



Digital Marketing Plan:

**Ripley's Aquarium of Canada - Protecting Marine ecosystem**

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## **1.0 Introduction**

As we all know, the ocean is critical to human beings since they provide essential services such as food, oxygen generation, carbon storage, etc. However, with the rapid development, human activities are threatening the health of the world's oceans. Based on the NOAA (national oceanic and atmospheric administration), approximately 80% of global marine pollution comes from land-based activities (NOAA, 2018). Therefore, it is necessary for us to advocate for people to protect our marine ecosystem.

### **1.1 Social cause**

The ocean ecosystem plays a vital role in our life. However, our marine ecosystem is being impacted by pollution from human activities like greenhouse gas emissions, sewage disposal, trash dumping, etc. These pollutions will change the ocean acidification, the water temperature and cause the sea levels to rise, which will threaten the marine species as well as human health, food security and economics. Other than pollution, many other human activities such as overfishing, offshore drilling are also severe problems. All these cumulative impacts threatened our marine ecosystem. On that account, the social cause we focus on is that human beings are harming our marine ecosystem, and it became a serious issue that we cannot neglect and need to take action.

### **1.2 History**

According to Moore's article, scientists noticed marine pollution by carrying out plankton studies in the late 1960s and early 1970s (Moore, 2021). And from that time, people start to pay attention to the marine ecosystem. People start up many organizations that aimed to help the oceans. For example, in 1967, the "American Cetacean Society" was founded to protect the habitats of marine mammals. "Ocean Conservancy" was established in 1977, aimed to clean up oceans and beaches. In 2005, "Oceanic Preservation Society" was founded, and they spread public awareness by using film and photography (Four Fish, 2018). However, ocean pollution is still getting worse. Based on the research, about 150 million metric tons of plastic trash accumulated in 2015, and the study estimates that the accumulation will become 600

million metric tons by 2040 (Parker, 2021). Thus, we still need to put more effort into helping our marine ecosystem.

### **1.3 Current State**

Based on the statistic from 2020-2021, we can learn that 100 million marine animals died due to plastic, 500 marine locations are recorded as dead zones, and over 6,000 offshore gas and oil industries release greenhouse gases and cause thousands of spills to the oceans (Condor Ferries, 2021). Other than the damage to the ocean ecosystem, human beings are impacted as well. Contaminated shellfish caused 50,000-100,000 people deaths annually, the medical and health costs of polluted waters are \$16 billion globally (Condor Ferries, 2021). All these data are notified people to pay more attention to our ocean.

## **2.0 Marketing Strategy**

### **2.1 Company**

Ripley's Aquarium of Canada is a public aquarium in Toronto with more than 1.5 million gallons of water and shows more than 450 species and freshwater habitats from around the world (Wikipedia, 2021). After viewing the official social media accounts and website, I discovered that the Ripley's Aquarium already had some relevant articles and events about protecting the marine ecosystem. Therefore, to better prove the Aquarium wants to help the world and have corporate social responsibility (CSR), we can pay more attention to the social cause: protecting the marine ecosystem through digital marketing. And the following marketing strategies will help the company not only to promote the social cause, which helps to increase social awareness and educates people but also generate donations.

### **2.2 Promotion**

#### **2.2.1 Instagram**

Based on the research, 50% of Instagram users follow at least one business, and 71% of the active users on Instagram are under the age of 35 (Mohsin, 2021). This means that the primary user group is young adults, and the Aquarium has opportunities to attract more followers from the younger age group of people. Since

the Aquarium already has an official Instagram account, as shown in Figure 1.

Therefore, we aimed to increase more followers while we promote the social cause.

#### ***2.2.1.1 Highlight and story***

First of all, I recommend adding a new story highlight named “Protect Ocean.” For example, as shown in Figure 2, there is a story highlight for “Earth Day.” This highlight contains all the stories about earth day. Hence, under the “Protect Ocean” highlight, we can include stories that promote the social cause of protecting the marine ecosystem, share the summary of our original articles as an image including the link led to the web page, etc. Figure 3-5 are samples I create for the stories and the logo for the highlights. As discussed, most users of Instagram are young adults. Hence the design for Instagram should be trendy and able to catch young generations’ eye. Also, the primary color for the official account is blue and white. Therefore, the logo of highlights and stories I provide are in the same color scheme. With the stories feature, we can keep in touch with our target audiences almost every day. We can add an original image or a short video as well as repost other people’s good content about protecting the marine ecosystem to remind and promote the social cause to the public.

#### ***2.2.1.2 Post***

Another critical feature is "post" on Instagram, and I recommend the Aquarium to post relevant content at least twice a month to share some facts about our marine ecosystem now and advocate people to protecting our marine ecosystem. Figures 6-9 are samples I created to promote the social cause. As mentioned above, the color scheme I choose is blue and white to match the style of the official accounts. And the photo post on Instagram should always be the same size. Otherwise, the portion will change when you post it. So, I choose to keep all the sample photo squares which is also a popular portion to post on Instagram.

#### ***2.2.1.3 Hashtag***

Also, for Instagram, we can add several hot hashtags to attract more viewers. In stories, we can only add one hashtag, but we can add many hashtags in the post to increase the number of post viewers. For example, as figures 10 & 11 showed, these two hashtags, #protectocean and #protectmarincelife, are relevant and popular among

the same topic. They all have over 20k posts compared to the other hashtags shown in figures 12 & 13. With the right keyword, we can increase the opportunity to get exposure and better promotion to the public. And based on Keyword Finder showed in Figures 14 & 15, keywords like protecting the marine ecosystem, marine ecosystem, ocean ecosystem, marine biome all have high search volume and are suitable for our social cause.

### **2.2.2 Facebook**

Based on the research, 65% of Facebook users are under the age of 35, and Facebook is reaching 59% of social media users, which is the highest among all the other social media platforms (Mohsin, 2021). This means that Facebook has more users. Due to the Aquarium already has an official account and most posts are the same as Instagram, I suggested the Aquarium to focusing on unique features like the community to promote the social cause.

#### **2.2.2.1 Community**

Under the Facebook home page, there is a section ranked all the top fans who participated and connected with the Aquarium, as Figure 16 showed. With that, I recommend the Aquarium to send them a direct message to promote the social cause. For example, when the Aquarium posts a new article about protecting the marine ecosystem, we can directly share the link to those top fans since they are the loyal audiences. With this, it will also make them feel unique as top fans, but we need to give the audience options to choose whether to receive the message. Moreover, the comments and shares from the top fans will help the Aquarium promote the marine ecosystem better and build a more connectable community with the audiences.

#### **2.2.2.2 Post**

Other than the identical posts the Aquarium post on other platforms like Instagram, I recommend the Aquarium also share the posts that can attract viewers to visit the website and read the articles that talk about protecting the marine ecosystem. Because Facebook user's age range is more comprehensive and 35% of the user are in older age. Therefore, the posts on Facebook should be fit for different demographics and deliver information in diverse ways. Figure 17 is a sample post image I designed

for an article published by the Aquarium. Share the article link, and the picture will attract more people to visit the Aquarium website and learn about the social cause.

### **2.2.3 TikTok**

#### ***2.2.3.1 User-generate content***

According to the statistic, TikTok is the most downloaded app on the Apple app store, and people spend an average of 52 minutes per day. Also, 62% of the users are between 10 to 29 (Mohsin, 2021). Therefore, the target audience on TikTok is young teenagers. Although the Aquarium has its account on TikTok, the followers and likes are not ideal, as Figure 18 showed, but other users' videos (Figure 19) have much more views and likes. Therefore, I suggested the Aquarium start a user-generated content competition about protecting the marine ecosystem, and the person with top likes can win a prize such as an annual pass to the Aquarium. All users can create a short video about the social cause based on their opinion and experience. And with more people shared their videos online, people will be notified that we need to take action and stop harming our ocean. With this, audiences will feel connected and willing to promote the social cause and will have the motivations to share the videos on their own social media account to advocate for more people.

What's more, the Aquarium can use technology like "Hootsuite" to better manage the social media platform. Moreover, based on the chapter 5 lecture, it is essential to motivate employees to engage since customers are more likely to trust employees. We can invite the employees in the Aquarium to add the posts to their stories on Instagram, write some articles talking about their own experience of protecting the ocean, connect with our top fans on Facebook, and share their own videos talking about their stories on TikTok, etc. Content marketing is a long-term strategy, and we need to continuously create valuable content to attract people. Also, use SEO to boost our brand awareness among the public.

