

Digital Marketing Plan for Olio

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Executive Summary

In the current world, Olio presents a cure for the issue of waste and environmental debasement. Their center is on supportability and making a positive affect within the community. On Olio, clients are able to share any excess possessions with others. It takes after the idea of sharing and utilizing assets shrewdly to help the environment. However, Olio needs a good plan for promoting on the web to develop its commerce within the UK. This plan ought to fit Olio's particular way of doing business and the individuals it needs to reach. This outline covers a plan to realize Olio's objectives utilizing diverse strategies. By carefully looking at how Olio does business online, making a detailed picture of its clients, and coming up with modern and inventive thoughts, this plan aims to assist Olio become even more successful. This methodology consolidates data from both literature and experts to provide Olio with important direction for success within the digital realm. Olio endeavors to be a frontrunner within the sharing economy and make a advantageous impact on society and the environment by concentrating on supportability, including the community, and setting clients at the forefront of their promoting plans.

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1. Introduction

Olio is an online platform outlined to engage the sharing of excess things, mostly foods, among individuals of the same neighborhood zone. It is altogether concerned with protecting the environment and utilizing the Environment's assets mindfully (Ciulli et al. , 2020). Olio's crucial objective is to put through people who have additional things with those who require them. This is often frequently accomplished utilizing advanced computer programs and network connections (Ciulli et al. , 2020). Present day clients like things that are great for the environment. The success of Olio in the market can be credited to its commitment to sustainability. By understanding Olio's clients and the by and large market, this plan aims to extend how much clients connect with the app and make the most excellent use of assets (Hassen & Akponah, 2023).

2. Company and Digital Business Model Evaluation

The establishment of Olio's online business model is supportability and waste decrease. Their focus is on conveying excess things in nearby communities to minimize waste. Central to its operations are computer programs that match individuals based on where they live, what they like, and in case they have additional things (Ciulli et al. , 2020). This way makes it less demanding for individuals to buy things and get involved within the community. The more individuals that utilize the platform, the more valuable and engaging it gets to be. As more individuals join Olio, there will be more things to select from. This will make it less demanding for clients to discover what they require or to give away things they

do not require. This good cycle of criticism makes Olio more competitive within the market and shows its worth (Harvey et al., 2020).

<i>Revenue Stream</i>	<i>Description</i>
Advertising	Olio generates revenue through targeted advertising on its platform, promoting eco-friendly products or services to its user base.
Premium Features	Olio offers premium features or memberships for users who want additional benefits, such as advanced search filters, priority listing placement, or exclusive access to certain items.
Partnerships	Olio collaborates with businesses, local governments, or nonprofit organizations on initiatives related to sustainability, waste reduction, or community engagement, generating revenue through sponsored campaigns or partnerships.
Data Monetization	Olio monetizes user data (in an ethical and privacy-compliant manner) by providing insights or analytics to businesses, researchers, or policymakers interested in sustainability or consumer behavior trends.

Figure 1: A table showing Olio's Business model

Moreover, Olio's approach to conducting business on the internet advances the proficient use of assets and supportability by grasping a circular economy and minimizing waste (Ciulli et al. , 2020). The platform permits individuals to effectively give things they no longer need, such as food or clothing. This aids the environment by making the things last longer and lessening waste. Today's shoppers need items and ways of life that prioritize environmental care, aligning with the center on supportability (Ciulli et al., 2020). In essence, Olio is a prominent figure in the sharing economy.

