



EARTH TO THE PEOPLE

STRATEGIC PLAN



Earth to the People is a campaign that aims to generate awareness about the ethical issues related to fast fashion and encourage Gen Z to consider adopting alternative clothing purchasing options.

OBJECTIVE #1

Members of Generation-Z are digital natives and spend more time on social media daily than any other generation. 63% of Gen-Z is on Instagram, and therefore, our campaign will use this platform to our goal's advantage to reach our target audience.

Increase engagement on our Instagram account, @earthtothepeople, by 6% in the next six months.

EVALUATION MEASURE:

To evaluate and keep track of engagement, as defined by Hootsuite as the way the public interacts with your page in the form of impressions, views, saved posts, reach, profile visits, followers, likes, shares, and comments.

STRATEGY

55% of Gen Z prefers interactive content where they have to do or act on something they come across. Therefore, we will **generate eye-catching content that they can interconnect with, rather than just view and scroll or walk past.**

TACTIC #1

Conduct a "Sustainable Fashion Friday" virtual-poll every Friday on our Instagram story where we have Gen-Z models show off a series of five different outfits they got from second-hand shopping stores. At the end of the five stories, we will have a story-poll where users vote on which outfit was best. This will increase our impressions because followers will have to click through each story and vote on the poll, and also aid in our goal of encouraging Gen Z to consider adopting alternative clothing purchasing options. All of the stores and prices of the items will be included so that viewers know where to shop sustainably for similar outfits.

TACTIC #2

Post attention-grabbing flyers around popular spots Gen Zers visit often, such as the library, coffee shops, restaurants on Massachusetts street, and bathroom mirrors on-campus that have an emotional appeal, such as a photo of children working in a factory where fast fashion clothing is produced. The flyer will include a QR code and bold lettering that states "Scan here to learn how you can make a change." Once viewers scan the code, they are linked to our Instagram page where they can learn about sustainable fashion and fast fashion's environmental footprint.

STRATEGY

An IBM study found that 62% of Gen-Z said they are more likely to engage with campaigns that are trending among other people their age because they value feeling included and trust information that their peers agree with.
The @Earthtothepeople Instagram will demonstrate to followers that our campaign is being talked about amongst their peers.

TACTIC #3

Each post and flyer will include our campaign's personal branded hashtag #fastfashionisSOlastyear. Our followers will be encouraged to use this hashtag when they share photos of themselves wearing outfits that they thrifted, made themselves, or when the topic of fast fashion is being discussed elsewhere on Instagram. By saying that "fast fashion is SO last year", it tells Gen-Z that the new trend is sustainable shopping and that fast fashion is no longer socially acceptable by their peers. Each time this hashtag is used on someone else's feed and their followers click it, it will link them to our page and content which will expand our reach.

TACTIC #4

Twice a week we will post a testimonial from a member of Gen-Z talking about the ethical issues of fast fashion, as well as how and why they decided to change their consumer behavior and stop buying from fast fashion companies. They can include their favorite sustainable shopping options and facts about the cause that will influence viewers to join them in making a change. We will find these people by reaching out to them through Instagram direct message to ask if they are comfortable in participating.

OBJECTIVE #2

Increase traffic to Earth to People website by 10% by March 1st, 2021.

EVALUATION MEASURE:

To evaluate how many people visit the website, we will use a click-through method with call-to-action links. We will keep a running Google excel sheet to document each month the number of visits we reached.

STRATEGY

Over 40% of Gen-Z say they're easily swayed by the opinions and guidance of celebrities and influencers on social media (Young, K., 2017). Our campaign will **collaborate with influencers on varying social media platforms.**

TACTIC #5

Earth to the People will collaborate with 5 of the most popular social media influencers where they put our website link in their bios on social media. Four times a month, they will make a post (option of Instagram post, Instagram story, Tik Tok, Tweet, or SnapChat story) telling their followers to click the link in their bio for more information on how to join the cause.

TACTIC #6

We will conduct a giveaway where Tik Tok stars tell their followers to click the link in their bio that will lead them to the entry board on the Earth to the People website. The prize is a \$100 Poshmark Gift Card.

STRATEGY

Generation Zers are willing to make a change, but they want something in return, whether that be a physical object, a compliment, or something to feed their need for answers right then and there (Miller, S., 2019).
Motivate Gen Zers to visit the website with carefully chosen words and phrases.

TACTIC #7

We will tweet attention-grabbing headlines on Twitter, such as "Forever 21 EXPOSED" that will link to an article on the topic on our website. Using the word "exposed" is a common Youtube tactic that spikes the user's curiosity and makes them feel the need to read more.

TACTIC #8

When one clicks a call-to-action link to the website, the first thing they are greeted by is a pop-up that says "Thank you for doing your part to make a change. By educating yourself and joining the Earth to the People movement, you are contributing to the fast fashion industry." This will make them feel proud of themselves and valued as an individual and make them want to visit the website again to continue contributing.