



SKYBARON™

CHANGE IS IN THE AIR

SkyBaron LLC

2022 Marketing Plan

Our Objective: To holistically summarize the steps SkyBaron should take to market its marketplace using organic and paid marketing strategies.

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Link to our [outline](#)

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Business Summary

Our Company

SkyBaron LLC is a privately held company registered in Delaware, but headquartered in New York City, New York. Founded in 2018 by James Kahn, SkyBaron is an e-commerce, drop-shipping marketplace for certified carbon-captured products. The company's marketplace relies on educational marketing campaigns through its social media platforms to expand its customer base while forming vendor partnerships with carbontech companies. Furthermore, SkyBaron will rely on its own patented certification program to verify that its vendors' carbon-captured products are legitimate and meet set standards recommended by industry experts.

As a digital marketplace for all verified carbon products, SkyBaron will also pursue collaborations with vendors, carbontech companies, or other interested parties. The marketplace will grow with time and serve as an accelerant of the movement towards the adoption of captured carbon technologies and materials. Moreover, the platform will serve as a convenient place for people to find, learn about, and purchase carbon captured products, which will ultimately create a cycle of carbon recycling into different forms. By extension, it will also teach visitors about climate change and the circular economy these products create. Coupled with its certification program, Skybaron hopes to prevent greenwashing, further educate consumers on the products they're purchasing through the marketplace, and potentially guide industry standards for what constitutes a carbontech consumer product.

Executive Summary

This 2022 marketing plan covers an analysis of the e-commerce and CCUS industries, an evaluation of SkyBaron's current and projected product offerings, and provides recommendations for future marketing initiatives. Anchored by five key business initiatives, this plan is meant to launch into action as soon as the new year begins. The five initiatives involve launching the "Change is in the Air" podcast, introducing a weekly newsletter, forming the world's first Carbon-Captured Consumer Product Conference, partnering with a climate activist, and brokering another partnership with a carbontech company for the purpose of creating new collections of products. The plan then categorizes SkyBaron's vendors and target customers. The vendors can be summarized into three groups: Luxury, Novelty, and Conventional Substitutes, while the target customers can be categorized into four buyer personas. These personas are not meant to be mutually exclusive, collectively exhaustive; however, they offer a

starting point for breaking down the Lifestyle of Health and Sustainability (LOHAS) customer segment which makes up approximately 30% of the US consumer market. These four buyer personas include the Granola, the Executive, the Activist, and the Academic. The report then analyzes several existing and hypothetical companies that either currently compete or hypothetically will compete with SkyBaron with regards to carbon-captured products, substitute products, or certification services. Furthermore, the plan then discusses future product categorization while highlighting some pricing and positioning strategies. Concluding with several strategies related to promoting its brands, encouraging past customers to refer new customers, converting potential customers, and retaining existing customers, SkyBaron's 2022 marketing strategy is a holistic approach to advancing both SkyBaron's goals and the CCUS space. By growing SkyBaron, the company directly grows public awareness for the importance of capturing existing carbon in the atmosphere, thus combating climate change.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<p>What we're good at. What's working. What our customers like about us.</p>	<p>What we want to fix. What we want to strengthen. What we want to become more efficient at.</p>	<p>What the industry might soon want. What we think we'll be good at. What will be our differentiator?</p>	<p>What we think could hinder our growth. What/who we think could take our customers.</p>
<ol style="list-style-type: none"> 1. A diverse network of individuals working with the company with expertise in different areas 2. Experience selling carbontech products 3. Access to a major population hub: NYC 	<ol style="list-style-type: none"> 1. Limited vendor partnerships 2. Limited products available in space to sell 3. Alternative revenue streams while product portfolio remains small 	<ol style="list-style-type: none"> 1. Certification methodology to translate product characteristics to consumers 2. Collections of products for various categories (instead of random assortment) 3. Collaborations with retailers and/or carbontech companies on SkyBaron co-branded products 	<ol style="list-style-type: none"> 1. Indirect, large competitors expanding their marketplaces to encompass carbon-captured products 2. Competing certifications from more reputable organizations 3. Lack of impact & interest in carbon-captured consumer products

