

Top Player Analysis: Recycled Bags

Business Objective: Get in front of more people, into sales

Possible marketing asset: Etsy ads

Passive Buyers

1. Who am I talking to?

- a. People who value sustainability
- b. Women 70%, Men 30%
- c. Gifters
- d. People who use things constantly until they are completely worn out
- e. Boho and Hippie

2. Where are they now?

- a. Level of Awareness
 - i. Level 1 - These people who shop on etsy are not there for something specific, we're taking all of them from level 1 to level 4.
- b. Stage of Sophistication
 - i. Stage 5
- c. Current State
 - i. Scrolling on Etsy looking for something cool to spend money on.
 - ii. They want to improve their tribal status/ identity of being a boho or hippie
 - iii. Looking for something creative boho or hippie
 - iv. Finding a unique gift for someone they hold dear to
 - 1. Birthday
 - 2. Global celebration
 - a. Mother's/Father's Day
 - b. Halloween
 - c. Christmas
 - d. Etc...
 - v. Something they half care about: Supporting small businesses
- d. Dream State
 - i. Improving their boho and hippie tribal status
 - ii. Be part of the sustainability move and making a difference
 - 1. Reduce environmental impact
 - iii. Reducing my environmental footprint
- e. Levels of Pain

- i. Passive. Low.
- f. Level of Belief
 - i. 0/10.
- g. Level of trust
 - i. 0/10
- h. Mechanisms they have tried
 - i. They have bags from NorthFace, Nike, other big brands who've established themselves to be "sustainable"
- i. Solution
 - i. Buy something that's actually authentically sustainable.
- j. Product
 - i. Recycled Bags made from wastes.

3. Where do I want them to go?

- a. Stop the scroll
- b. Click on my listing
- c. Buy my recycled bag

4. What are the experiences they need to go through to take them there?

- a. Stop the scroll
 - i. Portrait image of the product → Match Pattern Interrupt With Beauty (Catch their attention with as much element as possible)



- ii.
- iii. The first few words of the listing title need to make sense of what the product is.
 - 1. The rest of the title needs to be descriptive, but in an interesting manner. Not features.
 - a. i.e → Recycled 2" MakeupBags With Zipper ❌
 - b. I.e → Recycled Cambodian Fairtrade Makeup Bag With Inside Pockets ✅
- b. Click on my listing → Buy my recycled bag
 - i. Showing multiple angles of the product (in a catching manner)

- ii. The first thing in the description you're selling the utility of the product.
"This bag is used for summer camping"
- iii. The technical information of the product.
 - 1. Descriptive and concise.

Outline at play



Recycled Bucket Bag, Upcycled Small Bulk Bag, Handheld Carry Bag, Recycled Material, Repurposed Bag, Sustainable & Waterproof Shopping Bag

Our recycled bucket bag is used for carrying items to the beach, grocery hauling, PLUS it can also be used for packing your lunch. It is can protect whatever's inside from wet, it's durable, also can hold loads of weight at a time.

►【PRODUCT DETAIL】

- Color and Style: Yellow, Feed bag.

- MATERIALS: Polypropylene, Feed Bags, Vinyl

►【DIMENSIONS】

- Size: Length 15.8"/40cm x Height 14"/35cm x Width 8"/20cm

►【SHIPPING & PROCESSING】

❀ SHIPPING ❀

- Priority Shipping: 1-2 days of Shipping
- Expedited Shipping: 3-5 days of Shipping
- Standard Shipping: 6-10 days of Shipping

❀ PROCESSING ❀

- 1-3 days max of processing
- Please contact us for an accurate turnaround on a specific item.

MORE ON SHIPPING

- Times are typically between 2-10 business days. It depends largely on the shipping service you select.
- Shipping times are ESTIMATES ONLY. Actual delivery time can be faster or may be delayed.
- Holidays, natural disasters, and other special circumstances can delay delivery.
- We are not responsible for shipping delays, and do not guarantee any specific delivery date.

PRODUCT CARE

For best outcome, please gently hand wash with cold water, dish soap, and a soft cloth/sponge. Dry off your bag immediately after washing (avoid using machine wash or dryer)

GIFT IDEAS

- Gift for your college student
- Gift for your teenager
- Birthday gift for college roommate
- Gift for teachers and professor
- Father's Day and Mother's Day gift
- Mom and Dad's birthday gift
- Gift for grandma and grandpa
- Gift for boyfriend and girlfriend
- Gift for eco-lovers
- Christmas and Thanksgiving gifts
- Veteran's Day gift

- Christmas Gift

►【CAN BE USED ON】

· College

· Vacations

· Business Trips

· Gym

· Grocery Shopping

· Travelling

· Outdoor activities

Recycled Shopping Basket Bag, Fairtrade Feed Bag French Basket Bag, Unisex
Handheld Storage Beach Bag, Upcycled Bag For Picnic, Zero Waste Bucket Bag,
Recycled Plastic Bag, Shelf Storage with Handles, Shopping and Home Decor

👉 SHOP MORE 👉 <https://recycleddaisydesign.etsy.com>