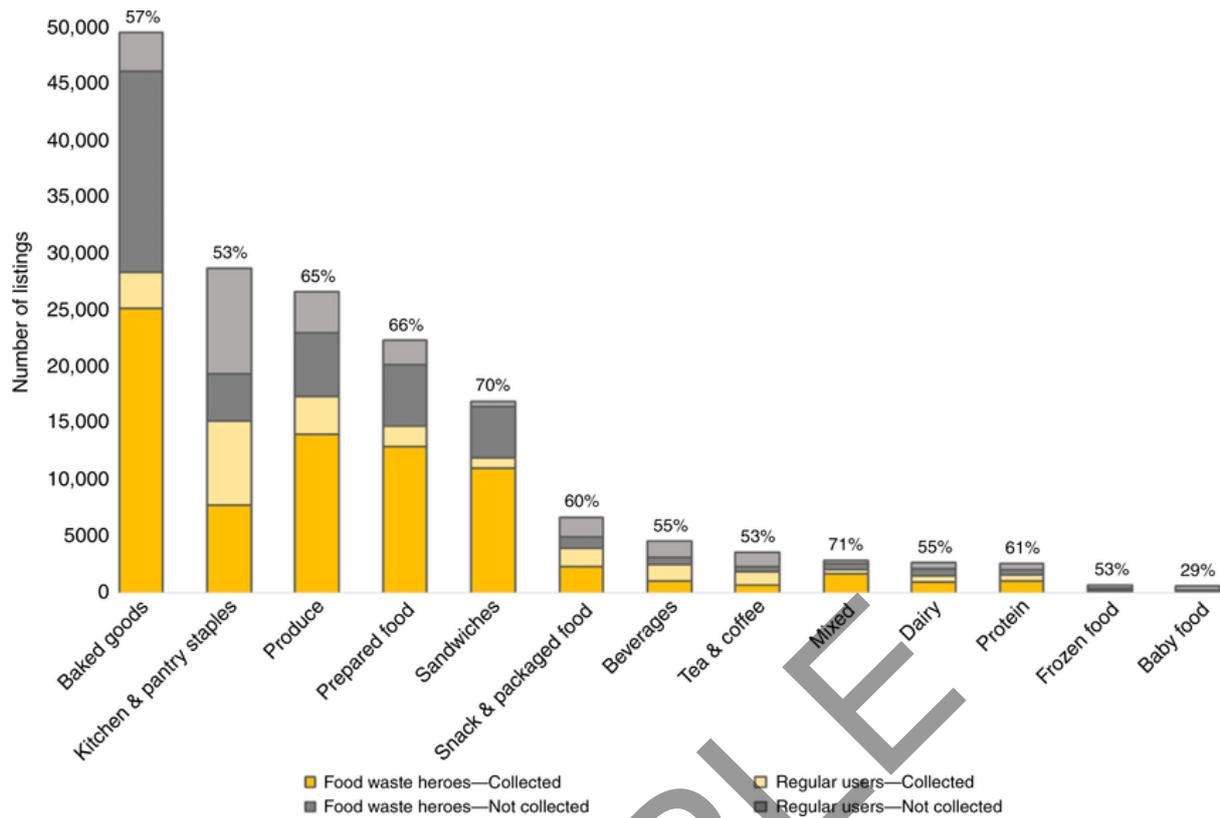


Figure 2: A graph showing Listings and collections by food category and user group

3. Customer Persona Development

Making a specific customer type is very important for Olío to adjust its online marketing to what its target audience in the UK likes and needs. The goal is to understand the potential users of Olío in the UK. Understanding their age, lifestyle, reasons for using Olío, and things that bother them will be achieved through the analysis of data from Mosaic shopper segments, Acorn user guide, UK census data, and the Mintel database on sustainability (Karpenko, 2021). Olío aims to understand its target audience in the UK by examining demographic details such as age, income, education level, and location (Karpenko, 2021).