Business Initiatives

SkyBaron has the ambitious goal of shaping the future of consumer products via both its certification and digital marketplace. In order to achieve this long-term goal, James & Co. should pursue the following five initiatives in 2022:

Initiative 1 - "Change is in the Air" Podcast

Description: Beginning in February 2022, James should create a 10 episode (~ 30 minutes each) podcast to start generating interest in SkyBaron. Further research will be needed on existing climate related podcasts; however, this would serve as a way to drive potential customers to our website. James can market his podcast on social media, through guest's social media, through his connections to different organizations in the captured carbon space, and through his presence on a number of podcast apps. James should create a landing page to direct all these marketing efforts that is hooked up to google analytics. This will allow easy tracking of leads and demographic metrics to ensure he is attracting his target audience. The landing page should also have an email collector to capture as many visitors as possible.

Goal of initiative: Build brand awareness and positive reputation for James and SkyBaron as major actors in the carbon capture (and broader sustainability) space. The podcast will be one of the initial touchpoints with the lead to start them in our sales funnel.

Estimate of Resources Required: James will have to commit to at least 35 hours of work to attain podcast guests for the 10 episodes, interview them, edit the episodes, post them, and advertise them. If James does not have the time to commit to these number of hours, he will have to find a video editor and social media coordinator to help him out.

Metrics to measure success: Number of Listeners (per week, month, etc.), Recurring Listeners, Growth

Initiative 2 - Weekly Newsletter

Description: Beginning in January 2022, SkyBaron should launch a weekly newsletter that offers insights into the week's climate news. In order to reduce competition with weekend recap newsletters sent out by major media platforms on Monday mornings, this newsletter should be sent on Friday mornings at 7am EST so that readers can start their last day of the work week with an informational and educational reading. The

newsletter should be split into several categories, including, but not limited to: Weekly Climate Recap, Learn Something New with James, and Product Highlights. The goal will be to offer a free alternative to newsletters like the New York Times's Climate Forward while building a connection with our recurring or potential customers.

Goal of initiative: The goal of the initiative will be to retain SkyBaron customers through weekly reminders of our company and mission while offering them value in the form of information. In tandem, this initiative will help to attract new customers who are interested in condensed information about the climate space.

Estimate of Resources Required: The creation of such a newsletter is expected to take James 3-4 hours a week to create due to the amount of research that it will take. If James does not have the time to commit to such creation, he will need to find a marketing person to put it together each week.

Metrics to measure success: Readership Growth, Reader Engagement

Initiative 3 - Consumer Product Carbon Capture Conference

Description: In 2022, SkyBaron should create a consumer product carbon capture conference that the company hosts virtually in the summer months. The conference should last no more than a day and a total of four hours. If the conference receives positive feedback and attracts a reasonable number of attendants, SkyBaron can consider expanding the conference in future years. James can attract attention to this even through creating an advertisement that he can send out to his carbon capture connections to pass along to their audiences, on social media, on public forums such as the carbon captured slack channel, and through his newsletter. The conference could even be a bi-annual event. With regards to how expensive it would be to attend the conference, a small fee could signal to potential attendees that the quality of the conference will be high.

Goal of initiative: The goal of this initiative is to help broker partnerships between carbontech companies and possible vendors/retailers. By connecting the industry's supply chain, SkyBaron can foster industry growth that is desperately needed.

Estimate of Resources Required: Organization of this conference would require the help of numerous people from speakers, to a conference platform, to a person in charge of promotion. Overall, organization of such an event would likely require 50+ hours of work cumulatively from a group of people apart from the time to hold the conference itself. The people required involve a marketer, promoter, and scheduler.

Metrics to measure success: Attendance, publicity (articles/posts), associated growth (by how much does the conference boost SkyBaron's web traffic and sales in the time

period before/during/after conference), notoriety of attendees (how many people each attendee engages with on a regular basis)

Initiative 4 - Partner with a Climate Activist

Description: In 2022, SkyBaron should approach an individual or group that is very visible and active in the climate space. The company should pursue a partnership with this person/group in order to reach our audience quicker while promoting this budding industry. Some possible activists to reach out to are: (1) (2) (3)

Goal of initiative: The goal of this initiative is to bypass the lengthy process to grow our consumer base organically. By partnering with an individual or group that already garners a lot of attention in the space, we can reach our target market quicker. This initiative would also provide credibility to SkyBaron as a marketplace without greenwashing.

