



Digital Marketing Strategy & Market Research for Evergreen Tech

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This comprehensive strategy outlines our approach to positioning Evergreen Tech as a leader in the refurbished, eco-friendly electronics market. Through detailed market research, competitor analysis, and audience insights, we've developed a multi-channel marketing plan designed to build trust, showcase your sustainability mission, and drive conversions.

Executive Summary

Our research indicates a growing demand for sustainable technology solutions driven by environmentally conscious consumers. The refurbished electronics market is expanding rapidly, presenting significant opportunities for Evergreen Tech.



Trust Concerns

Warranty and product reliability are major consumer concerns that marketing must address directly to overcome purchase hesitation.



Differentiation Opportunity

While competitors focus heavily on price and product range, Evergreen Tech can stand out through its strong eco-friendly mission and transparent refurbishment process.



Target Audience

Environmentally aware millennials and Gen Z, along with budget-conscious students and professionals active on Instagram, YouTube, and Reddit.



Industry Overview: The Refurbished & Sustainable Electronics Market

Market Growth Drivers

The refurbished electronics market is experiencing significant growth, fueled by increasing environmental awareness and consumer desire for affordable technology.

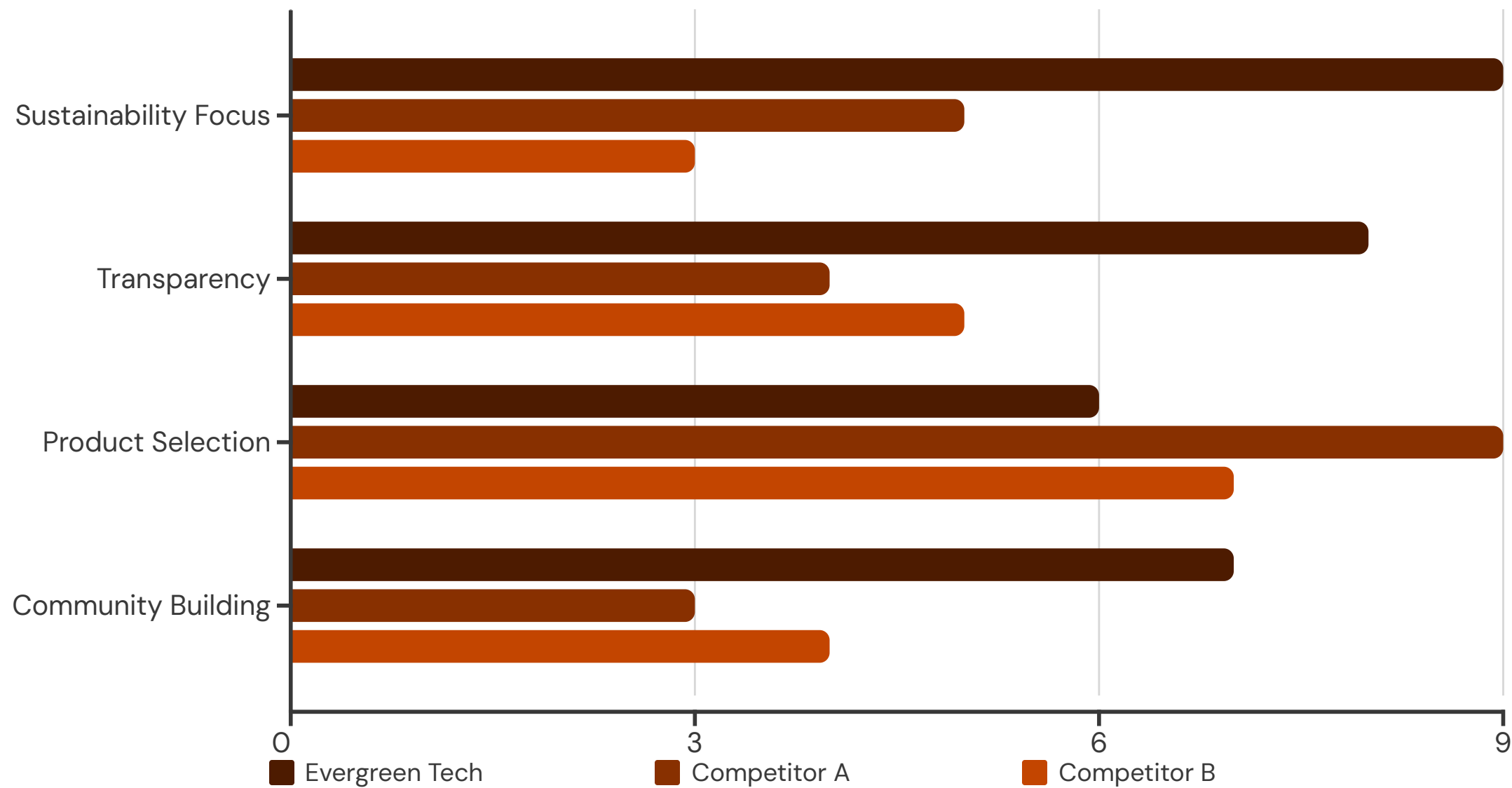
Direct-to-consumer (DTC) online sales dominate this industry, creating opportunities for brands with strong digital presence and messaging.