Additionally, comprehending the motivations and concerns of individuals enables us to uncover the underlying causes and challenges that shape their behavior (Karpenko, 2021). By learning what encourages people to shop sustainably and what challenges they face, we

can adjust Olio's offers and messages to match their goals and ease their worries (Karpenko, 2021). We aim to create a fictional character that embodies the demographic of Olio enthusiasts in the UK through thorough research. Assigning a name, occupation, and other characteristics to the individual can help us perceive them as a genuine person and comprehend their preferences and needs more effectively (Karpenko, 2021). This will help us to create digital marketing plans and connect with new users in the UK. The following table shows customer persona development:

<i>Persona Name</i>	<i>Age Range</i>	<i>Occupation</i>	<i>Lifestyle</i>	<i>Motivations</i>	<i>Concerns</i>
Eco-conscious Emily	25-35	Sustainability Advocate	Active, urban lifestyle	Environmental impact, community engagement	Food waste, convenience
Green-minded George	40-50	Educator	Family-oriented, suburban lifestyle	Sustainable living, saving money	Time constraints, family needs
Community-focused Claire	18-24	Student	Social, budget-conscious lifestyle	Helping others, building community	Limited resources, social pressures

Figure 3: table shows customer persona development:

4. Big Idea Generation

Olio will use digital marketing to show how it helps the environment and brings people together. This will attract more users in the UK. Using what we know about our customers and the market, the main idea is to connect with what our target audience cares about and wants while also helping with their problems. One idea is to start some new and creative advertising that shows off Olio's goals and advantages in a convincing and easy-to-understand way. These advertising efforts could use storytelling to share true stories of how people have succeeded using the platform. This could encourage others to join the community.

Building relationships and partnerships with eco-friendly organizations and like-minded individuals can help Olio attract more environmentally conscious customers and gain their trust. Working together with similar groups can help Olio reach more people who care about the environment and want to use eco-friendly products. Moreover, making the client involvement more fun and fulfilling can empower modern clients to utilize the platform and to take steps to diminish waste and share assets. Including fun challenges, virtual rewards, and loyalty programs can make utilizing Olio more fun and satisfying, keeping individuals interested in utilizing it for a long time (Guillón, 2021). By utilizing these plans, Olio can stand out within the computerized marketplace and get new clients who believe in its values. It can moreover become a top platform for economical living within the UK. The table below supports Olio's Big Idea Generation for Olio:

<i>Big Idea</i>	<i>Description</i>
Storytelling	Utilize storytelling in advertising campaigns to showcase real-life success stories of individuals benefiting from Olio.

Eco-partnerships	Form partnerships with eco-friendly organizations or influencers to amplify Olio's message and reach a wider audience.
Gamification	Implement gamification elements such as challenges, rewards, and loyalty programs to make using Olio more engaging and fun.

Figure 4: table below supports Olio's Big Idea Generation for Olio

5. Literature Review

Successful online promoting is key to supporting the environment and engaging individuals within the community. This is often particularly true on platforms like Olio (Karpenko, 2021). Numerous studies donate vital data about how well these strategies work to reach these objectives. Ciulli, Kolk, and Boe-Lillegraven (2020) consider how advanced platform organizations, or "circularity brokers," offer assistance with recycling waste in food supply chains. They show how Olio and comparative platforms can help connect individuals who have additional food with those who require it (Cane and Parra, 2020).

Lucas et al. (2021) dive into data-driven actor separation and its suggestions for sustainable development goals (SDGs) like responsible consumption and production (SDG 12). Their research looked at an app like Olio that lets individuals share food. It shows how vital it is to utilize information analysis to make the app way better for clients and empower ecologically friendly activities. By examining how individuals use things and what they like, websites can recommend things they might like and offer rewards, to urge individuals to do more things that are great for the environment (Lucas et al. , 2021) In addition, Harvey, Smith, Goulding, and Illodo (2020) study how mobile apps help people share food, diminish waste, and donate away additional food.

In addition to analyzing academic studies, we moreover consolidate bits of knowledge from industry professionals' articles and reports in creating digital promoting procedures for

platforms like Olio. GuillÃ©n (2021) talks around how advanced businesses can be both befuddling and interesting. He stresses the significance of their capacity to quickly adjust to market changes and move rapidly. This proves that Olio ought to continuously come up with modern and progressed ways to market online so they can remain imperative and competitive. In addition, Hassen and Akponah (2023) look at how supportability and innovation come together in the online marketplace. They show how computerized platforms can help the environment and society in a great way. By working with feasible objectives and utilizing unused innovation, apps like Olio can become more engaging to individuals who care around the environment (Karpenko, 2021).

