's vision, mission, and offers.	Build the UI/UX, and publish it to the owned domain.	15.03.23	4-8 weeks	Web development agency	£7000
04	Social Media	Increase brand awareness, engage with customers, and drive traffic to the website	Make the content, run live sessions, interact with customers, and make the CTAs.	15.03.23	3-16 months. in three phases. *	Full-time human resource. (Digital Marketing)	£3000 / month
05	Host the community	Drive traffic to the website, build brand awareness, and demonstrate commitment to sustainability.	Create a blog and enable live chats in a lobby.	01.05.23	6-10 weeks	Web development agency	£17 / month
06	Customer base	Drive sales and build a customer base.	Announce the offers publicly.	01.05.23	8-10 weeks	The digital marketing human-resource	£0

	Email Marketing	Drive sales promote the offers.	Launch an email campaign.	15.04.23	8-12 months	The digital marketing human-resource	£16 / month
07	Influencers Marketing	Raise awareness and Product placement	contact and make the collaborations	20.07.23	4-10 months	The digital marketing human-resource	£14000 **
08	SEO	Increase the ranking in SERPs.	Optimise the website.	15.03.23	10-24 months	Web development agency	Organic
09	SEM	Increase the traffic to the website from Northern Ireland	Create and run a PPC (Pay Per Click) ads.	15.03.23	5-8 months	Web development agency	£5000
10	Shop	Sell brand merchandising items.	Create the printed products and List them online.	01.06.23	8-14 weeks	Web development agency	£30 / month
11	Grassroots Outreach	Make offline collaborations.	Make brochures and free items giveaways	01.04.23	2-4 weeks	Graphic design agency	£1000
12	Loyalty Program	Increase the customer spendings and happiness	Develop a system, promote and apply it	01.06.23	6-12 weeks	Management	£0

*** Social Media Actions Duration:**

The social media duration action will vary depends on the factors under controllable factors like the frequency of shared content and the interaction of the targeted audience (Dolan, 2021). On the other hand, the uncontrollable, like the change of the PESTLE environments.

The actions will go through three phases:

- Phase I (3-6 months): During this time, the company should focus on creating and sharing high-quality content that resonates with the target audience, establishing a consistent posting schedule, and building a following.
- Phase II (6-12 months): After this phase, the company should begin to see an increase in engagement and followers and can start to focus on developing more comprehensive content

targeting the audience we gain and the created video. This phase involves engaging with customers, running contests and promotions, and leveraging paid advertising to reach a wider audience.

- Phase III (12 months+): After more than a year, we should have a well-established social media presence and can focus on refining the content and maximising the impact of our social media efforts.

**** Influencers Marketing Budget:**

The cost of influencer marketing varies depending on the type of influencer and the scope of the campaign. (Michaeloudis, 2023)

- the collaboration amount will vary from one individual to another, so we will raise multiple offers.
- It is common (and highly recommended) to pay the amount in instalments.

9. Control

The SOSTAC planning model concludes with control. It entails monitoring and measuring the plan's success and making any required changes to guarantee that the objectives are realised (PR Smith Marketing, 2022). The goal of control is to keep the strategy on track and to make any required changes to keep the firm moving in the right direction.

While controlling, the following activities will be carried out:

- Identifying key performance indicators (KPIs) that will be used to monitor the effectiveness of the plan, such as sales, customer happiness, or website traffic.
- Track the plan's performance regularly and compare it to the defined KPIs.
- Determine any deviations from the plan and their causes.
- Make any necessary changes to the plan to keep it on track. This can include modifying strategies, updating goals, or reallocating resources.
- Examine the overall plan and make any necessary adjustments to guarantee its relevance and effectiveness.

Table 8: KPIs to control

KPIs	Lead / Lag indication	Measurement indicator	Frequency	Responsibility
Website visitors	Lag	Google Analytics	Monthly	The digital marketing human-resource
Social media engagement	Lag	Dashboards in each channel	Weekly	The digital marketing human-resource

Number of active accounts in the blog	Lead	Squarespace	Monthly	The digital marketing human-resource
Percentage of sales increase during offers	Lead	Internal data	Seasonal	Management
Engagement rate after collaborating with influencers	Lead	Dashboards in each channel	Weekly (Seasonal)	The digital marketing human-resource
Website ranking in SERPs	Lag	Google Analytics, SEMrush	Monthly	The digital marketing human-resource
Bounce rate compared to competitors	Lag	Google Analytics, SEMrush	Monthly	The digital marketing human-resource
No of customers through grassroots outreach	Lead	Internal data	Monthly	Management

Control is a constant process; it is critical to evaluate and assess the plan frequently and make adjustments as needed to guarantee that Farming Carbon is fulfilling its objectives and remaining competitive in the market.

10. Conclusions

Agriculture and farming are the pillars of any economy, not to mention the source of human survival on a global scale (FAO, 2017). Consequently, developing and promoting regenerative agriculture can contribute to the future of humanity by ensuring food security. In this regard, developing more sustainable agricultural practices is imperative (Global Agricultural Productivity, 2018). Existing sustainable approaches have an issue in that they are standardised, ignoring that each farmer's needs are unique and that different geographies, soils, and agricultural practices demand different types of solutions. Farming Carbon is a firm that aims to fill this need, thereby redefining globally what it means to conduct environmentally responsible agriculture. With the help of this consultancy project, Farming Carbon will be able to develop a specialised marketing strategy and plan. This will allow the organisation to reach the right market locations effectively and efficiently. Farming Carbon will obtain from the consulting project a plan that is attainable, immediately executable, and capable of aiding it in attaining its desired marketing and branding objectives. This is because the communication and positioning parts of the plan will be thoroughly explored. In addition, Farming Carbon will be able to obtain a full grasp of both the audience it seeks to reach and the potential consumers it could attract, so further strengthening its market position.

