

# FINAL ASSIGNMENT

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## FINAL ASSIGNMENT - SUSTAINABLE GARDENING

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# INTRODUCTION

Sustainable gardening is a critical step in restoring biodiversity, reducing environmental harm, and shaping a more resilient future. Rob's Tuincentrum, a purpose-driven garden center based in Menaam, Friesland, has long embraced sustainability through its operations, product offerings, and hands-on expertise. However, despite its expertise and commitment, current communication mainly reaches an older audience, while younger generations that are just starting to settle down and build their lives remain largely untapped.

This assignment responds to that challenge by developing a content and media strategy aimed at these young gardeners. The main question this assignment explores is: How can we encourage young adults to make sustainable gardening choices within their homes? The strategy revolves around understanding enablers and barriers that influence these choices, drawing on behavioral research, brand insights, and target audience analysis to identify a sweet spot that supports real and lasting change.

This document outlines a targeted and research-driven strategy that equips Rob's Tuincentrum to engage, educate, and activate its next generation of customers.

Code to Canva: [https://www.canva.com/design/DAGod914Jxw/S7wY9TdwYaJi41rT39GVDA/edit?utm\\_content=DAGod914Jxw&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGod914Jxw/S7wY9TdwYaJi41rT39GVDA/edit?utm_content=DAGod914Jxw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)



## ABOUT KINDLING CREATIVES

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*P. Lamker*



**Kindling  
Creative**

Igniting awareness,  
cultivating action

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# THE BRAND ROB'S TUINCENTRUM

# MICRO, MESO, MACRO



*This picture shows Rob van der Schaaf, founder and owner of Rob's Tuincentrum.*

Rob's Tuincentrum is a purpose-driven garden center rooted in sustainability, biodiversity, and community management. To develop a meaningful content and media strategy for this client, I analyzed the brand using the Micro-Meso-Macro model by Dopfer et al. (2004). This framework breaks the company down into three levels:

- **Micro:** This level focuses on the company's core beliefs, motivations, and values. It looks at what drives the people behind the business, why they do what they do, and how they do it.
- **Meso:** This level looks at the environment the company operates in, particularly its competitors and market positioning.
- **Macro:** This level examines broader societal influences such as politics, economic shifts, technology, and society.

For the Micro level, I applied the Golden Circle by Sinek (2009) to analyze Rob's Tuincentrum core purpose (Why), how that purpose is executed (How), and the services and products offered (What). This model helps explain the deeper meaning behind the business and how it could resonate with customers.

At the Meso level, I explored Rob's Tuincentrum's position within a growing competitive field. This includes local competitors as well as online competitors within sustainable gardening in the Netherlands. Understanding this landscape is key to finding Rob's unique niche and opportunities for visibility.

For the Macro level, I used the PESTEL framework (Oxford College of Marketing Blog, 2023) to explore external influences, such as relevant societal influences, environmental importance, technological influence and more.

The entire information mentioned in this client analysis section was derived and approved by Rob van der Schaaf, owner of Rob's Tuincentrum during an interview on May 7th, 2025, unless indicated otherwise.







### MISSION

“ To make gardening enjoyable and accessible by providing sustainable products, knowledgeable advice, and a personal connection with the community to help people green their homes and gardens. ”

### SLOGAN

Dutch: Ieder Seizoen Binnen en Buiten Groen  
English: Every Season Inside and Outside Green

Rob's Tuincentrum aims to bring more greenery into everyday life by offering products and advice that help people care for their surroundings in sustainable ways. Rooted in local knowledge and a deep personal connection with the local community, Rob's Tuincentrum values ecological responsibility, community ties, and the joy of growing new life.

### VISION

“ To help facilitate the act of caring for nature at home a joyful habit that is based in community and sustainability. ”

## THE WHY THE HOW

Rob's Tuincentrum distinguishes itself through a deeply personal and purpose-driven customer experience. Rather than relying on passive product promotion, their approach is centered around actively sharing their knowledge. The entire staff is engaged, approachable and trained to provide each customer with tailored advice that supports thoughtful, sustainable decisions.

The layout of their store reinforces this, with dedicated sections built around concepts like different pollinator-friendly plants, edible gardens, and green roofs, actively elevating the shopping experience into an inspiring, eco-friendly journey that ideally leads to more sustainable purchasing decisions.

Sustainability is also embedded into their internal operations. The store runs mainly on solar energy (220 solar panels) and uses an extensive heat pump system to minimize its environmental footprint. Deliveries are made using an electric van, and waste is carefully separated and recycled. This strengthens the authenticity behind its message and brand.

*Note: Rob's website mainly covers information about what they offer in terms of product range, offers, and the company. Their Facebook also mainly focuses on events and seasonal offers, as well as their Instagram account (Rob's Tuincentrum, 2016).*

## THE WHAT

Rob's Tuincentrum offers a wide range of products and services that support sustainable gardening practices. These include:

Categorie	Beschrijving
Biodiversity Sections	The store features clearly labeled sections tailored to specific pollinators, such as birds, butterflies, bees and more. It also includes a large area dedicated to edible gardening with products like herbs, fruits and vegetables.
Sustainable Products	Rob's Tuincentrum offers a broad range of sustainable products, such as a rain barrels with integrated plant features, recyclable planters and pots in collaboration with Fust (Royal Flora Holland, 2025), and items labeled "Planet Proof", which adhere to strict environmental standards such as being pesticide-free (On the way to PlanetProof, n.d.).
Personal Consultation	In the store, there is always a knowledgeable staff-member available for questions and consultation.
Green Roof Solutions	They also collaborate with Groendakgemak (n.d.) to provide materials and support for green roof installations.

