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- **SWOT Analysis for EcoBox Co.**

Strengths: Trusted Industry Reputation: is a trusted name and awarded "Best Green Subscription Service" in 2022.

Broad Product Range: Various subscription boxes, seasonal gift boxes.

Strong Media Presence Strong TikTok and Instagram following (Instagram: 3%, TikTok: 4%).

Knowledge-Driven Marketing Strategy: EcoBox Co.'s blogs and newsletters help make it known as an expert in sustainable living.

Strong Collaborations: Partnerships with over 200 eco-friendly brands.

Weaknesses: High Customer Turnover: Subscribers cancel after three months.

Weak Brand Presence: Other brands such as GreenBox and Earthly Goods have larger social media presence and engagement.

Low Email Marketing: Open rate (18%) and CTR (2.1%)

Opportunities: Partnerships: Collaborating with influencers to help boost brand awareness.

Expanding more Content Marketing: More content showing product use and education.

New Target Market: Research into looking for other target audiences where products would do well.

Loyalty Program: Introducing points, rewards to improve loyalty.

Threats: Competition: GreenBox and Earthly Goods have social media engagement

Economic Factors: Consumers may not want unnecessary subscriptions.

(ASKED QUESTION FROM CHATGBT)

“What are some opportunities EcoBox Co. can explore to attract younger audiences?” or “What are some specific threats EcoBox Co. might face in the subscription box industry?”

CHATGBT RESPONSE: Opportunities for EcoBox Co. to Attract Younger Audiences:

TikTok and Instagram Growth – Since EcoBox Co. already has a presence on TikTok (12,000 followers) and Instagram (8,000 followers), expanding engaging content like sustainability challenges, unboxing videos, and eco-friendly DIYs can appeal to younger audiences.

Influencer Partnerships – Collaborating with micro-influencers who focus on sustainability and minimalism can increase brand visibility and credibility.

Gamification & Rewards – A loyalty or referral program offering points for social shares, reviews, or repeat purchases can encourage engagement.

Sustainable Limited-Edition Boxes – Special themed boxes (e.g., "Zero Waste Starter Kit for College Students") can attract Gen Z consumers looking for affordable and impactful eco-friendly products.

Brand Collaborations – Partnering with youth-focused sustainable brands (like reusable water bottle companies or ethical fashion brands) can introduce EcoBox to new demographics.

Interactive Educational Content – Hosting webinars, Instagram Lives, or TikTok Q&A sessions about eco-conscious living can position EcoBox as an educational resource.

Discounts for Students – Offering student discounts or budget-friendly subscription plans can help younger audiences afford EcoBox products.

Threats to EcoBox Co. in the Subscription Box Industry:

Competition from Established Brands – Competitors like GreenBox and Earthly Goods have higher engagement rates and brand awareness, making it harder for EcoBox Co. to stand out.

Subscription Fatigue – Consumers may cancel subscriptions due to financial constraints, leading to a high churn rate.

High Customer Acquisition Costs (CAC) – At \$50 per new customer, the cost of acquiring and retaining subscribers is a significant challenge.

Sustainability Skepticism – Some consumers are wary of greenwashing, so EcoBox Co. must maintain transparency in sourcing and packaging.

Economic Downturns – During financial uncertainty, consumers may prioritize essential spending over subscription services.

Social Media Algorithm Changes – Platforms like Instagram and TikTok frequently update their algorithms, which may impact organic reach and engagement.

Supply Chain Issues – Dependence on eco-friendly suppliers could lead to disruptions in product availability, affecting consistency in box deliveries.

- **Data Analysis & Insights**

Website Traffic Metrics:

- Website traffic remains steady at 15,000 visitors per month
- Session duration of 1:45 minutes (Needs improvement).

Email Marketing Metrics:

- Open Rate: 18%

- Click-Through Rate (CTR): 2.1% (Needs more engaging content and personalized recommendations).

- Unsubscribe Rate: 1.3%

Social Media Engagement:

- Instagram: 8,000 followers with 3% engagement

- TikTok: 12,000 followers with 4% engagement.

Financial Metrics:

- Budget: EcoBox Co. invests \$5,000 monthly in Google Ads and Instagram campaigns. These ads target high-intent keywords and interests related to sustainability, aiming to attract new subscribers and increase website traffic.

Ask GPT: “What steps can improve EcoBox Co.’s conversion rates?” or “What recommendations can I make based on a 2.5% conversion rate?”

Answer Below:

Can improve Customer Loyalty by offering loyalty programs and exclusive programs.

Optimizing landing pages will help with reducing bounce rates and investigate conversion strategies. Look into influencer collaborations, interactive content. Focus on marketing channels and measure results and return on investment. Use customers based on their preferences to create personalized content.