### **2.2.5 Email**

According to the chapter 9 lecture, most people with a mobile phone will check their email in the morning, and almost everyone has an email. So, it is an excellent opportunity for us to promote the social cause and increase social awareness. I

recommend the Aquarium to send out an email to our email newsletter subscribers twice a month. The email can include the original articles talking about protecting the ocean ecosystem published recently, as the format shown in Figure 20.

## **2.3 Education**

### **2.3.1 Official website**

#### ***2.3.1.1 New section***

Since there are already some relevant articles and events about protecting the marine ecosystem on the official website (<https://www.ripleyaquariums.com/canada/>), the original information architecture includes global navigation named education, as shown in Figure 21 with the red box. Under this navigation, there is a section called “Deep Sea diary blog,” which has many original contents including the story that happened in the aquarium, some fun facts about species as well as articles that telling people to protect the marine ecosystem, like the one named “Plastic Pollution: The Silent Killer” shown in Figure 22.

Hence, I recommend the Aquarium add new navigation, “protect our marine ecosystem” under the “Deep Sea diary blog” for education purposes, as shown in Figure 23 with the red box. And after add in the navigation, the bar’s interface will change from Figure 24 to Figure 25. Under this navigation, it can introduce all the relevant original articles about how the marine ecosystem being damage, how we should protect our ocean, etc. And this section’s target audiences are teenagers or adults who can understand the article. We can also invite some employees and participants of the event “shoreline cleanup” shown in Figure 26 to write a blog or record a vlog about their feelings and experiences. Based on the chapter 8 lecture, engaging content from the company or employees can best connect with the audiences. Therefore, it will attract more audiences viewing the page with the high-quality original content and allow people to learn more about the serious issue with our ocean ecosystem.

#### ***2.3.1.2 Interactive video***

I noticed that Ripley's Aquarium of Canada has its own YouTube account. Hence, I recommend the Aquarium adding videos in the "protect our marine ecosystem"

section as well. We can use the existing videos to creating interactive videos. For example, the video introducing the book Planet Ocean also educated people on why we all need a healthy ocean, as Figure 27 showed (<https://youtu.be/GmoEO4pl4hs>). For this video, we can use an interactive button like the company MANGO did. Their video includes a small shopping bag symbol beside their products (Figure 28), and after clicking on the symbol, more information about the products will pop out for customers (Figure 29). This helps the customer learn more about the products, which provides a better customer experience since it makes the shopping process more convenient and visualized. So, in the video, we can use the same technology and add the interactive button. For example, in the video talks about Planet Ocean (Figure 30), we can add a question mark symbol beside different pictures, as shown in Figure 31. And after a click on the question mark symbol (Figure 32), another page will pop up to provide more information for the viewers, such as trash dumping, plastic in the ocean, etc.

Another interactive video can be in a quiz format. There will be a clip of the video along with a multiple-choice question. With the question, we provide a self-examination for audiences to see whether they understand the video. Interactive videos are also family-friendly; parents can watch the videos with their kids and interact and learn about the ocean ecosystem together. And here is a sample of multiple-choice interactive videos I made. I use some videos from the Aquarium that introducing different species, and in the interactive video, there will be a question pop up as shown in Figure 33. After audiences click the right answer, a notification of the correct answer interface will pop up, as demonstrated in Figure 34, and Figure 35 showed the wrong answer. For educating the social cause, we can change the contents of videos and questions to some relevant things about protecting the marine ecosystem. With the interactive video, we can provide better education about the social cause and make the process of learning more like a game, and audiences can be engaged with us.

Demonstration of how the video works link:



<https://drive.google.com/file/d/1KIAqsB02iqe1aonRCQ8TXrzz8bOd3w0Y/view?usp=sharing>

- Interactive video link: <https://player.stornaway.io/watch/404e479c>

### 2.3.2 Interactive game on mobile

Another educational way is aimed at younger age teenagers with interactive games. For example, the HTML 5 game I designed, as showed in Figures 36-38 is to help cleaning the plastic trash in the ocean. With the game, children can understand that we cannot throw plastic into the sea, and we need to reduce the use of plastic, etc. And based on the chapter 6 lecture, we need to think mobile-first. Hence the game is designed based on the mobile browser. However, since it is a test version, so it still has many problems that need to be finalized in the future.

- Demonstration of how to play the game link:

[https://drive.google.com/file/d/19Mu38bXxfhiX\\_71allrsTCa9Oa\\_KpEq3/view?usp=sharing](https://drive.google.com/file/d/19Mu38bXxfhiX_71allrsTCa9Oa_KpEq3/view?usp=sharing)

- Interactive game link:

[http://hdbbb.ssl.minihaowan.com/WebCustom/game/game\\_id/365094246?add\\_test\\_remind=1&scene=test&sse=1](http://hdbbb.ssl.minihaowan.com/WebCustom/game/game_id/365094246?add_test_remind=1&scene=test&sse=1)

## 2.4 Donation

### 2.4.1 Articles

As we mentioned above, we will invite our educators and employees to write several original articles about protecting the marine ecosystem and publish them on our website. In order to raise money, we can add a sentence that asks viewers to support, as figure 39 showed as an example from the guardian website. The sentences will motivate people to support us, and with this, after the audiences read our website, it will be convenient for them to donate.

### 2.4.2 Add a utility navigation – donation

Another way to raise funds is to add a donation button, as Figures 40 & 41 show as an example of saving the organization. And as figure 42 shown is the sample navigation bar I made for donation. Also, I use Gigit to design a sample home page and donation page for the Aquarium, as shown in Figures 43 & 44. With the utility

navigation, users will have a better user experience since they can find the will to donate money easily. Moreover, the donation page from Gigit will help the Aquarium better organize the donation for different events. Lastly, I suggest the Aquarium display the details for the donated money on the official website and social media platforms, such as receiving money from who and when, using the funds to do what, etc. In this way, the public will trust us more and be willing to donate the money.

□ Home page for donation link:

<https://app.gigitmarketplace.com/event/protectingourmarineecosystem>

□ Donation page link:

<https://app.gigitmarketplace.com/event/protectingourmarineecosystem/donate>

### **2.4.3 Online check out**

Since the Aquarium provides the service to purchase tickets online and has an online gift shop, I recommend adding a pop-up window when customers are ready to check out and ask them whether they are willing to support us and donate some money to save the ocean.

### **2.4.4 World Ocean Day**

On June 8th, world ocean day, I suggest the Aquarium post-donation link on all the social media platforms and encourage audiences to share and help the ocean. World ocean day is a relevant holiday with the social cause, protecting the marine ecosystem. Therefore, it may have more impact on that day. Also, I recommend the Aquarium donate 5% of the income from selling tickets and souvenirs on June 8th to support the social cause. This will encourage people to not only purchase more but also establish a tremendous social responsibility among the public.

## **3.0 Control & Feedback**

### **3.1 Control**

First, I recommend establishing different teams such as social media operational team, graphic design team, content team, etc. And each team will have a leader to meet up every day to make sure everything is on track, make sure all team members are responsible for their own tasks, and the information is updated. At the daily meeting, all the leaders need to report their progress and formulate a timeline for the

manager to monitor the actual progress. Next, once the post is published, managers need to evaluate the effect of this post; how many shares on each platform? How are the data compared to the last one? What can be improved? In this way, we can identify problems and promote the social cause better. What's more, if the problem is serious, all the members should conduct a corrective action and investigation to find the causes and solutions. The analysis team should analyze viewers' feedback from surveys or comments from different platforms to help improve from the customer's perspective to better manage our website and the social media accounts. Finally, the financial team needs to summarize the funds raised every day and report them to other groups in order to find out a better way to raise more money.

### **3.2 Feedback**

Our main goal is to raise at least \$20,000 per year to protect the marine ecosystem, promote and educate the social cause better, and increase the followers and subscribers on social media accounts and the share and likes on each post. Based on research, 1.1% of visitors to a nonprofit website made a donation, and the average conversion rate for a nonprofit's main donation page was 15% (Moore, 2016). Hence, our goal would be at least 3% of visitors will donate money after visit our website, which means every 10 visitors will have at least 3 people donate. And the average conversion rate on Instagram for brands with 10k-50k followers is 2.2% (Gothivarekar, 2021). Then, our goal is at least 6% of our Instagram followers would be engaged in sharing the post and donate money. According to Emil, 2%-5% would be a reasonable conversion rate for email (Emil, 2021). Hence, 8% will be our goal that every 10 people who receive our newsletter as well as receive our message from Facebook will have at least 8 willing to read, open the article links and donate money. Moreover, our goal for TikTok is to increasing our followers from 29 to at least 10k in one year and at least 10m of views about the user-generated content event mentioned above. And we can constantly adjust our strategies and goals based on the actual outcomes. To conclude, this digital marketing plan for Ripley's Aquarium of Canada about protecting the marine ecosystem has highlighted several ways to promote, educate and fund-raising along with the control and feedback.