# COMPETITORS MESO

## LOCAL

## ONLINE

Rob's Tuincentrum operates in a competitive market where nearby supermarkets such as Poiesz, Jumbo, and Albert Heijn increasingly offer garden plants and flowers as seasonal promotions. These chains compete on price and convenience but lack the specialized knowledge that Rob's Tuincentrum has to offer. Larger garden center chains like Intratuin also present competition for Rob's Tuincentrum. However, Rob sets himself apart through the consistent presence of experienced staff and a stronger focus on ecological expertise. This positioning helps maintain survival in an otherwise highly competitive market.

Several Dutch platforms already offer sustainable gardening content. Sprinkl, Eco-Logisch, Moesmeisje, and Seasons.nl all provide tips, tools, or blogs on eco-friendly gardening. Additionally, Gamma publishes short, instructional YouTube videos on water-saving and garden tips. **Opportunity for Rob's Tuincentrum:** their strength lies in their deep- hands-on knowledge of local gardening conditions, including the specific soil types, climate, and seasonal patterns in this Frisian region. By sharing practical, location-specific advice, Rob's Tuincentrum can offer expert content that no national platform can replicate.

At the macro level, Rob's Tuincentrum is a component of a larger system of external influences. I will use the PESTEL model to understand how political, economical, social, technological, environmental, and legal forces shape the company's position.

# PESTEL MACRO

- The **17 Sustainable Development Goals (SDGs)** of the United Nations Department of Economic and Social Affairs (n.d.) provide a global framework that encourages sustainable community development, biodiversity preservation, and responsible production. SDGs 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), 13 (Climate Action), and 15 (Life on Land) are among the goals that Rob's Tuincentrum most closely contributes to.
- The **Omgevingswet** encourages local collaboration on climate and biodiversity, offering Rob opportunities to support municipal goals and strengthen their role in the green transition (Informatiepunt Leefomgeving, n.d.).



Politics



Economy

- During the interview with Rob he mentioned that his profit is often related to how well the economy is doing. When the economy goes down and people have less money to spend, he sees that they often spend it on improving their own gardens instead of an expensive vacation.

- Particularly among younger generations, sustainability is becoming more and more accepted as a norm. According to Kola-Olusanya (2012), young adults have great potential to be taught to adopt sustainable practices due to their increasing environmental consciousness, the increased accessibility of information, and their overall willingness to adopt to new values. The paper also mentions that there is a high tension experienced by the gap between modern consumerism and being environmentally responsible, highlighting the need for businesses to actively guide and support their customers through sustainable intentions.
- This generational shift presents great opportunity for Rob's Tuincentrum. With its actionable guidance in combination with their own sustainability mission, the garden center is well-positioned to engage with younger audiences through widely-accessible content.



Society



Technology

- Thanks to the rise of digital and social media, Rob's Tuincentrum can now share meaningful content widely and affordably, making it easier than ever to inspire sustainable behavior among younger audiences.

- Sustainable gardening is a practical approach to address the environmental issues facing the globe. By growing pollinator-friendly plants that provide microhabitats for bees, butterflies, and birds, it plays a critical role in restoring biodiversity and maintaining the stability of the ecosystem and food supply (Hall et al., 2016).
- Replacing paved surfaces with greenery allows rainwater to infiltrate the soil more effectively, reducing the risk of flooding. This is an especially crucial benefit in the Netherlands, where excessive paving contributes to waterlogging (Ten Teije, 2019).
- Growing your own vegetables and fruits can significantly reduce environmental impact by shortening the food-supply chain, decreasing packaging waste, and lowering emissions related to transportation and storage. Furthermore, it helps to increase biodiversity, especially increasing the diversity of plants (Zheng & Chou, 2023).



Environment



Law

- There are no relevant insides within the law for this strategy.





## THE TARGET AUDIENCE SELECTION

According to recent investigations, first-time homebuyers have gotten younger (Rijksoverheid, 2021). People in their early 20s to mid-30s (33 years old) are increasingly investing in real estate as a result of this generational shift, which makes them ideal candidates to embrace sustainable gardening techniques (Schouten, 2024). By focusing on this demographic, Rob's Tuincentrum can promote ecologically conscious behavior during a critical life stage, when people are settling into their homes and forming enduring lifestyle patterns. Therefore, the main audience is aimed at young people that are between 20 and 33 years old. Targeting the 20 - 33 age group is crucial, as many older homeowners have already established their gardens and may be resistant to making changes.

Furthermore, as these older individuals move into retirement homes, they will no longer have a direct impact on the gardening environment. The younger generation, however, is in the prime position to adopt and drive change, with the energy, motivation, and flexibility to create sustainable, eco-friendly gardens.

Another filter criterion was that they must have access to a gardening space. This could be either by owning a house, renting a space with garden access, or living at home with their parents. The main point is that they have control over the garden and are the ones that can make choices about the garden and not, for example, rely on their parents' permission. The Tuincentrum is located in Menaam, however, Rob shared with me that they get visitors from all the villages around, even including Leeuwarden. Therefore, the geographics should reach an approximate radius of 15 km around Menaam (it should include Harlingen, Leeuwarden, Sint Annaparochie and Stiens).