Digital Marketing Approaches

- Trust-building content addressing quality concerns
- Price comparison & deals through paid search
- Sustainability messaging emphasizing environmental benefits
- Affiliate & review marketing partnerships

Competitor Analysis

Our analysis reviewed key players in the refurbished electronics space including Gazelle, Back Market, and Amazon Renewed to identify opportunities for differentiation.



Evergreen Tech's opportunity: Carve a niche by emphasizing environmental impact, transparent processes, and building a community around sustainable tech choices, moving beyond just price competition.

Audience Research & Buyer Personas

Our primary audience consists of tech-savvy individuals aged 18–40, living in urban or suburban areas, who prioritize sustainability, conscious consumption, and affordability. Before making a purchase, they conduct thorough research and prefer brands that are transparent and mission-driven. Here's a closer look at two key buyer personas:



Eco-Conscious Chloe

A 28-year-old Graphic Designer seeking to reduce her environmental footprint while owning reliable tech for work. Distrusts "greenwashing" and worries about refurbished product quality. Active on Instagram and ethical consumer blogs.



Budget-Savvy Ben

A 20-year-old University Student looking for good deals on functional devices without overspending. Has a limited budget and feels overwhelmed by tech choices. Frequents YouTube tech reviews, Reddit, and Google Shopping.

Customer Journey & Multi-Channel Marketing Strategy



Awareness

Social media & SEO drive awareness.



Consideration

Blogs, videos & retargeting builds consideration.



Conversion

Shopping Ads & CTAs drive conversions.



Loyalty

Email & social foster loyalty.

KPI Tracking & Performance Metrics

The following key performance indicators will be monitored across channels and funnel phases to assess strategy effectiveness:

Website Traffic

Track overall sessions, organic traffic, referral traffic, and traffic by channel. Goal: Increase organic traffic by 20% within 6 months through consistent SEO content creation.

Conversion Rate

Monitor overall e-commerce conversion rate and conversion rate by channel/campaign. Goal: Achieve an average e-commerce conversion rate of 1.5% within the first 3 months.

Cost Per Acquisition

Track CPA for paid campaigns (Social Ads, Search Ads). Goal: Maintain an average CPA below target value based on product margin for key campaigns.

Brand Awareness

Measure search volume for "Evergreen Tech," social mentions, and review site ratings. Goal: Increase branded search volume by 10% quarterly.

Conclusion & Next Steps

Evergreen Tech has a significant opportunity to capture a growing market segment by leading with its eco-friendly mission and building trust through transparency. Competitors often focus primarily on price, leaving room for a brand that connects with consumers on shared values.

Website Content Audit & SEO Optimization

Ensure website messaging communicates the eco-friendly USP and transparent process. Implement on-page SEO for core target keywords.

Launch Initial Paid Ad Campaigns

Start with targeted Instagram/Facebook ads focusing on awareness (eco-benefits) and Google Shopping ads for high-intent product searches.

Begin Content Creation

Publish the first two foundational blog posts outlined in the content plan (Benefits of Refurbished, Our Quality Process).

Identify & Outreach to Micro-Influencers

Curate a list of 5-10 relevant sustainability and budget-tech micro-influencers for initial collaboration discussions.

Set Up Analytics Tracking

Ensure Google Analytics goals and tracking are correctly configured to measure KPIs from Day 1.