4.0 Appendix

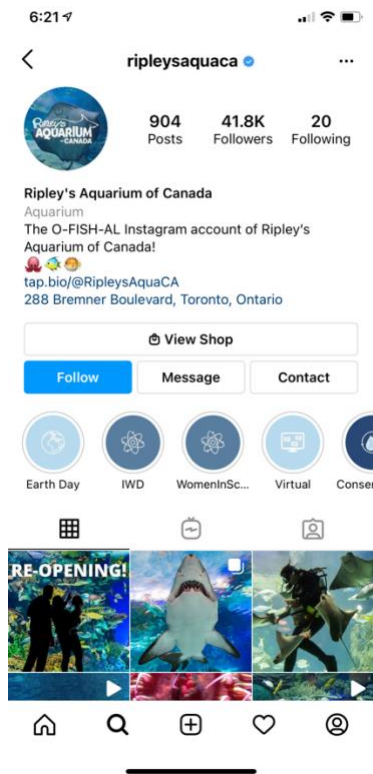


Figure 1. Instagram official account



Figure 2. Example of story highlight



Protect Oce...

Figure 3. Sample logo of "protect ocean"

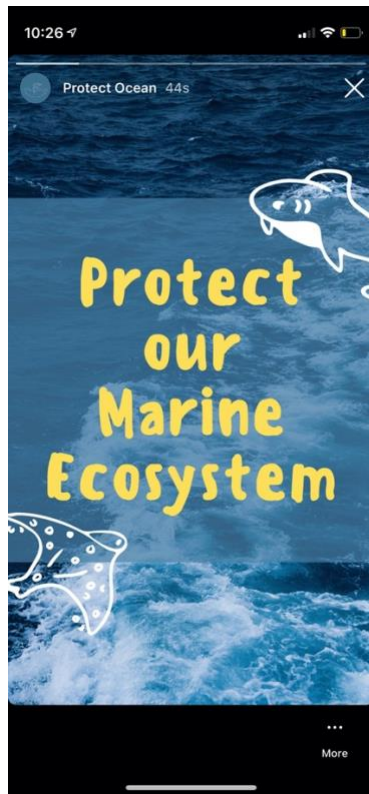


Figure 4 & 5. Samples of "protect ocean" stories

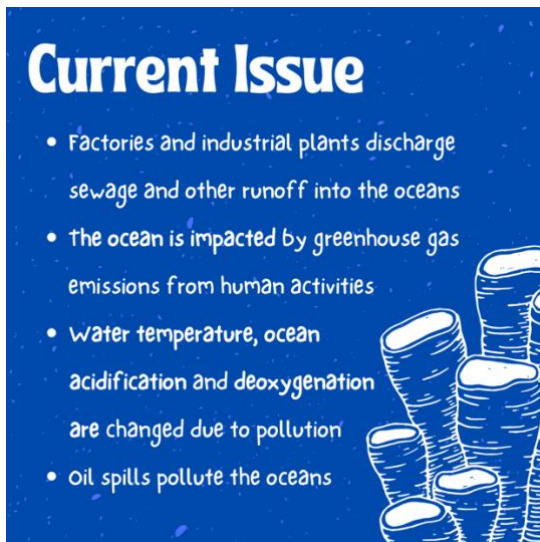


Figure 6 & 7 & 8 & 9. Samples of promotion post

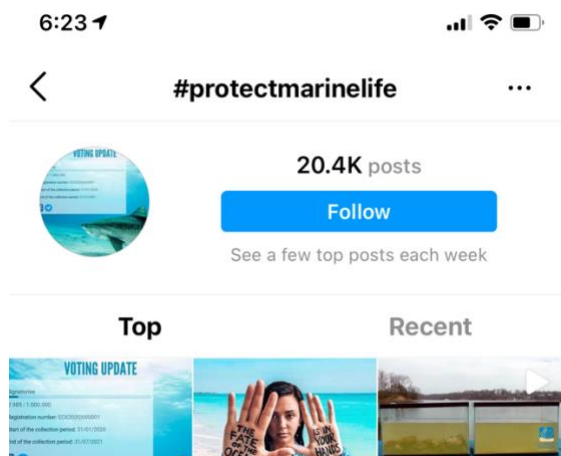
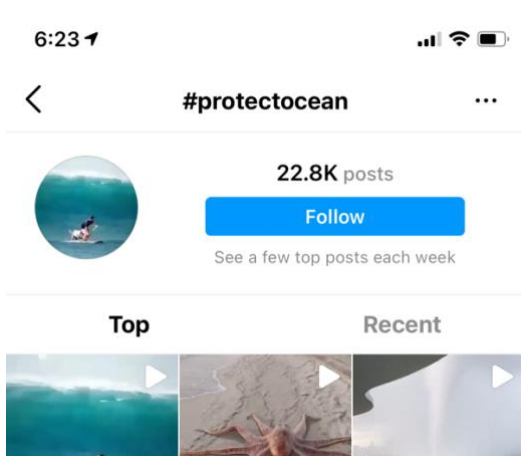


Figure 10 & 11. Hashtag's examples

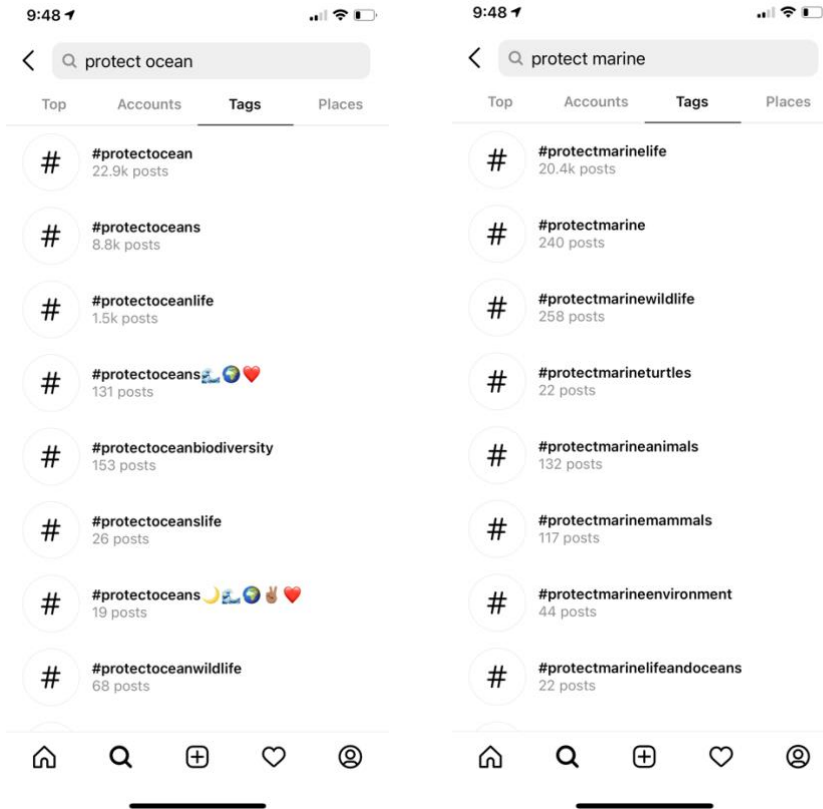


Figure 12 & 13. Popular hashtags ranking

Keywords	Trend	Search	CPC	PPC	KD
protect marine ecosystem		50	N/A	7	50
how to protect marine ecosystem		50	\$2.83	5	Q
ways of protecting the coral reef		40	N/A	0	Q
coral reef ways of conserving protecting		30	N/A	0	Q
why should coral reefs be protected and conserved		20	N/A	0	Q
marine ecosystem		19,700	\$4.75	0	44
marine biome		8,000	N/A	0	35
ocean ecosystem		8,400	\$0.52	0	48
marine ecology		3,500	\$2.49	4	31
marine habitat		2,800	\$0.52	0	45