# RESEARCH DESIGN

## QUANTITATIVE

## QUALITATIVE

### Survey

*Sample: 45 respondents (Filter questions to only get TA as described above)*

**Sampling:** To gather insights from the defined target audience, I used a combination of two sampling methods:

- **Convenience sampling:** 100 Flyers and 12 posters were distributed at NHL Stenden and Rob's Tuincentrum. Messages were also shared in relevant Facebook groups although some group restrictions limited sharing.
- **Snowball sampling:** My personal network, along with the ones of Rob's Tuincentrum helped distribute the survey through WhatsApp, and Instagram. The survey was also distributed via the MCMS Master's staff mailing list and I shared the survey via LinkedIn.

**Limitation:** The small survey sample (n=45) fits the narrow target audience but limits the representativeness of the findings. Since the total population number is unknown, results should be viewed as exploratory rather than statistically generalizable. While interviews reached data saturation, the qualitative insights may still be context-specific.

### Interviews

*Sample: 6 semi-structured in-depths interviews with males and females in the TA with the ages: 22 (2x), 27, 28, 30, & 33*

**Sampling:** I contacted people within my own network for the interview. I selected them by their differences, creating a diverse group of people (different ages, different locations, different genders, different gardens, different lengths of living in the accommodation, different income levels, different educations, and people who did and did not know my client).

## Theoretical Frameworks Used:

The survey was designed using the **COM-B Model** (West & Michie, 2020) to identify behavioral drivers and barriers:

- **Capability:** Knowledge and confidence, as well as physical capability to garden sustainably.
- **Opportunity:** Access to tools, space, and social encouragement.
- **Motivation:**
  - **Reflective:** Personal goals and perceived benefits
  - **Automatic:** Habits and emotional responses

To deepen the analysis, COM-B was expanded using the **Theoretical Domains Framework (TDF)** (Richardson et al., 2019), allowing a more precise identification of influencing factors. Additionally, constructs from the **Value-Belief-Norm (VBN) Theory** (Mamun et al., 2023) were included to explore why the audience may adopt sustainable gardening practices. While no prior studies applied COM-B analysis to sustainable gardening within the Netherlands, the VBN framework added depth by addressing values, beliefs, norms and intentions. These elements complemented COM-B's focus on how behavior can be influenced.

To guide the structure and focus of the interviews, **Adele Revella's "Five Rings of Buying Insight"** (Revella, 2015) was used as the primary framework. This model gives insights into the following aspects:

- **Priority Initiatives:** What triggers interest in gardening/ sustainable gardening?
- **Success Factors:** What outcomes or benefits do people associate with sustainable gardening?/ What does success look like to them?
- **Perceived Barriers:** What internal doubts or external limitations hold them back from starting or maintaining a sustainable gardening habit?
- **Decision Criteria:** What features, sources, or types of content make them trust a solution or act on a suggestion?
- **Buyer's Journey:** What does their awareness, consideration, and decision making process look like?

**Final Product:** Insights from both the survey and interviews were used for three key outputs: a Persona, a Customer Journey Map (CJM), and a COM-B + TDF analysis. The Persona presents a relatable profile of the target audience. The CJM follows the target audience through key stages of (1) awareness, (2) consideration, (3) decision, (4) retention, and (5) advocacy, revealing valuable insights, specifically in regards to content needs and preferences within each stage. The COM-B model, expanded with the TDF, identifies behavioral drivers and barriers that are valuable for this strategy.



# Riemke de Vries



## DEMOGRAPHICS

Age:  
26



Education:  
Hbo/ WO



Location:  
Leeuwarden

## ACCOMMODATION



I have lived in my home for 3 years.



I have a moderate-sized garden

(e.g., space for one or two grow tables or a garden space)

This persona is based on 45 completed questionnaires and 6 in-depth interviews.

## About Me

I value nature and believe it is important to make sustainable choices where possible. I am aware that everyday actions affect the environment and feel some personal responsibility to do better. I always assumed gardening was sustainable by default, so I never questioned my choices. Now, I am open to learning what sustainable gardening actually means and how I can make more informed choices.

When it comes to gardening, I often do not know where to begin, or what actually makes one choice more sustainable than another. I tend to go for options that are visually appealing and budget-friendly. While I believe it is important to make sustainable choices, I need the path forward to be clear, simple and not too time-consuming.

### PSYCHOLOGICAL:

I experience a lack of knowledge and confidence to know where to begin with sustainable gardening, and what that even is.

### PHYSICAL:

I am young, healthy, and physically able to garden.

CAPABILITY

### PHYSICAL:

I have access to a gardening space and a garden store within 20 minutes travel distance (Rob's Tuincentrum).

### SOCIAL:

I receive advice from friends, family, or online forums. I feel a slight moral obligation to pick green products regardless of what others do.

OPPORTUNITY

### REFLECTIVE:

I believe gardening helps me relax, keeps me busy, and brings me closer to nature. I also see sustainability as important in every aspect of life. I intent to keep gardening with sustainability in mind and hope to encourage friends and family to choose more eco-friendly gardening products too.

### AUTOMATIC:

Gardening is not my priority or a habit yet. And sustainable choices are frequently outweighed by convenience, cost, visual appeal or effort.

MOTIVATION

Although I intend to garden sustainably, my actual behavior is occasional and inconsistent.

BEHAVIOR

## Media usage

### TOP 3 SOCIAL MEDIA



I use social media multiple times a day.



I use social media for entertainment, to take part in conversation, to search for information and because it is convenient.