6. Recommendations

After analyzing the data, we have come up with proposals for Olio to request to a bigger audience within the UK market. These proposals incorporate diverse ways of promoting our products online to put through with our intended clients and get them interested. Firstly, utilizing social media can help Olio to form more individuals mindful of what they do and get individuals included in their community (Ciulli et al. , 2020) .Olio can utilize Facebook, Instagram, and Twitter to share stuff that clients make, bolster green ventures, and show how individuals within the area share things (Karpenko, 2021).

Interesting pictures and fun exercises can help spread Olio's message and get taken note by individuals who care about the environment.

Apart from utilizing organic social media, collaborating with influencers is an brilliantly approach to locks in with a more extensive audience and building more noteworthy trust in your brand(Ciulli et al., 2020). Working with well known individuals who share the same values and audience as Olio can help make veritable stories and get clients included. Social media stars can share their own encounters with Olio, showing how simple it is to utilize and how it makes a difference the environment. Also, SEO helps more individuals

discover and visit Olio's site. Olio can progress its website's search engine rankings and draw in individuals trying to find ways to diminish waste and help the environment by utilizing catchphrases about feasible living, community sharing, and neighborhood activities in its content (Lucas et al., 2021).

Content marketing helps to pull in and educate individuals around the great things of joining Olio. Olio helps with regular stresses and gives counsel on how to live in a way that helps the environment. The strategy includes composing web journal posts, articles, and educational materials. These resources conversation about how the things we share can influence the planet. Olio can become a trusted source of data around being eco-friendly by giving valuable tips and counsel (Blackburn, Ritala, and Keränen, 2023). Also, e-mail promoting permits Olio to remain associated with current clients and empower them to remain involved. Olio can empower individuals to keep utilizing the app and welcome their companions and family by sending them personalized emails, letting them know about neighborhood occasions where they can share things, and giving them extraordinary bargains (Ventura, 2023).

Fundamentally, employing a complete advanced marketing plan including social media, working with popular individuals, search engine optimization, making content, and sending emails will assist Olio bring their thought to life and get new clients within the UK (GuillÃ©n, 2021). By utilizing these techniques that match what our target audience likes and cares around, Olio can get more users, get individuals involved within the community, and keep working towards its objective of advancing maintainability and securing the environment (Hassen & Akponah, 2023).

7. Conclusion

In conclusion, Olio may be a pioneer within the sharing economy since it centers on being sustainable and getting included within the community. Olio can use savvy online marketing to grow its client base within the UK by making the foremost of its unused business thought. By utilizing data around distinctive sorts of clients and what we learned from examining other sources, Olio can make its promoting techniques more engaging to individuals who care about the environment (Ciulli et al. , 2020). Utilizing social media, working with well known individuals online, utilizing search engine optimization, making interesting content, and sending emails will help Olio reach and interface with the individuals they want to reach (Hassen & Akponah, 2023). In addition, by helping individuals feel like they belong and making it simple for them to associate with others, Olio can make more individuals mindful of its brand and get more users (Thornton, 2024). In general, if Olio keeps its promoting in line with its convictions and objectives, it can keep making a great affect on society and the environment whereas growing reasonably within the UK.

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9. Appendices



Projected market growth of Olio and food sharing app from: <https://ideausher.com/blog/food-sharing-app-like-olio/>

OLIO

The Food Sharing Revolution

Welcome! OLIO is a free app which connects neighbours with each other and local shops so that surplus food can be shared – either for sale, or for free - not thrown away. If you love food, hate waste, smile at a bargain or want to connect with your community then please join OLIO.

Available on the App Store

GET IT ON Google play

Business model for Olio, <https://productmint.com/olio-business-model-how-does-olio-make-money/>

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