Figure 14 & 15. Keyword examples

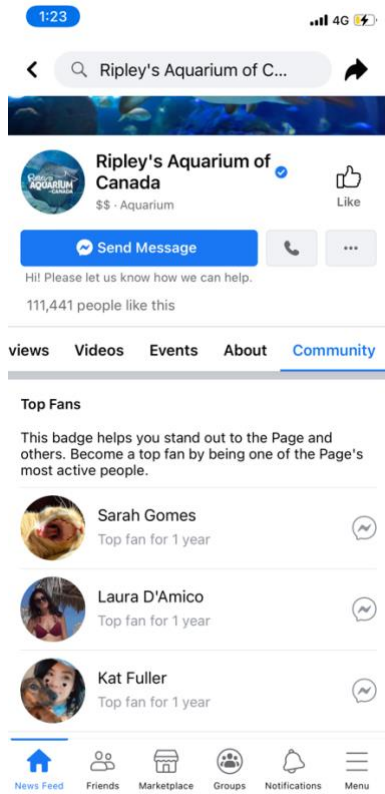


Figure 16. Facebook Community



Figure 17. Facebook sample post

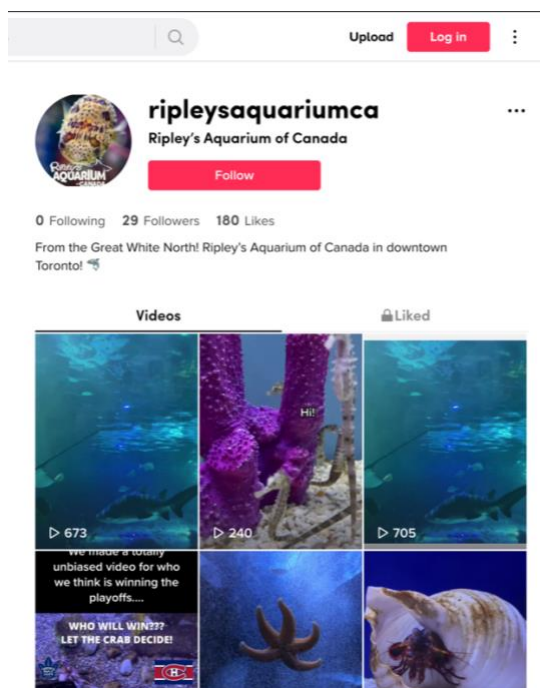


Figure 18. The Aquarium's TikTok official account

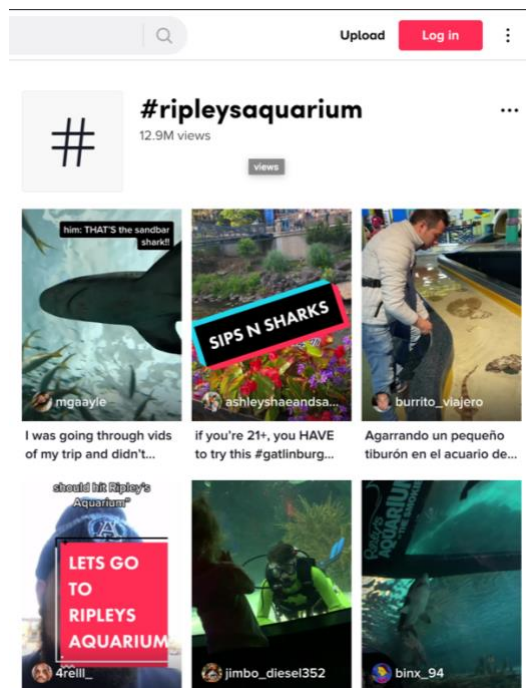


Figure 19. Other user generated contents about the Aquarium

Figure 20. Sample format of the email newsletter

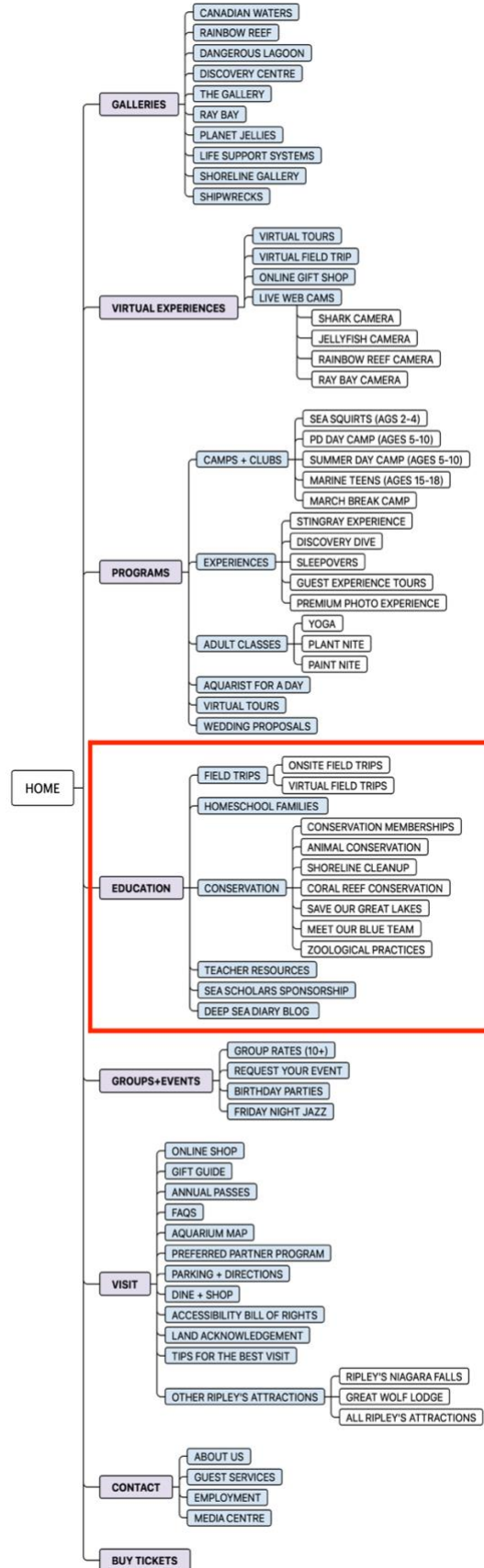
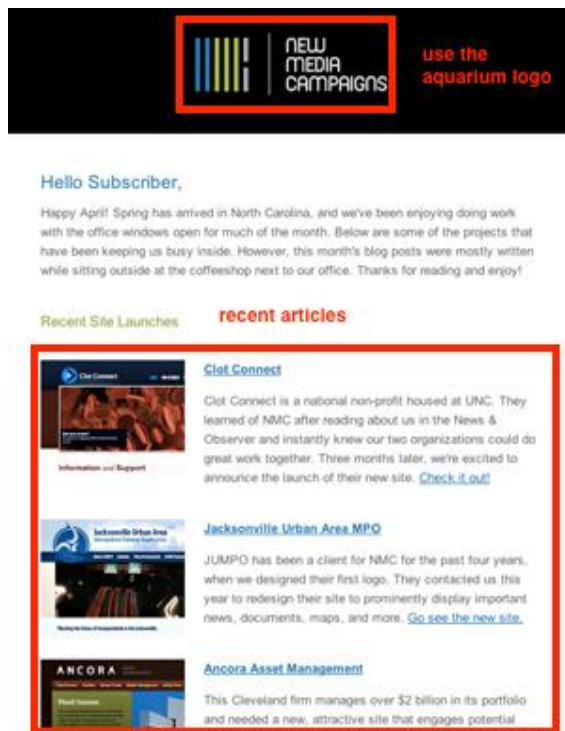


Figure 21. Information architecture of the website





Water is a key ingredient in our survival, however, we are currently creating a recipe for disaster.

Did you know Ripley's Aquarium of Canada sits right on the shores of the 14<sup>th</sup> largest lake in the world and one of the five Great Lakes?