I am interested in seeing:

- Behind the Scenes
- Informational Content
  - Guides
  - In-Depth Articles
  - Videos < 5 - 10 min

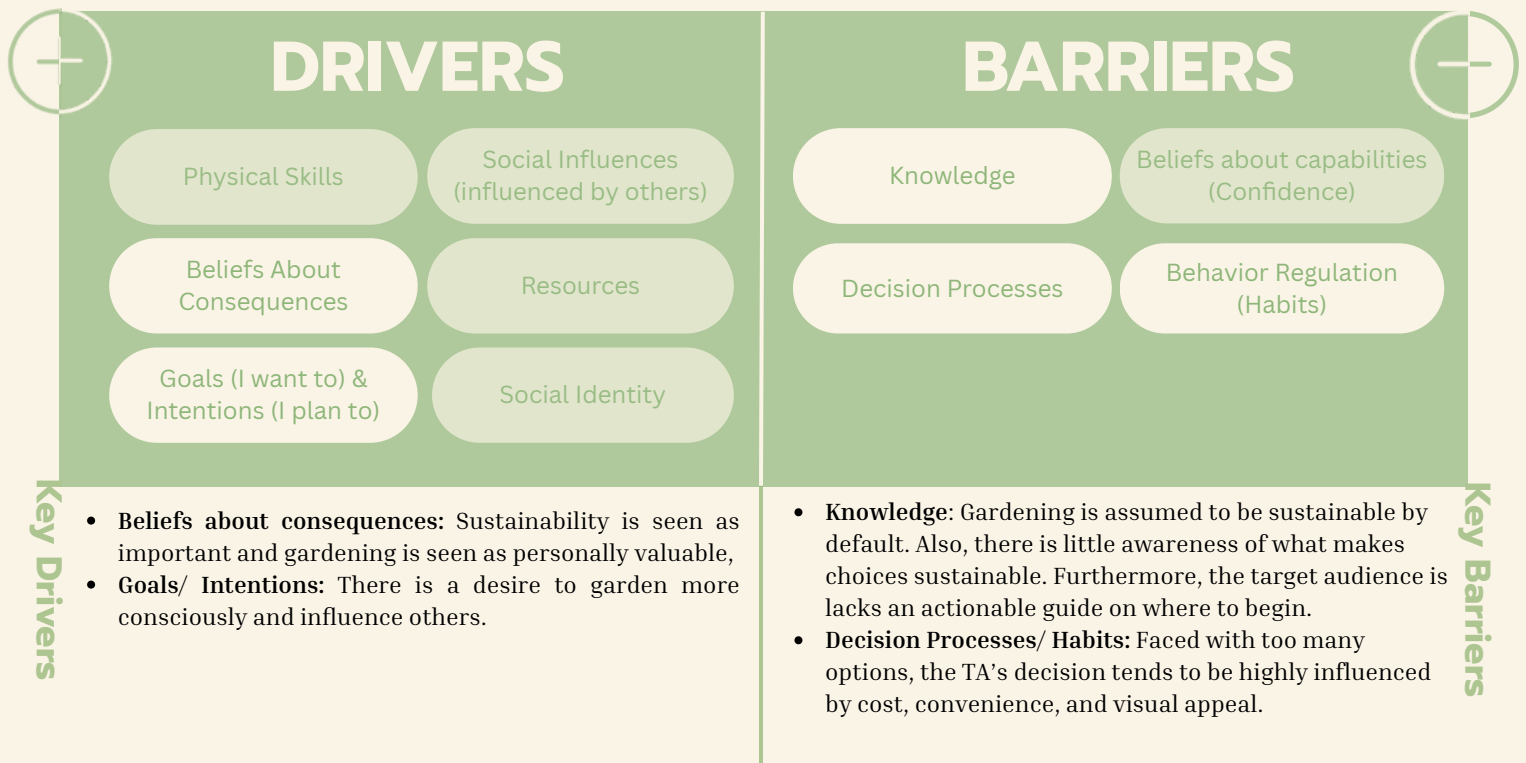
References: For creating the image and name of a typical Dutch/ Frisian girl around 26, ChatGPT (OpenAI, 2023) was used.

# COM-B ANALYSIS

## THEORETICAL DOMAINS FRAMEWORK






Understanding the behavior of the target audience (TA) is essential to designing a relevant and effective content and media strategy. The COM-B model provides a structured framework for analyzing what enables or prevents the desired behavior: **making intentional and sustainable gardening choices.**

Rather than repeating the full breakdown from the persona, this section zooms out to reflect on the behavioral system as a whole. The model below was created combining the COM-B (West & Michie, 2020) with the Theoretical Domains Framework (Richardson et al., 2019) and shows the overall domains that influence the decision of this target audience, either positively (drivers) or negatively (barriers). There could always be more domains considered, however, I have picked the ones that showed through research to be most relevant. From these domain I picked the even most relevant ones, summarized again below the model.