Metrics to measure success: Amount of engagement (how often do we feature each other, in what medium, to how large of an audience)

Initiative 5 - Broker a Partnership between a Large Retailer and Carbontech Company (ex. Lululemon and Air Co.)

Description: In 2022, SkyBaron should explore the steps to partnering with a 'dream' company such as Lululemon or LEGO. By establishing those connections and getting a sense for what would be required of SkyBaron to have any realistic chance at a collaboration, SkyBaron will be well positioned to certify that company's products down the road and work together on a product in 2023 and beyond.

Goal of initiative: Increase SkyBaron brand awareness and contribute to demonstrating the viability of carbon capture consumer goods on a mass scale.

Metrics to measure success: Presence of agreement, scale of partnership (how many goods/items will be produced), longevity of partnership

Target Market

Vendors

In 2022, we're targeting the following vendor categories who will sell products on our marketplace:

Luxury Items

This includes jewelry, high-end clothing, art, and other items that are higher in perceived and/or real monetary value. Examples include diamond jewelry, high-end watches, premium vodka, perfume, and home decor.

Novelty Items

This includes decorations, "knick-knacks", and other unique items designed to be on display or provide a talking point for the owner. Examples include art and coasters.

Conventional Substitute Items

This includes soap, more affordable clothing/accessories, and other common items that can act as a substitute for more every-day consumable items. Examples include soap, writing utensils, and clothing.

Buyer Personas

The LOHAS - Lifestyle of Health and Sustainability - consumer segment represents approximately 21% of the US population, according to the [National Marketing Institute](#), and is characterized by people who are active stewards of sustainability, focused on personal and planetary health, heavy purchasers, early adopters & influencers, and willing to pay a premium to maintain their LOHAS lifestyle. They can generally be reached with corporate info through company websites, product labels, news stories, independent third-party sources, chief influencers of consumer advocacy groups, and third party organizations. Many of our initiatives (such as partnering with an activist or hosting a conference for the leaders in the Carbon Capture space) are tailored towards reaching the LOHAS consumer.

Within the LOHAS consumer segment, we've identified the following buyer personas to represent our ideal customers:

The Granola Consumer

Casey is 20-35 years old. They work in field environmental conservation for a living and spends their free time cycling, hiking, or doing yoga. Ultimately, Casey wants to saturate their lifestyle with sustainable products, choices, and habits for their personal health and planetary health. By buying sustainable products, they can feel good about the objects in their life and their impact on the world.

The Executive

Avery is 25-40 years old. Avery works in sports management for a living and spends their free time getting drinks with coworkers, attending conservation galas, or using their Peloton. Ultimately, Avery wants to demonstrate their status and sustainable image with unique, premium items.

The Activist

Taylor is 19-35 years old. Taylor works as an environmental lobbyist for a living and spends her free time writing for a local environmental journal and volunteering at a trail-cleaning organization. Ultimately, Taylor wants to be a mover and shaker in building a sustainable future for all by educating others about environmental issues, supporting causes that will benefit the planet, and making sure they don't support greenwashing or other measures that can be even more harmful than traditional consumerist messaging.

The Academic

Tim is 45-70 years old. Tim works as an Associate Professor at the University of Michigan while also advising the school's Presidential Commission on Climate Change. Although Tim is in the latter half of his career, he hopes to spread as much awareness as possible to his beloved university and community about the importance of carbon capture. Thus, he enjoys gifting friends and family with unique, carbon-capture consumer products while also talking about the products in length during his lectures and committee meetings with fellow faculty.

Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

Expedition Air

Essentially the carbon copy of SkyBaron, Expedition Air is also aiming to be the go-to digital marketplace for carbon-captured consumer products. The marketplace's products mostly consist of offsets and paintings. A subsidiary of Carbon Upcycling Technologies, the company has the technology to produce its own products; however, the products have lacked reasonable price points thus far. Overall, the company is

better suited to create products, but lacks the extensive network SkyBaron possesses as well as a certification methodology.