Figure 22. Social cause relevant article

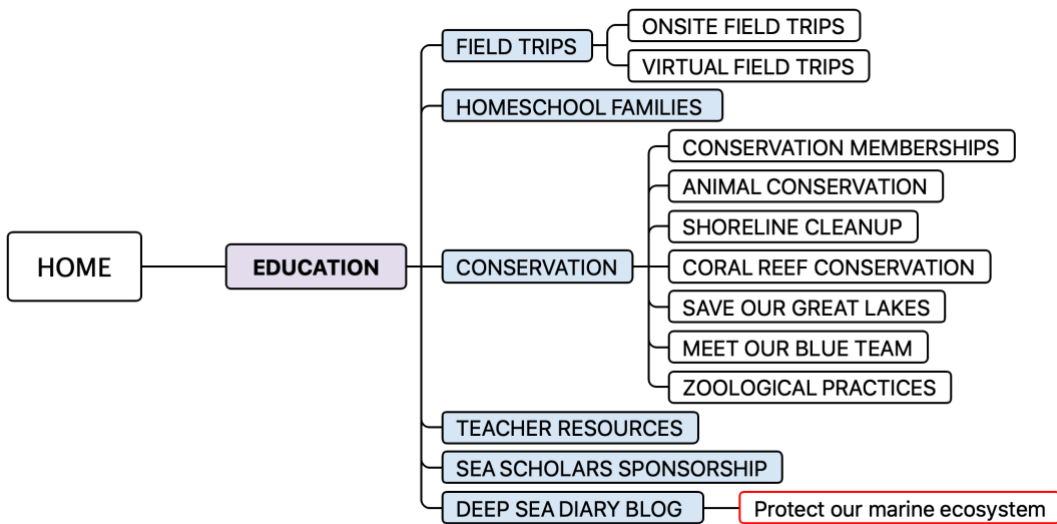


Figure 23. New navigation

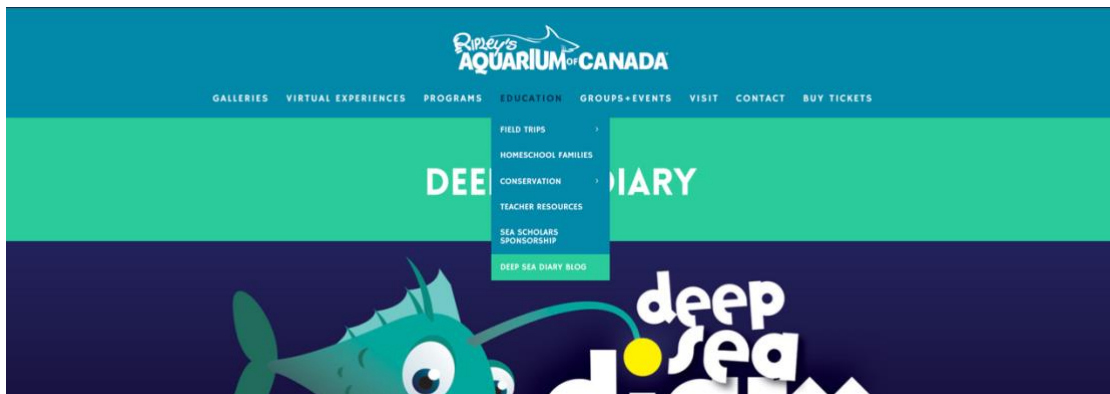


Figure 24. Old interface

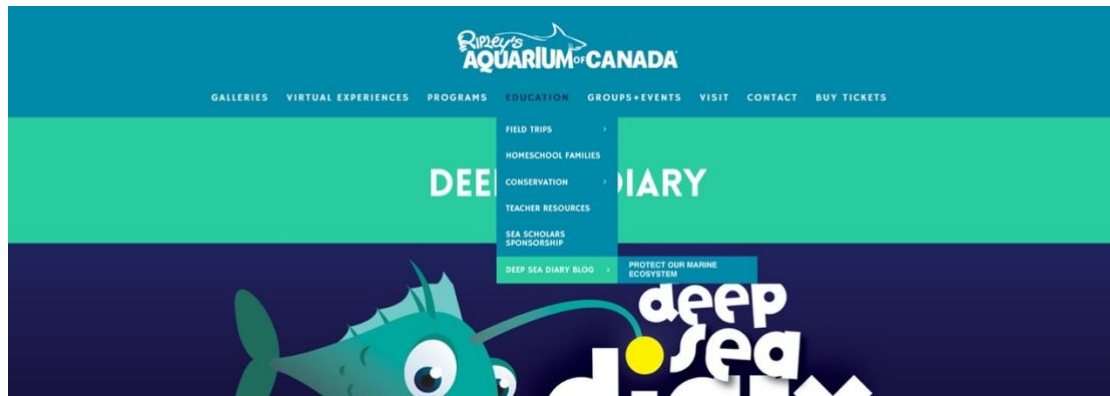


Figure 25. New interface



Figure 26. Social cause relevant event

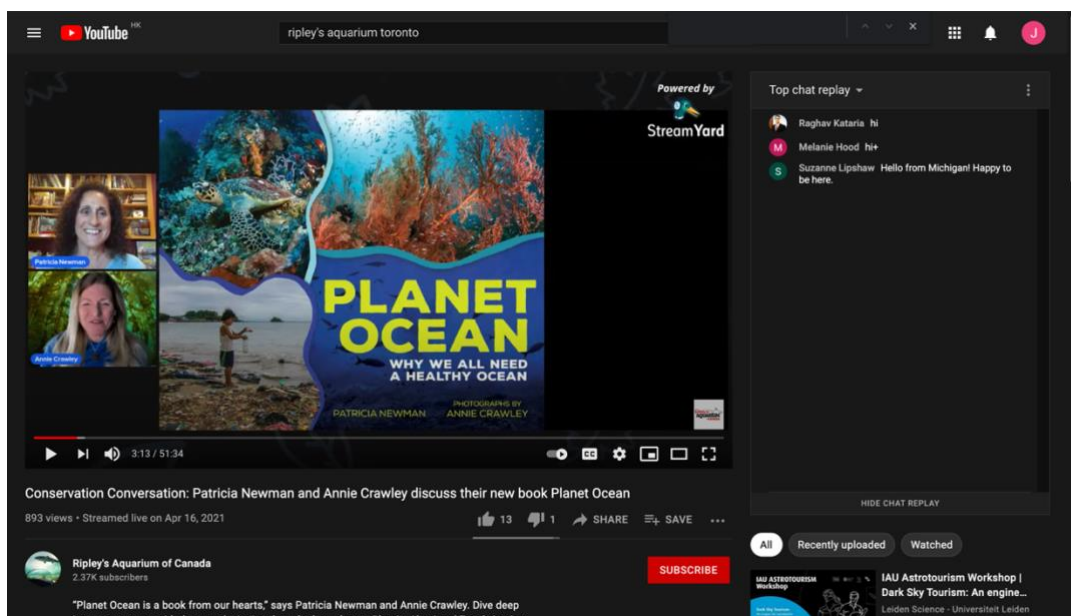
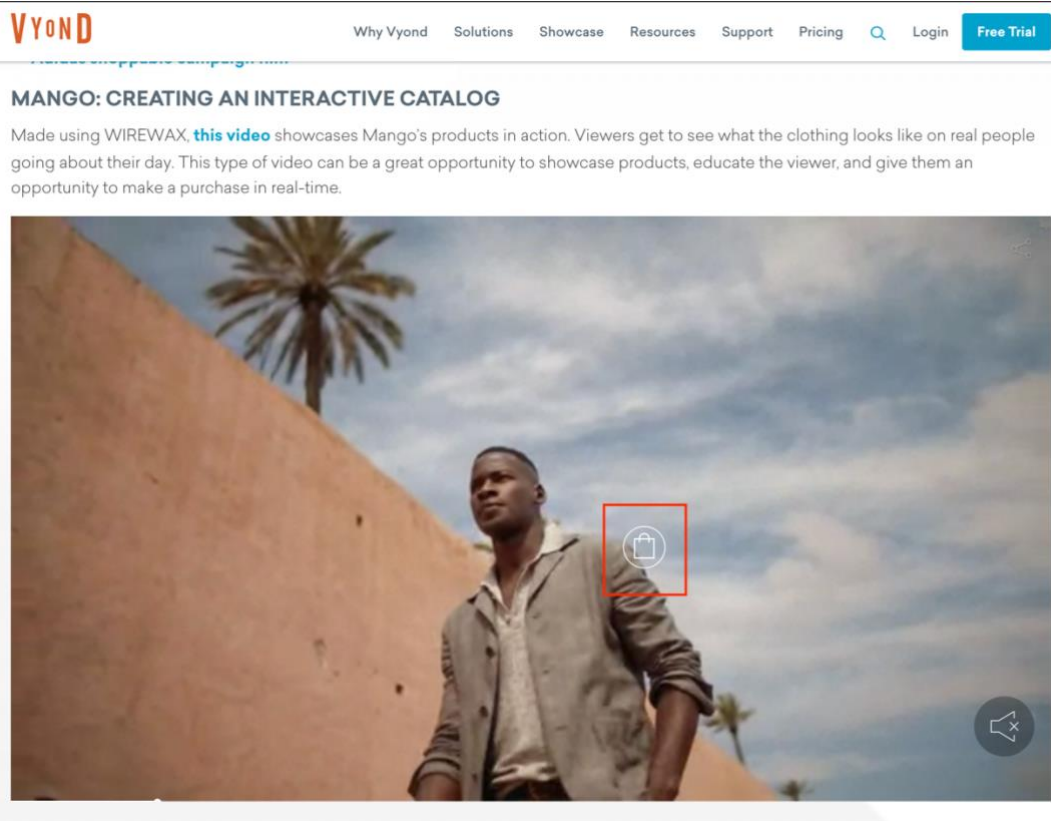
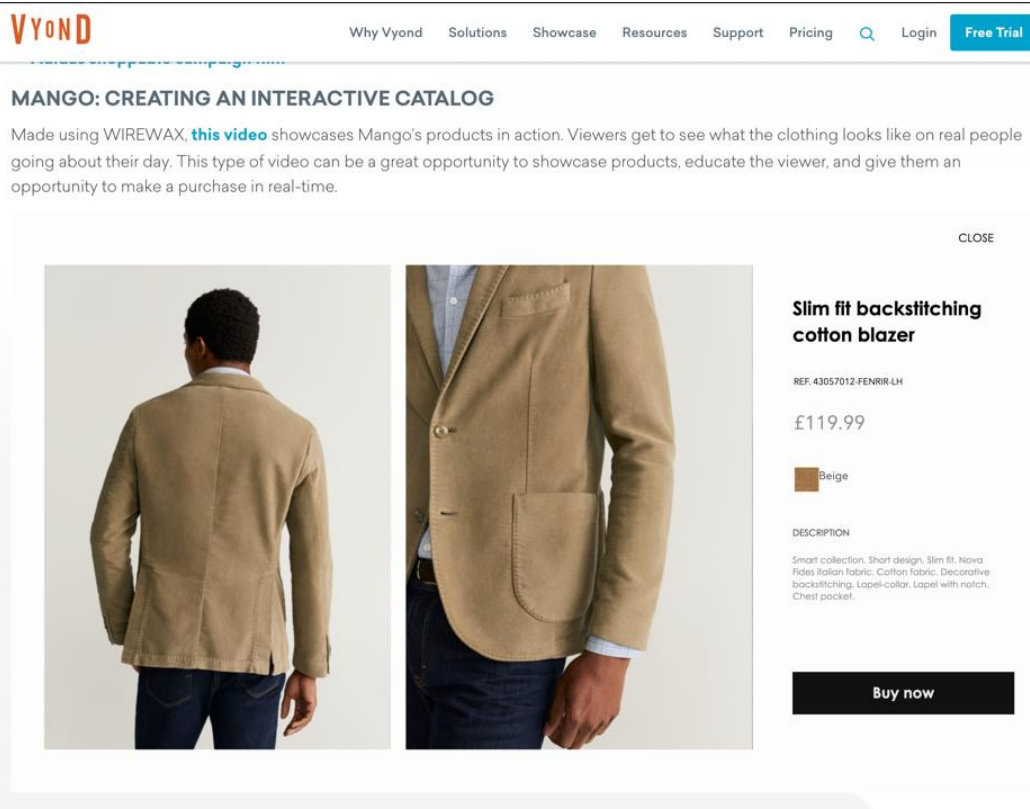