Stage	Awareness	Consideration	Decision	Retention	Advocacy
 CLIENT ACTIONS	<ul style="list-style-type: none"> <li>Riemke notices her garden needs work and decides its time.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke starts planning how she would like her garden to look like and how to do this.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke goes to the store to finalize and execute the plan she has made at home.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke goes home to start gardening and planting her new purchases.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke has finished her garden project and shares her before and after pictures with her family and friends.</li> </ul>
 CLIENT NEEDS	<ul style="list-style-type: none"> <li>Riemke is looking for inspiration, but does not know what is realistic for her time, knowledge, or garden type.</li> <li>Riemke is not sure where and how to start.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke is comparing her findings and options to make a decision, but struggles to judge which findings apply to her situation.</li> <li>Riemke is open for advice from family, friends, forums and experts.</li> <li>Riemke needs to understand the benefits for choosing the sustainable option.</li> <li>Riemke needs the information/ guides to be easy to comprehend.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke is open for advice in the store.</li> <li>Riemke needs clear information for the different options to understand differences between the sustainable and the other options.</li> <li>Riemke needs the products and information to be visually appealing.</li> <li>Riemke wants to choose the sustainable option, but may still be swayed by price, convenience, or visual appeal.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke needs to know what she now has to do with the product to succeed in her plans.</li> <li>Riemke needs the information/ guides to be easy to comprehend.</li> <li>Riemke needs help to stay on track, since gardening is not her main priority.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke shares her experience with family and friends that are interested in it.</li> </ul>
 EMOTIONS	<ul style="list-style-type: none"> <li>Riemke is eager to start, but overwhelmed by her options and unsure where to begin.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke feels curious and inspired, but also uncertain about which advice fits her garden and skills.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke feels confident and ready to act, but still wonders if her small choices truly make a difference.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke feels excited about her purchases.</li> <li>Riemke might feel a lack of motivation to execute her plans.</li> </ul>	<ul style="list-style-type: none"> <li>Riemke is excited to share her achievement.</li> </ul>
 CHANNEL PREFERENCES	<ul style="list-style-type: none"> <li>Instagram</li> <li>Pinterest</li> <li>Google (Images)</li> <li>YouTube</li> <li>Facebook</li> </ul>	<ul style="list-style-type: none"> <li>Google (Websites, Blogs, Forums, &amp; Images)</li> <li>YouTube</li> <li>Facebook</li> </ul>	<ul style="list-style-type: none"> <li>Rob's Tuincentrum in-store information</li> </ul>	<ul style="list-style-type: none"> <li>Google (Websites, Blogs, &amp; Forums)</li> <li>YouTube</li> <li><i>Might refer back to inspiration source: Instagram, Pinterest &amp; Google Images</i></li> </ul>	<ul style="list-style-type: none"> <li>Forums</li> <li>Word of mouth</li> </ul>
 CONTENT PREFERENCES	<ul style="list-style-type: none"> <li><b>Inspirational content</b> (e.g., before/ after pictures)</li> <li><b>Relatable</b> gardens and how they did it (e.g., shape, soil, weather, ...)</li> <li><b>Beginners Guides</b></li> <li><b>Checklists</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Informational content</b> <ul style="list-style-type: none"> <li>Step-by-step guides (e.g., for different types of grounds; plant needs in space)</li> <li>Comparisons of products/ options</li> <li>Sustainable gardening (e.g., what it is, why it matters, how it can be done)</li> </ul> </li> <li><b>Project checklists</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Informational content</b> about the different options (e.g., why price differences) <ul style="list-style-type: none"> <li>Guides for each product</li> <li>Comparisons</li> <li>Possible consequences of unsustainable choices</li> <li>Possible contributions to a better future with sustainable choices.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Informational Content</b> <ul style="list-style-type: none"> <li>Step-by-step guides (e.g., on how to plant, how much room between plants, etc.)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>N/A, this can only be encouraged</li> </ul>

## KEY TAKEAWAYS

The journey reveals strong initial curiosity but also uncertainty, especially when it comes to making sustainable choices.

- In the **awareness** stage, the target audience (TA) notices their garden needs work but feels overwhelmed by where to start.
- During the **consideration**, they become more engaged and try to make an informed decision, however, they struggle to find information that is relatable to their specific area and garden.
- In the **decision** stage, the TA wants to choose the sustainable option but may still be swayed by price, convenience, or visual appeal, especially when they lack knowledge on the benefits of the sustainable choice.
- Once they reach **retention**, the challenge becomes maintaining motivation. Gardening is not yet a habit or priority. They need clear and simple steps to stay on track.
- Finally, whether the TA **advocates** their new insights and experience can only be encouraged.

## WHERE INSIGHTS COME TOGETHER

### CLIENT

- Deep, hands-on expertise in sustainable gardening and local conditions (e.g., soil, climate, ...)
- Diverse sustainable offerings within the store
- Strong local presence within the surrounding villages and the municipality
- Clear purpose to educate and inspire a new generation toward sustainable gardening



### TARGET AUDIENCE

- Lack of knowledge about sustainable choices and practices within gardening
- Need for relatable content (e.g., area-specific, garden type, ...)
- Overwhelmed by options: default to what is cheapest, most convenient and most visually appealing
- Sustainable intentions are present
- They prefer quick visuals that are relatable to learn



## THE SWEET SPOT

- Knowledgeable Experts - Knowledge Seekers
- Local Experts - Local Needs

## STRATEGIC DIRECTIVE

### CONTENT DOMAIN

Sustainable gardening in  
Friesland

### CONTENT OBJECTIVE

“

Educate young gardeners on  
sustainable gardening practices  
tailored to the Frisian environment.

”



# STRATEGIC ADVICE

1

## Emphasize local knowledge and regional relevance

Rob's Tuincentrum sets itself apart by its unique advantage in offering guidance based on the Frisian climate, soil conditions, and more. Make use of that strength by sharing tips that are particular to regional challenges, produce information about locally relevant sustainable options (such as native plants or local green roof solution), and demonstrate feasible steps young gardeners can do immediately.