Grove.co

This collaborative offers substitutes for SkyBaron products by focusing on sustainable products. As carbon-capture consumer products is a subset of sustainable consumer products, Grove.co has the ability to also branch into SkyBaron's market. However, the company does not compete in terms of certifications.

"Digital Marketplace, Inc."

This competitor represents any theoretical digital marketplace such as Amazon or Etsy. These digital marketplaces also offer substitutes for SkyBaron products by offering non carbon-captured consumer products. Furthermore, any of these digital marketplaces could someday branch into our market by launching carbon-capture categories on their sites.

"Carbon-Capture Certification, Co."

This competitor represents any theoretical carbon-capture certification. Similar to EnergyStar, SkyBaron envisions a day in which its certification is considered the gold standard and sought after by all consumer packaged goods conglomerates. However, there could be fierce competition along the way as competing carbon-capture certifications emerge with the goal of becoming the gold standard.

Market Strategy

Products & Offers

SkyBaron's past, present, and potential products can be split into five categories: wearables, home & health goods, office & school goods, 'other', and SkyBaron branded merchandise. As the company and industry evolve, these categories will inevitably change, but offer a starting point for the company's product catalogue.

Category 1: Fashion

Based on the current assortment of carbon captured consumer products, this category encompasses a projected majority of SkyBaron's products and sales. Items such as watches, hats, scarves, and sweaters are highly visible and frequently used by its consumers. Customers can make a fashion statement by spreading the messaging of SkyBaron via their fashion piece.

Category 2: Health Goods

With the potential for carbon-captured consumer products such as soap, oils, candles, toothbrushes, and yoga mats, this category has enormous promise for generating the second most sales among the four key categories on SkyBaron.eco. Furthermore, the category title highlights the word health which generates positive perceptions of SkyBaron's products.

Category 3: Home & Office Goods

This category includes products such as art, door mats, pens & other writing utensils, and books among other items. This category will target the executive and academic buyer personas due to their older age and increased likelihood to own a large house or have a home office to fill with products.

Category 4: Food & Beverage

With emerging companies such as Air Protein and Solar Foods, the market for carbon-captured foods and beverages is slowly growing. For the time being, this category of SkyBaron's products could include products such as water bottles and eating utensils.

Category 5: SkyBaron Collaborations

Given the company's past desires to help forge the market by partnering with carbontech companies to create its own products, this category would include any

product that is co-branded by SkyBaron. This category is meant to overlap with the first four categories and will be the quickest way to purchase potential long-term products such as SkyBaron Lululemon shorts, a SkyBaron LEGO set, or a SkyBaron bucket hat.

Pricing & Positioning Strategy

Given our target market, a price premium is necessary for signaling quality and uniqueness. The Design 22 Studio watch was priced at \$250 with a unit cost of \$118, yielding a \$132 margin before fees and taxes. Given the watch's high quality, it is offered at a highly competitive price that will attract a wide range of customers within our target market.

As a company, SkyBaron will pursue a skim strategy in which they will signal quality by charging higher prices than substitutes such as an arbitrary watch or pen from a bookstore or Amazon. Our products are premium and carbon-captured certified which increases their value.

Unique Selling Proposition

SkyBaron's USP operates on two fronts: the consumers and the vendors. SkyBaron also offers a certification program that educates consumers and allows vendors to advertise their strengths and LCA data.

Joint Ventures & Partnerships

SkyBaron should create opportunities by brokering partnerships between carbontech companies and potential vendors or by partnering with the carbontech companies itself to drive the carbon capture consumer product industry forward.

Referral Strategy

Once SkyBaron has attained a fairly established customer base with more than 500 customers and consistent sales per month, the marketing team should introduce a referral program. These metrics are set so high as a referral program is not necessary to focus on until there is a large and loyal consumer base that would consider referring to a friend after they have used the product(s) for a few months. In other words, other marketing efforts are more fruitful to focus on before these metrics are met since a referral strategy will take a lot of time and additional capital for apps to set up. For example, SkyBaron can set up a referral app such as Smile on their shopify platform that will have a popup that relays to the customer that they can earn a free \$5 towards their purchase if they refer their friend to SkyBaron. The referral message the person would send to their friend through the Smile app would give them a \$5 introductory discount that when used, the refer would then receive the \$5 off. Thus, both the

referrer and referee are both motivated to help each other out as they are both rewarded through completion of their part. As can be seen through explanation, this is an extra step the customer has to take, so a loyal and large customer base is needed for this program to succeed and bring in new customers.