Figure 27. Social cause relevant video



**Figure 28.** Interactive video example - shopping bag symbol



**Figure 29.** Page after clicking the symbol

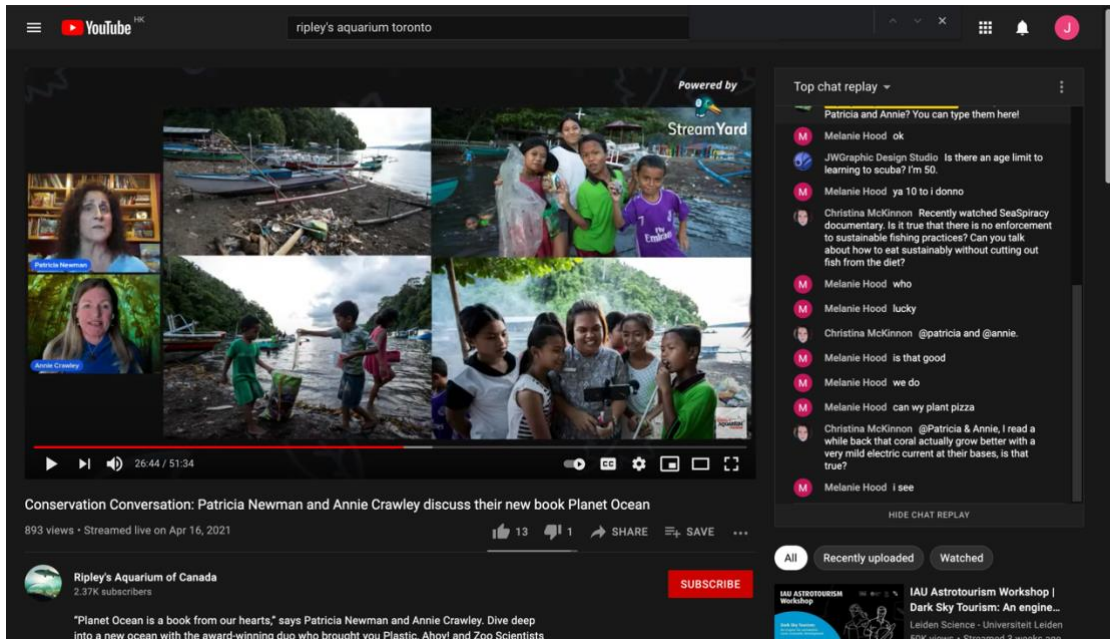


Figure 30. Screen shot of the social cause relevant video

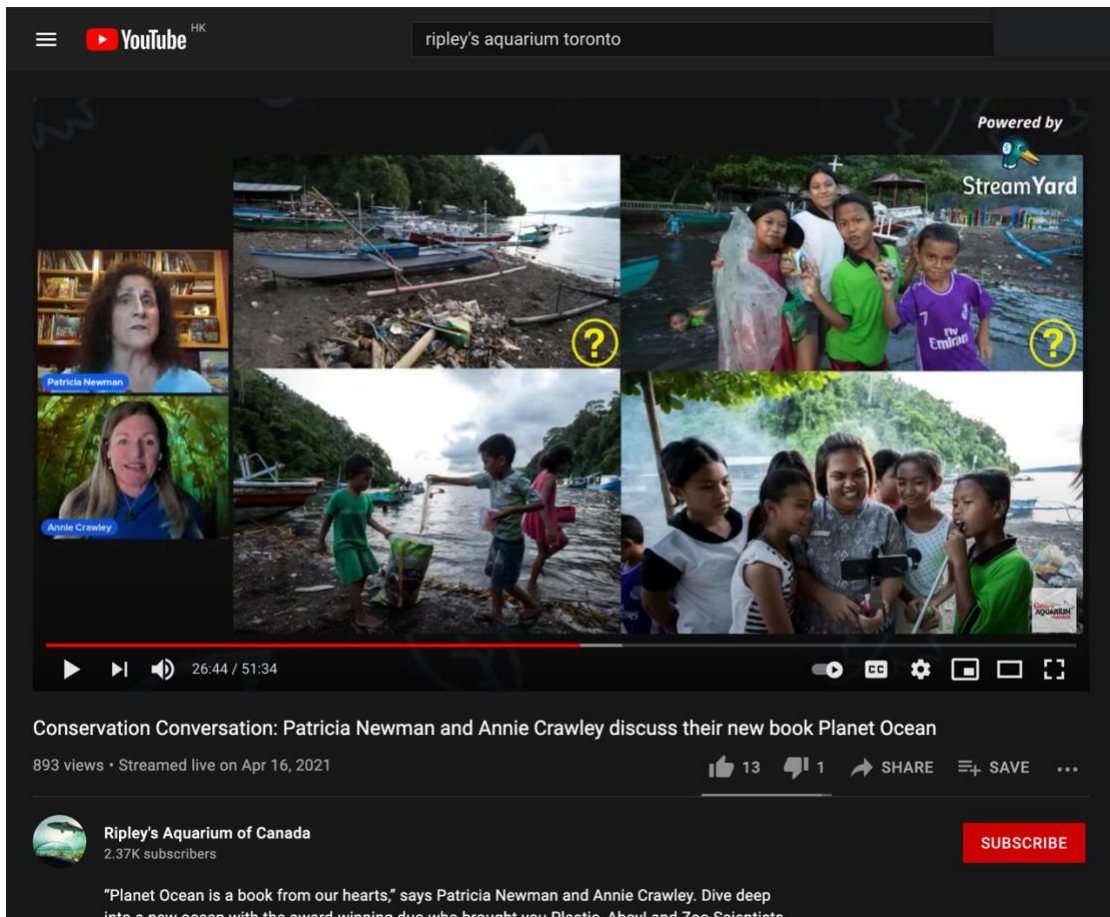


Figure 31. Sample interactive video with question mark symbol

The screenshot shows a YouTube video player with a dark theme. At the top, the channel name 'ripley's aquarium toronto' is visible. A yellow question mark icon in a circle is in the top left corner of the video frame. The video content is a still image of a beach covered in trash, with several boats in the water. To the right of the image, the title 'Trash Dumping' is displayed in a large, bold font. Below the title, there are three bullet points:

