

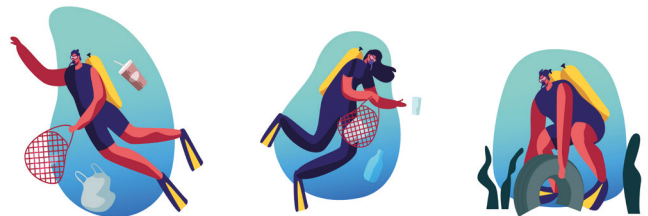
# Marketing Strategy

**Who will be writing the copy for the site?** – I will be writing the copy

**Write down the keywords for your website:**

- Plastic
- Pollution
- Rescue
- Non-profit
- Donation
- Ocean
- Marine
- Enviroment
- Garbage
- Clean-up
- Divers

**Image reference board:**



**Alternate text for images:**

- Plastic pollution whale
- Rescuers cleaning up
- Plastic tires at bottom of the sea
- Plastic bottles in ocean
- Clean up

**Tags:**

searo, searescueorganization, savethesea, savetheocean. searowaste, zero, plastic, pollution, ocean, cleanup.

**How often do you propose articles/blogs for the client and who will write them?**

On a monthly basis there will be updated information on projects they are working on and campaigns they will have.

**Social media** – The website will be marketed on Instagram, facebook and occasionally on youtube.

I will at least post once a week on social media.

The content pillars will be information about the work SEARO does, plastic pollution and suggestion on how to save the ocean.

**What monthly budget will you propose for the client and why?** - The monthly budget i will propose at first will be low and include free advertising.