Additionally, SkyBaron's marketing head can introduce a special hashtag such as #skybaron4reduction that when used on a social media platform, will give that person a discount on their next order. This is a very inexpensive way to get existent customers to share on their social media to spread the word to their friends about the marketplace. There is not a large risk in offering such a discount as most customers will not put in the extra effort to take such a photo and tag SkyBaron. It would also be minimal work (<1 hour per week) on SkyBaron's end to create and track the hashtag.

Conversion Strategy

According to industry standards, a lead needs around 4-5 touchpoints with a company before they decide to make a purchase. Because of this, SkyBaron will need to make a well laid out marketing funnel. There are a number of different ways to create this marketing funnel depending on if the paid and/or organic strategy is taken. In general, most funnels are very dependent on paid ads, social media presence, and email marketing. These tactics are spelled out more clearly in the social, CRM, and paid strategy section below. A number of other factors increase one's likelihood of buying as well once the lead has been driven to the marketplace. First, having a very user-friendly website with a clear sales flow is very important. Because of this, James should have a UX specialist take a look at the SkyBaron website once an initial draft is created in order for it to be optimized and accessible for all customers. SkyBaron will have only a few seconds to pull the user in once they reach the website. They should use the homepage as the main landing page to educate the customer about their unique products, their certification program, James' story, and the carbon capture space. It should be clear as to why these products are better for the environment from the get go. Once the customer is educated on the homepage, there should be clear calls to action for them to proceed to the product pages. Aligned with the educational component, they should be able to easily navigate to the vendor pages where they can learn more about the vendor story, thus feeling more connected to the vendor in general. Extensive user testing should be done in order for consumers to feel confident in SkyBaron and the products that they sell. Some "get" strategies that SkyBaron can layer into it's platform as well include having a bundle of different carbon products with some % off, great customer service, a no risk guarantee for a set period of time, and a free shipping threshold. These easy tactics allow the customer to feel confident that they will be happy with the products they buy and assured that if they do not like the product, they will be able to get their money back.

Process

SkyBaron will act as the middleman between customers and vendors. Moreover, they will use the drop-shipping method where they never see the product itself, but when a customer places an order, it is fulfilled by the vendor themselves. The vendor is responsible for setting the shipping price, lead time, and delivery service. SkyBaron will recommend that the vendor uses an affordable shipping service such as USPS and that they ship the order out within 48 hours to increase customer satisfaction and reduce customer expenses. SkyBaron will only be responsible for translating the order from a customer to the vendor itself. As the middleman who brought the customer to the marketplace to purchase a product, SkyBaron will take 20% of the transaction. SkyBaron will cover the transaction costs and collect the appropriate taxes if necessary according to NEXUS.

Retention Strategy

The easiest way to keep customers happy is by offering exceptional customer service. This means that if a SkyBaron customer has a question, the team should get back to them in a timely manner. Additional strategies for retention include special discounts for past customers and the introduction of a loyalty program. To continuously remind them of SkyBaron, the team should send out a monthly newsletter detailed in the social, CRM, and paid strategy section. This newsletter concept is also highlighted in the initiative section of the marketing plan. These tactics are similar to those used by other marketplaces to retain their customer base. These strategies will also likely be used by the vendors themselves at a more detailed level.

Another retention strategy is to continuously bring on new products to the marketplace based on what SkyBaron customers are interested in. SkyBaron can poll its audience and past customers on their interests and wants to help drive which products SkyBaron is looking for. SkyBaron can also create a sense of community around its audience and customer base by doing community highlights, offering sustainability advice, and asking for feedback.