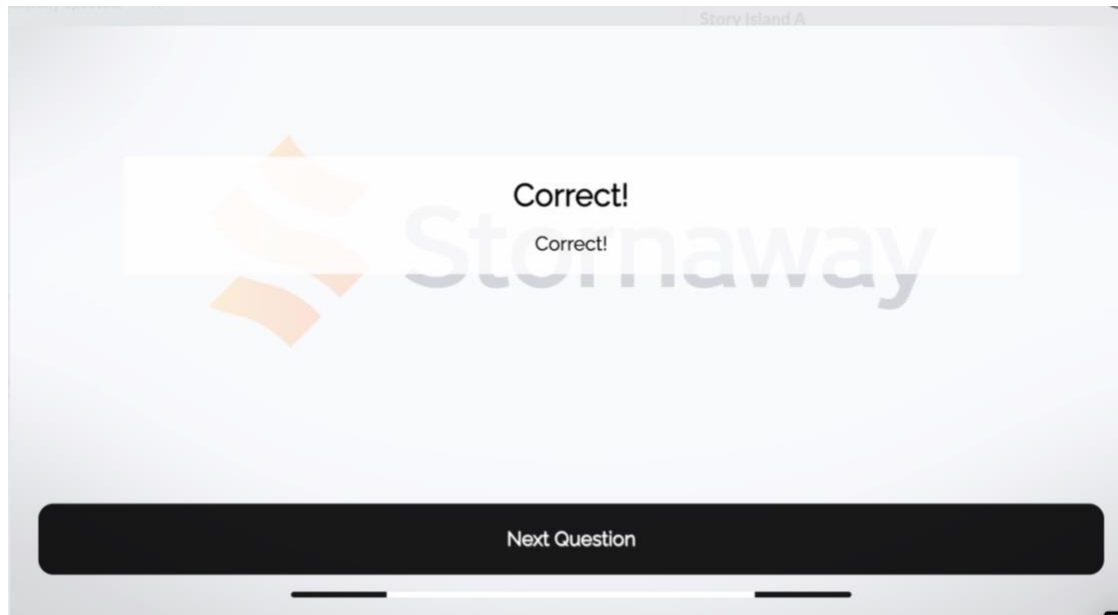
- Is Very harmful to the marine ecosystem.
- The largest trash site on the planet is the Great Pacific Garbage Patch, twice the surface area of Texas, and it outnumbers sea life there 6 to 1.
- China is ranked #1 for mismanaged waste and plastics. However, the US is in the top 20 with a more significant waste per person contributions.

Below the video frame, the video title 'Conservation Conversation: Patricia Newman and Annie Crawley discuss their new book Planet Ocean' is shown, along with view counts and interaction buttons. The channel name 'Ripley's Aquarium of Canada' and a 'SUBSCRIBE' button are also visible.

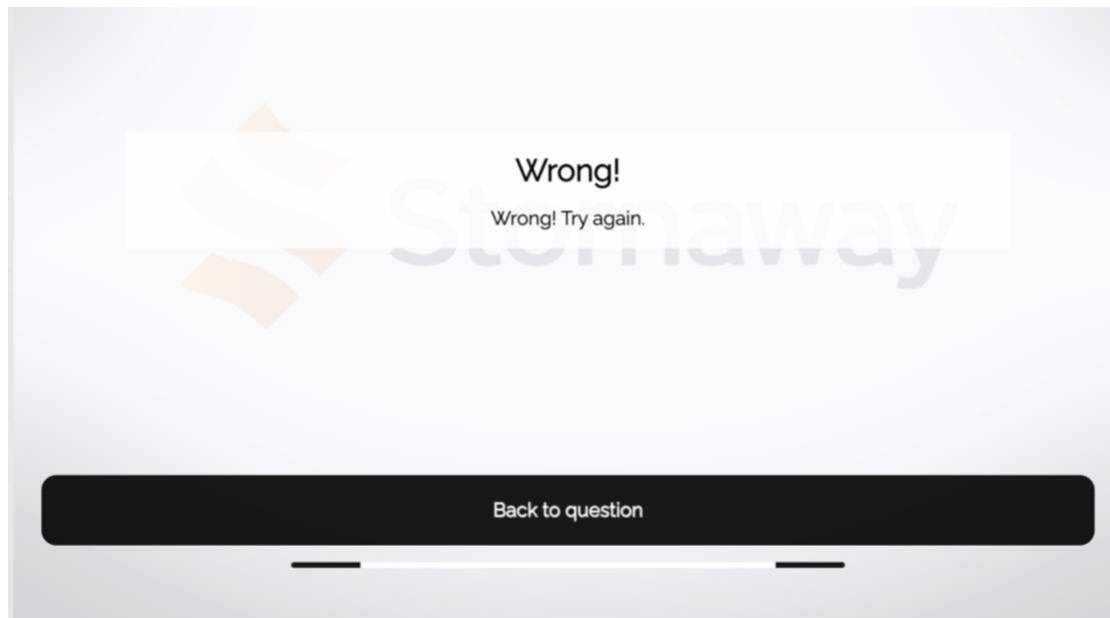
Figure 32. Sample interactive video after clicking the question mark

The screenshot shows a mobile application interface. At the top, there is a navigation bar with options like 'Protect marine ecosystem', 'Map', 'Add Island', 'Play', 'Export', and 'Settings'. Below this, a video player is embedded within a social media-style post from 'Ripley's Aquarium of Canada'. The video shows a shark swimming underwater. Below the video, a question is posed: 'What is in the video?'. Two answer choices are provided: 'Shark' and 'Hamster'. The 'Shark' option is highlighted with a blue bar, indicating it is the correct answer.

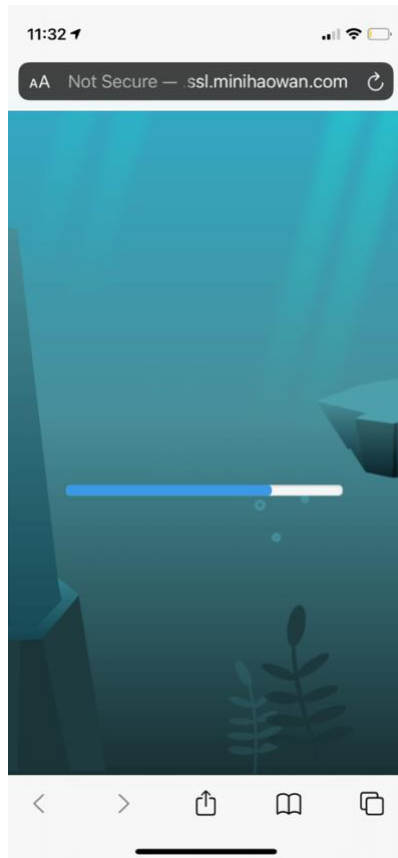
Figure 33. Sample interactive video with multiple choice question



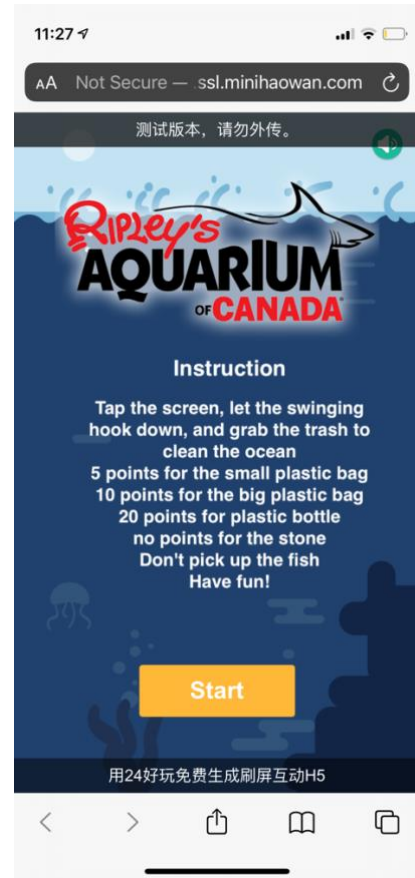
**Figure 34.** Sample interactive video after click the correct answer