- **SMART Objectives & KPIs**

EcoBox Co., a global leader in eco-friendly subscription boxes, aims to increase customer engagement and drive business growth through targeted digital marketing strategies. Based on

the company's performance data and industry benchmarks, the following SMART goals and key performance indicators (KPIs) have been established to achieve these objectives.

Increase Customer Retention: Given that many users cancel their subscriptions after just three months, EcoBox Co. has identified customer retention as a major concern (MKTG 510, 2025).

To address this, the company will implement a **customer loyalty program** offering exclusive products, discounts, and personalized recommendations.

- **Specific:** Start a loyalty program with incentive rewards to promote ongoing subscriptions.
- **Measurable:** Raise the typical duration of subscriber retention from three to six months.
- **Achievable:** Improvements in retention align with EcoBox Co.'s \$180 customer lifetime value (LTV), suggesting the potential for long-term customer relationships.
- **Relevant:** Lowering churn will enhance customer satisfaction and increase long-term revenue.
- **Time-bound:** Achieve this increase within six months.

Key KPIs: Customer lifetime value (LTV), churn rate, retention rate.

Increase Monthly Subscriptions: To sustain revenue growth and expand the EcoBox Co. community, increasing monthly sign-ups is essential. The company plans to introduce a **time-limited referral program** and a carefully curated "**Starter EcoBox**" to attract new customers (MKTG 510, 2025).

- **Specific:** Launch a referral program and offer a sample box to encourage new subscriptions.

- **Measurable:** Increase monthly subscriptions by 15%.
- **Achievable:** This growth aligns with the demand for EcoBox Co.'s products and current brand awareness.
- **Relevant:** Expanding the subscription base directly impacts revenue and market presence.
- **Time-bound:** Complete this goal within four months.

Key KPIs: Number of new subscribers, website conversion rate, referral campaign engagement.

Improve Website Engagement: EcoBox Co.'s website currently has a **low average session duration of 1:45 minutes** and a **high bounce rate of 65%**, indicating a need for better user engagement (MKTG 510, 2025). To improve these metrics, the company will **redesign key landing pages** and introduce **interactive features** such as product quizzes and eco-lifestyle guides.

- **Specific:** Revamp landing pages and incorporate interactive content to engage visitors.
- **Measurable:** Increase the average session duration from 1:45 minutes to 2:30 minutes and lower the bounce rate from 65% to 50%.
- **Achievable:** Enhancements to the user experience align with industry best practices.
- **Relevant:** Increased engagement on the website can lead to higher conversion rates.
- **Time-bound:** Implement these changes and track progress within five months.

Key KPIs: Conversion rate, pages per session, bounce rate, session duration.

Expand Brand Awareness on TikTok: TikTok presents an opportunity for EcoBox Co. to expand its reach and engage with environmentally conscious consumers. The company currently

has **12,000 followers** and a **4% engagement rate** (MKTG 510, 2025). To strengthen its presence, EcoBox Co. will introduce a **content series featuring micro-influencers and sustainability tips**.

- **Specific:** Partner with eco-influencers and launch a video series titled "**Eco Hacks.**"
- **Measurable:** Increase the number of TikTok followers from 12,000 to 18,000.
- **Achievable:** TikTok's algorithm and audience trends support continued growth and engagement.
- **Relevant:** Expanding TikTok reach aligns with EcoBox Co.'s goal of connecting with younger, sustainability-focused consumers.
- **Time-bound:** Achieve this goal within three months.

Key KPIs: Video views, shares, engagement rate, follower growth.

Improve Email Marketing Performance: EcoBox Co.'s **click-through rate (CTR) of 2.1%** and **email open rate of 18%** fall below industry benchmarks, signaling a need for better audience engagement (MKTG 510, 2025). To improve relevance and performance, the company will implement **audience segmentation and personalized content strategies**.

- **Specific:** Develop segmented email lists and deliver customized content to subscribers.
- **Measurable:** Raise the email open rate to 23% and CTR to 3.5%.
- **Achievable:** Research across industries shows that personalization significantly enhances email engagement.
- **Relevant:** Increasing email performance will contribute to higher customer retention and revenue.

- **Time-bound:** Achieve this goal within eight weeks.

Key KPIs: Open rate, click-through rate (CTR), unsubscribe rate.