Social, CRM, & Paid Strategy

SkyBaron should utilize a number of online marketing strategies to create awareness of the marketplace, drive traffic, and execute conversions. Because he is choosing to bootstrap at first, the company should use primarily low-cost or free ways to drive awareness. These can be characterized under email marketing and social media marketing. Once the company can afford to pay for additional marketing, it should focus on paid advertising to create a more expansive marketing reach.

To maintain and expand its current audience, SkyBaron should be active on its social media platforms. Moreover, it should aim to be posting 3-4 times per week. With use of a content calendar and low-cost post scheduler such as Later.com or Hootsuite, posting a few times a week will only demand around 5-10 hours a month. If James cannot commit to these hours, he should attain a college social media intern. These posts should not only highlight the products that SkyBaron sells, but also add value to its audience through creating educational posts about what carbon capture is. For example, posts can be made to highlight each product and talk about why it is more environmentally friendly. Social media channels such as Instagram and TikTok would also be great to run giveaways on. These giveaways would be a great way to collect leads in the form of email addresses. Another way to generate leads on Instagram is to encourage people to share SkyBaron's stories related to sustainability or carbon capture through SkyBaron's platform. Storytelling is a great mechanism to drive engagement, create brand trust, and expand its current audience. These strategies will ultimately be used to grow SkyBaron's audience on social media.

In addition to social media marketing is email marketing. The recommended platform to be used is Klaviyo because it has a free version that can be used to just collect new email addresses from the SkyBaron website and initiate a welcome series directed towards the new leads. Since this will likely be a less expensive form of advertising, it is expected to be utilized earlier in SkyBaron's marketing strategy. Initially, it should include a monthly newsletter and a well thought out welcome flow. The monthly newsletter should highlight new products on the marketplace, educate the consumer about the captured carbon space, and include some storytelling as to why these products can make a difference. The welcome flow should include a personal welcome email that addresses the purpose of SkyBaron followed by a few emails spread apart talking about best selling products, how they are made, positive impacts, industry news, and sustainability tips. The incorporation of these aspects add value to the consumer while educating them about and engaging them in the carbon capture

market. It will be very important to have this flow as the carbon capture market is in its early stages in the consumer space.

When SkyBaron attains substantial financial assets amounting to greater than \$100,000 with at least 30% delegated to marketing, they should utilize paid ads as a way to spread wide awareness, drive traffic, and conversions. The paid ads strategy will include Pinterest, Instagram and Facebook, and Google Ad Words. This spread of ads across these specific platforms that SkyBaron's audience interacts with will allow for many touch points with potential leads. Moreover, Pinterest will be used to drive awareness and traffic, Instagram and Facebook will be used to retarget this traffic with the hope of closing conversions, and the google ads will be used as a way to get searching leads to find the marketplace easily. It is expected that a large sum of the money will be utilized on Pinterest as it is the main awareness driver and traffic driver to the marketplace to begin with. Pinterest will also be able to define the specific market that SkyBaron should be marketing towards based on the ability to see what categories, ages, and genders interact with the ads the most. Pinterest will be defined as successful if the CTR is above 0.5. It is expected that this strategy will take time to work, but after sufficient tuning of the ad targeting, the goal is that it will provide a 2x return on ad spend across all platforms.

2022 Budget

Over the course of 2021, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Software	\$1500 per year
Initiative 1: "Change is in the Air" Podcast	\$800 + \$2000 in labor
Initiative 2: Weekly Newsletter	\$200 per month for subscriber access and marketing materials
Initiative 3: SkyBaron Conference	\$400
Initiative 4: Partner with Climate Activist	\$1000 required to reach several activists via directed advertising
Initiative 5: Broker a Partnership	\$5000 in labor spent fostering connections and generating reports
Total	\$13,100 in 2022 marketing expenses

Marketing Technology

We will utilize the following technologies and software to help us achieve our goals and objectives that are defined in this marketing plan.

Marketing CRM

Klayvio is a great CRM to use for new leads as it integrates well with Shopify and is very easy to create expansive email flows on. SendinBlue is a great CRM to use to manage the full list of contacts and send out monthly newsletters.

Social Media Management Software

Socionator is a great social media management software that allows you to set up an initial message to new followers, reach out to people based on hashtags, and follow the followers of other accounts.



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