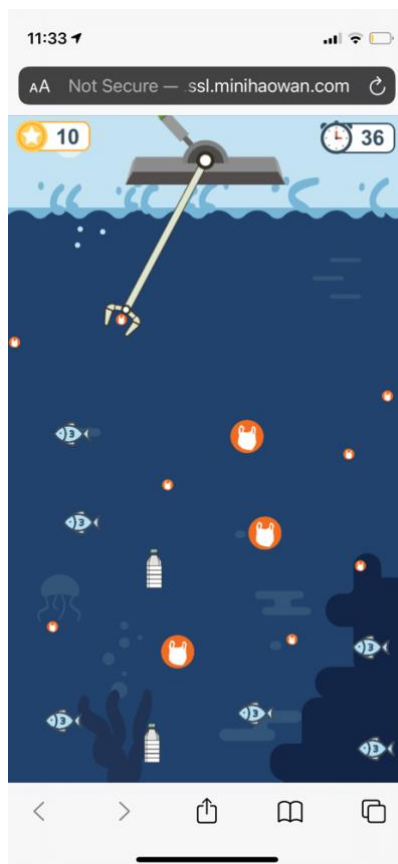
**Figure 35.** Sample interactive video after click the wrong answer



**Figure 36.** Sample interactive game-loading page



**Figure 37.** Sample interactive game-home page



**Figure 38.** Sample interactive game-game page

provide trustworthy journalism that's free from commercial and political influence, offering a counterweight to the spread of misinformation. When it's never mattered more, we can investigate and challenge without fear or favour.

Unlike many others, Guardian journalism is available for everyone to read, regardless of what they can afford to pay. We do this because we believe in information equality. Greater numbers of people can keep track of global events, understand their impact on people and communities, and become inspired to take meaningful action.

We aim to offer readers a comprehensive, international perspective on critical events shaping our world - from the Black Lives Matter movement, to the new American administration, Brexit, and the world's slow emergence from a global pandemic. We are committed to upholding our reputation for urgent, powerful reporting on the climate emergency, and made the decision to reject advertising from fossil fuel companies, divest from the oil and gas industries, and set a course to achieve net zero emissions by 2030.

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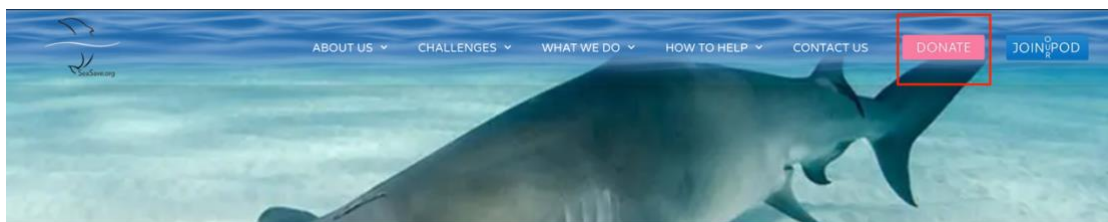
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"Sea Save Foundation is a science based, not-for-profit, ocean conservation organization that

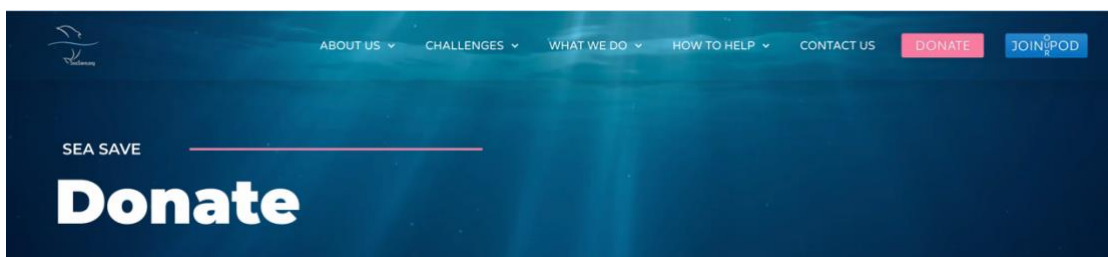


Figure 39. Example of Article with donation from <https://www.theguardian.com/environment/2020/aug/18/atlantic-ocean-plastic-more-than-10-times-previous-estimates>

Figure 40 & 41. Example of utility navigation – donation page from <https://seasave.org/>





Figure 42. Sample of donation page

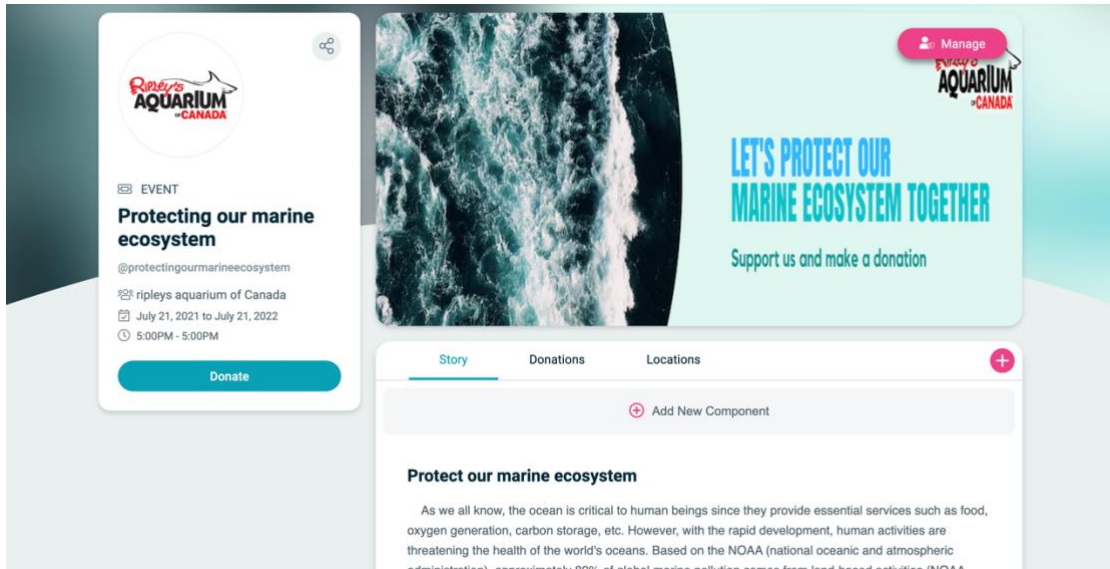


Figure 43. Sample of donation home page

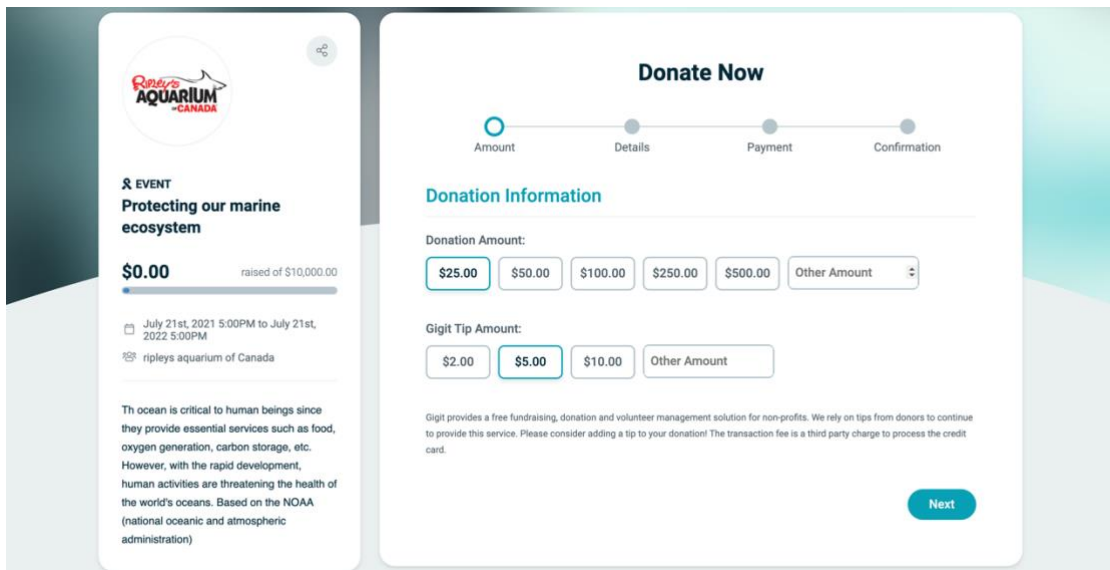


Figure 44. Sample of donation page

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