2

## Tailor content to the channel and the customer journey

Different platforms serve different roles for the target audiences throughout their gardening journey. Use each platform strategically to support different stages.

- Inspire with short-form visuals on Instagram and Pinterest.
- Give guidance on YouTube and blogs.
- Guide purchases with information on sustainability in-store and online.
- Follow up with reminders and how-to guides to encourage retention and advocacy.

3

## Reduce the psychological barrier by making information easy to understand and feasible to act on

The target audience wants to practice sustainably but feel overwhelmed, do not know what “sustainable gardening” really means, or are simply unsure about where to begin.

- Focus on clarity and giving detailed steps that make it easier to understand different processes.
- Use checklists, short video steps, and practical formats to make information retainable.
- Focus your messaging on progress over perfection, empathizing how even small acts can make a difference

4

## Encourage positive behavior indicating impact

Many young gardeners are motivated by belief that their actions matter.

- Highlight how each sustainable choice enhances biodiversity and climate resilience and use statistics to strengthen your points.
- To inspire, use positive, values-driven messaging.

# DUURZAAM GEWORTELD



The creative concept “Duurzaam Geworteld” captures the idea that sustainable gardening starts with strong roots. It symbolizes the deep connection between people, nature, and home. The concept reflects Rob's Tuincentrum content objective to help young gardeners grow in a way that is environmentally conscious while growing their roots in their new homes, building a life for themselves.

This concept ties individual gardening choices to a broader mindset: one that values long-term thinking and ecological responsibility. It frames sustainability as something to build into daily life, just like healthy roots essential for good growth.

Rob's Tuincentrum is a brand with strong local roots, and this concept positions him as a guide for those who want to take root in more sustainable habits, step by step, plant by plant.

# CONCEPT CREATIVE



## 1. “Friese Groeigids” - Local Sustainable Gardening Guide



Concept: A blog + visual series (Instagram, Facebook, and YouTube) that teaches sustainable gardening tunes to Friesland’s soil, climate, and seasons.

Why it works:

- Transforms sustainability from theory to local practice
- Positions Rob’s Tuincentrum as a trusted local, ecological educator
- Different aspects of sustainability can be explained with each post with topics such as native plants (“Wat groeit goed in Friesland?”), water solutions for the region’s wet weather (“Regenrijk Friesland - Slimme Watertips voor een Duurzame Tuin”), composting in small Frisian gardens (“Friese Composthoek - Van Tuinafval naar Goud voor je Bodem”), or turning paved areas into biodiverse spaces (“Friesland Onttegelt - Zo Vervang je Tegels voor Meer Biodiversiteit”).

## 2. “Stap voor Stap Groen” - Weekly Sustainable Gardening Step

Concept: A recurring Instagram carousel or reel series that gives one, clear and simple sustainable gardening action per week, explained in 3 to 5 frames or steps. Each post starts with a simple promise: “This week, you’ll make your garden 5% greener - Here is How”.

Why it works:

- Breaks down sustainable gardening into easy, small, and visual steps
- Reduces overwhelm and builds confidence through achievable actions
- Helps form new habits and motivates small wins
- Each post can highlight a specific sustainable action, such as switching to peat-free soil, planting native flowers (“Deze Week: Red de Bij met 1 Plant”), starting a rainwater system (“Deze Week: Fries Water Slim Gebruiken”), or composting kitchen scraps (“Deze Week: Afval? Nee joh, Bodemvoeding!”). These can always be tailored to Friesland’s current climate and growing conditions.



## 3. “Groen Gekocht” - Zooming in on Sustainable Products

Concept: A series of short, visual posts that zoom in on sustainable products and materials, with a quick explanation of its environmental benefits and how to use it. These tips could appear next to relevant products within the store, but also within social media (Instagram, Facebook and YouTube) with carousel posts, reels and guiding videos on how to use the products.

Why it works:

- Supports customers at the point of decision-making.
- Shows that Rob’s Tuincentrum makes sustainable choices easy and accessible.
- Encourages informed, low-barrier sustainable purchases.
- Posts could include topics such as recyclable pots (“Wist je dat deze post 100% gerecycled is?”), soils (“Gebruik deze biologische mest voor een bodem vol leven.”), and more.

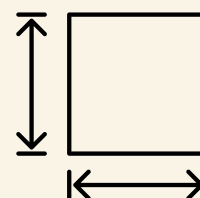


## 4. “1m<sup>2</sup> Groeit Mee” - Mini Sustainable Garden Challenge

Concept: Invite young gardeners to transform just one square meter of their garden into a sustainable plot, guided step-by-step over 4 weeks.

Why it works:

- Reduces overwhelm by focusing on one small, actionable step.
- Encourages the feeling of community by sharing the progress with others.
- Different angles of sustainability can be explored with each challenge (e.g., native plants, no pesticides, etc.)



# CONTENT IDEAS

The following page contains the implementation advice for the first three ideas pitched on this page. The fourth idea is more of an out of the box idea that can be treated similarly to the second idea, maybe including the incentive of a winner and a price.