Researchers, activists, and political leaders from all over the world are concerned about the rapid degradation of the planet's environment because the rapid degradation of the environment is cause for concern (Wiedmann et al., 2020). Designing regenerative solutions is the only viable option for an issue of this complexity.

A well-managed organic firm must start with a good business and marketing strategy (Dib, 2022). This chapter's information will help Farming Carbon build the business it needs by enabling them to cultivate long-lasting relationships with clients that place a high value on the products and services they offer. By adhering to the processes outlined in this article, they will be able to profit from the economic prospects created by the particular qualities of their company. Value and values go hand in hand when it comes to marketing. Regenerative farming is a method that respects the land, the environment and its inhabitants. The objective is to maintain Farming Carbon's profitability while simultaneously boosting the value they deliver to its current, former, and potential customers. If they adhere to the planning steps outlined in this chapter, they should find it advantageous even if they do not create a written plan at any point. When they undertake a rigorous reevaluation of the features of the farm, they should be able to gain fresh insights and a deeper understanding of the issue. This information enables them to enhance output and acts as the foundation for optimising the market position's benefits. Integrate what they have learned inside with the most effective marketing matches they have discovered externally, and be prepared for frequent change. Become familiar with their customers and ensure they know their customers changing interests. Always maintain a vigilant lookout for other rivals as they move. The company should put up the best effort in preparation and promotion, but they should also be willing to ask for help when necessary. (Harvard Business Review, 2018)

11. Personal Reflection

Description

In the third semester of my MSc Marketing program at Ulster University, we have assigned an applied marketing project in which we had to make a consultancy to Farming Carbon as a case study. I have been meeting my supervisor Mr Saud Ahmad regularly for 12 weeks. He was following up and guiding me to improve my report from the perspective of developing a marketing plan that includes branding assets communication plan in addition to making the customer's personas.

Feeling

In the first and the second week, I had the motivation to work on Farming Carbon, especially since we have covered multiple cases in the previous semesters; I was positive while working on the proposal report. However, I lost the motivation in a couple of weeks because of the effort I invested in the project and the return, which was not as expected. Especially my ranking, which was so low in the group while I used to be in the top range.

To help find motivation, it is important to engage in activities such as physical activity (Ginta, 2016), and thanks to the encouragement of the supervisor, I managed to find my track in the project.

Evaluation

It was challenging to collect data about Farming Carbon; at the same time, it is the fun part of the case study. Because it requires multiple techniques to reach the needed information, it is satisfying to have access to the most important databases through Ulster University Library.

As a result, making a report ready to practice by Farming Carbon while I am ready to provide more details, I have to respect the word count quota, so it is a matter of priorities.

Analysis

By being able to put the knowledge that I gained during the course into practice through this case study, it allowed me to benefit from the education that I received fully. It is interesting to close the semester with a real-life scenario where we put our skills into the assessment. It can be helpful at any career stage, such as when starting or progressing. (Service.gov.uk, 2023)

Following the SOSTAC framework made the work easier from the perspective of knowing where the consultancy is going and what to focus on in each stage to keep the context concrete. So the data collection is about Northern Ireland in the first place, then in the United Kingdom as a bigger picture.

Conclusion

From the analysis and considering the implications of my experience of writing the report, I concluded that reflection is an important aspect of the learning process, as it enables individuals to identify areas for improvement and to improve their writing skills continuously. It is important to outcome a conclusion that should be transferable to other situations. (University of Cumbria, 2020)

Action Plan

Based on my reflection, I plan to continue working on the marketing strategy aspect. If I find myself in a similar situation, I am confident that I will use less amount of time, thanks to methodological thinking. Breaking tasks into subtasks is a useful strategy for distributing work and making large tasks more manageable. (Sharma, 2022)

Appendices

Appendix 01. Website mockup full page

Discover the Benefits of Farming Carbon Today!

Farming carbon is a sustainable and environmentally-friendly approach to farming that helps to reduce carbon emissions and combat climate change. This method involves planting crops, cover crops, and trees to absorb and store carbon in the soil.

[Learn More](#)

[Get Started Now](#)

Learning

We have worked tirelessly to make this resource so that you can save time, money and frustration by learning from a farmer who reduced synthetic inputs by 90% over 6 years, made his farm more carbon efficient and saved other forms of capital including water, biodiversity and pollution prevention.

[access the course](#)

Features

- Full access to our resources
- Early access to new releases
- Fund R&D of Climate Change Mitigation
- Support Social Initiatives
- Contribute in building the digital infrastructure to quantify the environmental and social impact of every £1 paid into our community.

[subscription features](#)

Business

Farming Carbon collaborates with the business community to continue our research.

We have a 70-acre farm in regenerative practices and are working to develop a digital proof to demonstrate that this methodology & approach to farming is a solution for climate change.

[more details](#)

Join the Movement for a Healthier, More Sustainable Future.

Get Involved

Opportunities for people to get involved, including volunteering, purchasing our products, and joining our community.

Frequently Asked Question

- Q1. How can I join Farming Carbon? [+](#)
- Q2. Will I get any certificate by passing the course? [+](#)
- Q3. Are all the business plans the same? [+](#)
- Q4. How can I participate as a volunteer? [+](#)



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