Week	Activity	Channel	Customer Journey Stage	Goal
1	Social Media Campaign - What Is EcoBox? Tell the story of how EcoBox started and what EcoBox wants to achieve. Showcase behind-the-scenes sustainability efforts	Instagram, TikTok	Awareness	Introduce customers to the brand. Increase transparency between brand and customers.
2	Social“Honest Review” UGC Campaign – Real customers explaining why they love EcoBox	TikTok, Instagram	Consideration	Build trust through real customers and influencers
3	Simple Checkout Process, Live Chat for Last-Minute Questions	Website	Purchase	Reduce steps and offer multiple payment options, Provide reassurance in real-time
4	Start a loyalty program with incentive rewards to promote ongoing subscriptions.	Email Marketing	Retention	Raise the typical duration of subscriber retention from three to six months.
5	Referral program with current subscribers, and offer a sample box: “Starter Eco Box” Offer 15% off the next box if referral code is used by a friend	Email Marketing, Social Media	Advocacy	Increase monthly subscriptions by 15%.
6	Instagram & TikTok Ads, target lookalike audiences based on current customers.	Instagram, TikTok	Awareness	Increase site visits
7	Email sequence: Email 1: Why sustainability matters Email 2: What makes EcoBox different from competitors, include infographic Email 3: “Still thinking?” include 10% discount	Website/SEO	Consideration	Lower abandoned carts
8	Collaborate with eco-influencers and start a video series called "Eco Hacks." Create discount codes with influencers.	TikTok	Purchase	Increase in brand awareness and adds incentive to purchase. Our primary Persona (Sam) is found on this platform,
9	Create segmented email lists and provide tailored content. <u>Customers that fall under our Emily persona:</u> Link to blog article “How to Raise an Eco-Friendly Family”. Introduce them to boxes for eco-friendly families. Customers that fall under Addie persona: Link to blog article “5 Easy Sustainable Swaps for Busy	Email, SEO	Retention	Create personalized content for customers

	Professionals”, Discuss recent collab with influencer			
10	Customer website testimonials	FOMO referrals, Social Media	Advocacy	Create urgency and trust from real customers
11	Influencer EcoBox Unboxing Videos – Feature real customers trying EcoBox for the first time	Social Media	Awareness	Build trust through real customers and influencers
12	Abandoned Cart Email Sequences – Reminders with social proof or discounts “Not sure? Try 10% off”	Email	Consideration	Customers are price-sensitive & FOMO-driven, so urgency-based messaging and peer-based discounts work best
13	Signing up with school email- Offering student discounts or budget-friendly subscription plans can help younger audiences afford EcoBox products.	TikTok, Instagram, Email	Purchase	Limited-Time Offers & Discounts – removes risks for customers
14	Surprise Bonus Gifts, include in unboxing videos occasionally: eco friendly toys, sustainable clothing, etc	TikTok, Instagram, In product	Retention	Keep consumers interested
15	Social Employees discussing Sustainability Reports	TikTok, Instagram	Advocacy	Returns the brand back to the foundations it was built on. Creates a community.

The recommendation for EcoBox Co. can significantly enhance its market presence and customer loyalty by addressing key areas of concern. Implementing a tiered loyalty program, offering subscription customization, and deploying personalized email sequences will directly combat the high subscriber churn rate observed after three months, aiming to extend retention to six months. Concurrently, boosting social media engagement through user-generated content challenges, influencer partnerships, and educational content will elevate brand awareness and community building, targeting an increase in engagement rates on Instagram and TikTok. Website optimization, including landing page redesign, interactive product quizzes, and streamlined checkout processes, will reduce the high bounce rate and improve session duration, fostering better conversion rates. Furthermore, personalized email marketing with engaging subject lines and interactive content will aim to increase open and click-through rates. Finally,

strengthening referral and advocacy programs through tiered rewards and community forums will drive organic customer growth, increasing monthly subscriptions by 15%.

By focusing on these strategic recommendations, EcoBox Co. can expect to see tangible improvements across multiple metrics. These include a substantial increase in customer retention, enhanced social media engagement, improved website conversion rates, higher email engagement, and a significant boost in organic customer acquisition. These efforts will collectively contribute to a stronger brand presence, increased customer lifetime value, and sustainable growth in the competitive eco-friendly subscription box market.

Suggested Influencers:

EcoBox should focus on working with Micro-Influencers.

Instagram:

[Sabs 🌿 \(@sustainablesabs\) • Instagram photos and videos](#)

<https://www.instagram.com/sophiaxverde>

[Dr Anita Vandyke \(@rocket_science\) • Instagram photos and videos](#)

[Zero Waste Living - Agnes Mike \(@wasteless.at\) • Instagram photos and videos](#)

TikTok:

[Sophia \(@sophiaxverde\) | TikTok](#)

[ig:suzannesarahs ♻️](#)

[berry \(@theberrybestt\) | TikTok](#)

[Kara- Personal Finance \(@webravelygo\) | TikTok](#)

References:

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