# IMPLEMENTATION

1. “Friese Groeigids”	<p>● <b>Paid Media</b></p> <p>Paid media aims to increase the visibility among the target audience of the blog series. Promotion will include:</p> <ul style="list-style-type: none"> <li>Social Media Paid Promotion: Create small snippets of key insights and distribute across Instagram, Facebook, and YouTube that can be boosted as ads.</li> <li>Search Engine Advertisement (SEA): Google Ads can help promote relevant keywords to boost traffic from search engine result pages (SERPs). Create a mix of short-tail, mid-tail, and long-tail keywords, based on SEO keyword research (see Appendix I for tips).</li> </ul> <p>Shared media aims to encourage engagement and organic reach through social media channels:</p> <ul style="list-style-type: none"> <li>Atomized Content: Key insights, visuals, and checklists from each blog post turned into for example Instagram carousels, pinterest pins, facebook posts, YouTube/Instagram reel and more to make content easier to share. On Youtube it can be considered filming the whole guide for visualization in 10 min video.</li> <li>Community engagement: Community should be encouraged to like and share the content, and relevant hashtags should be used (e.g., #FrieseGroeigids).</li> </ul> <p>● <b>Shared Media</b></p>	<p>● <b>Earned Media</b></p> <p>The goal of earned media is to generate media attention. This is something that can only be influenced indirectly:</p> <ul style="list-style-type: none"> <li>Organic Backlinks: By reaching out to local sustainability blogs and platforms (e.g., Sprinkl'r (2025), and Seasons (2024)), posts can be boosted by having them link to it. Linking the post is up to them, but can be encouraged. It is important to make sure the website of the backlink can be trusted for Search Engine Optimization to work (see Appendix I for tips).</li> </ul> <p>Owned media should be the foundation of all the content and concerns mainly the Rob's Tuincentrum's website.</p> <ul style="list-style-type: none"> <li>Website: The blog with all posts should be hosted on the website in a structured, easy-to-navigate way that promotes SEO (see Appendix I for tips). Guiding videos from YouTube should also be posted with the relevant blog post.</li> <li>Email Newsletter: Rob's Tuincentrum should create a monthly newsletter to reach subscribers directly with valuable content.</li> <li>Consistency: Each post should stay consistent in visuals, with downloadable checklists and guides.</li> <li>In-Store: At relevant sections within the store, blog posts could be promoted via QR codes.</li> </ul> <p>● <b>Owned Media</b></p>	<p><b>Budget</b></p> <p>Estimates per post, per month:</p> <ul style="list-style-type: none"> <li>Design/ Editing: <ul style="list-style-type: none"> <li>Canva Pro: €12</li> </ul> </li> <li>SEO Tool <ul style="list-style-type: none"> <li>Ubersuggest: €29</li> </ul> </li> <li>Content Planning: <ul style="list-style-type: none"> <li>Trello: €0</li> </ul> </li> <li>Social Media Scheduling: <ul style="list-style-type: none"> <li>Hootsuite/Buffer: €0-30</li> </ul> </li> <li>Google Ads (SEA): <ul style="list-style-type: none"> <li>Keyword targeted, regional reach: €30-50</li> </ul> </li> <li>Paid Boosting: <ul style="list-style-type: none"> <li>Instagram/Facebook: €60</li> <li>YouTube: €90</li> </ul> </li> <li>Newsletter Tool: <ul style="list-style-type: none"> <li>Mailchimp: €30</li> </ul> </li> <li>Analytics and Monitoring: <ul style="list-style-type: none"> <li>Google Analytics: Free</li> </ul> </li> <li>In store printing: €20</li> </ul> <p>Total: €271-321</p> <p>Equipment - once (Camera, Tripod, Basic Lighting Kit, Microphone, &amp; SD Card): 500-900</p>
2. “Stap voor Stap Groen”	<p>● <b>Paid Media</b></p> <p>The goal of paid media is to make each weekly step more discoverable and increase reach. Promotion will include:</p> <ul style="list-style-type: none"> <li>Social Media Paid Promotion: To consider budget constraints, only the first step of each campaign should be boosted for a month. Ads should be geo-targeted to users aged 20 to 25 within Friesland. Note: Test which format per platform works best for promotion to apply in future campaigns.</li> </ul> <p>Shared media aims to encourage engagement and organic reach through social media channels:</p> <ul style="list-style-type: none"> <li>Weekly posts: Each step will be shared as a carousel post or reel on Instagram and Facebook. Guiding videos should be shared on YouTube.</li> <li>Community Engagement: Same as above, only with a different hashtag (e.g., #MijnStapjeGroen). <ul style="list-style-type: none"> <li>Rob's Tuincentrum could promoted best participants to boost engagement. They should also ensure they are open for questions from their community and giving them feedback.</li> </ul> </li> </ul> <p>● <b>Shared Media</b></p>	<p>● <b>Earned Media</b></p> <p>The goal of earned media is to generate media attention. This is something that can only be influenced indirectly:</p> <ul style="list-style-type: none"> <li>User-Generated Content: As participants engage with each weekly step they should be encouraged to share their progress and actions online. Hashtags could be introduces to bring people within the challenge together or create a trend (e.g., #MijnStapjeGroen).</li> <li>Story Features: The best participants could be promoted by Rob's Tuincentrum to create incentive to share.</li> </ul> <p>Owned media should be the foundation of all the content and concerns mainly the Rob's Tuincentrum's website.</p> <ul style="list-style-type: none"> <li>Website: The website should contain a dedicated section to Challenges and Weekly Steps. These should be organized per campaign and all relevant content should be found there, including downloadable guides, checklists, videos and more to allow the audience to follow the steps after the campaign is over or just follow it at their own pace. (+ Newsletter)</li> <li>In-Store: The store could have a section promoting the things needed for the weekly challenge with a QR code leading to the relevant website part.</li> </ul> <p>● <b>Owned Media</b></p>	<p>Estimates per post, per month:</p> <ul style="list-style-type: none"> <li>Design/ Editing: <ul style="list-style-type: none"> <li>Canva Pro: €12</li> </ul> </li> <li>Content Planning: <ul style="list-style-type: none"> <li>Trello: €0</li> </ul> </li> <li>Social Media Scheduling: <ul style="list-style-type: none"> <li>Hootsuite/Buffer: €0-30</li> </ul> </li> <li>Google Ads (SEA): <ul style="list-style-type: none"> <li>Keyword targeted, regional reach: €30-50</li> </ul> </li> <li>Paid Boosting: <ul style="list-style-type: none"> <li>Instagram/Facebook: €60</li> <li>YouTube: €90</li> </ul> </li> <li>Newsletter Tool: <ul style="list-style-type: none"> <li>Mailchimp: €30</li> </ul> </li> <li>Analytics and Monitoring: <ul style="list-style-type: none"> <li>Google Analytics: Free</li> </ul> </li> <li>In store printing: €20</li> </ul> <p>Total: €242-292</p> <p>Added costs to idea 1: €200-220</p> <p>+ Equipment</p>
3. “Groen Gekocht”	<p>● <b>Paid Media</b></p> <p>The goal of paid media is to make each weekly step more discoverable and increase reach. Promotion will include:</p> <ul style="list-style-type: none"> <li>Social Media Paid Promotion: To consider budget constraints, one content piece (e.g., reel or carousel) per month should be boosted on Instagram and Facebook and targeted locally, as with the second idea. Focus on Instagram and Facebook for this promotion, YouTube is more used when TA is looking for guidance.</li> <li>SEA: as with the first idea.</li> </ul> <p>Shared media aims to encourage engagement and organic reach through social media channels:</p> <ul style="list-style-type: none"> <li>Product Highlights: Once every month a specific product should be zoomed into with content such as reels and carousel posts, zooming into the product and what makes it more sustainable over similar options.</li> <li>Community Engagement: same as both above. Stories on Instagram could have sliders (“This or That”) to subtly reinforce wanted behavior, ending with a link to the explaining content.</li> </ul> <p>● <b>Shared Media</b></p>	<p>● <b>Earned Media</b></p> <p>The goal of earned media is to generate media attention. This is something that can only be influenced indirectly:</p> <ul style="list-style-type: none"> <li>Organic Backlinks: Each informational video can be turned into a informational post next to each product on the website as well. For this earned media is the same as with the first idea.</li> <li>Community can be encouraged to share the purchase/ decision they made under the hashtag “GroenGekocht”.</li> </ul> <p>Owned media should be the foundation of all the content and concerns mainly the Rob's Tuincentrum's website.</p> <ul style="list-style-type: none"> <li>Website: Each products sustainability explanation should be added to the product section on the website. Consider creating adedicated “Sustainable Products” category. Apply SEO to improve visibility (see Appendix I for tips).</li> <li>In-Store: The featured product of the month can receive a special spot within the store, supported by simple and visually appealing infographics explaining why it is sustainable and a QR code linking to the relevant website content.</li> </ul> <p>● <b>Owned Media</b></p>	<p>Estimates per post, per month:</p> <ul style="list-style-type: none"> <li>Design/ Editing: <ul style="list-style-type: none"> <li>Canva Pro: €12</li> </ul> </li> <li>SEO Tool <ul style="list-style-type: none"> <li>Ubersuggest: €29</li> </ul> </li> <li>Content Planning: <ul style="list-style-type: none"> <li>Trello: €0</li> </ul> </li> <li>Social Media Scheduling: <ul style="list-style-type: none"> <li>Hootsuite/Buffer: €0-30</li> </ul> </li> <li>Google Ads (SEA): <ul style="list-style-type: none"> <li>Keyword targeted, regional reach: €30-50</li> </ul> </li> <li>Paid Boosting: <ul style="list-style-type: none"> <li>Instagram/Facebook: €60</li> </ul> </li> <li>Newsletter Tool: <ul style="list-style-type: none"> <li>Mailchimp: €30</li> </ul> </li> <li>Analytics and Monitoring: <ul style="list-style-type: none"> <li>Google Analytics: Free</li> </ul> </li> <li>In store printing: €20</li> </ul> <p>Total: €271-321</p> <p>Added costs to idea 1+2: €110-130</p> <p>+ Equipment</p> <p>Total estimated monthly costs of all 3 ideas, excluding equipment: €581-671</p>

# ADVICE

# IMPLEMENTATION

## KPI's

The selected Key Performance Indicators (KPI's) track the reach and effectiveness of all three content ideas.

## The Goal:

Educate the target audience and increase audience engagement throughout different key channels (Instagram, Facebook, and YouTube) by steadily publishing content digitally and within the store.

## Metrics KPI's

1.

### "Friese Groeigids"

Reach top 20 Google SERP for 1-2 long-tail, relevant keywords within 12 weeks.

- Click-Through Rate (CTR): Percentage of users who click on the blog after seeing it in Google search results
- Impression from Search Results: Number of times the blog post appears in Google Search for relevant keywords.

2.

### "Stap voor Stap Groen"

Reach 500+ users per step across Instagram and Facebook within 7 days of publication.

- Reach: Number of unique accounts that saw the post on Instagram/Facebook.
- Post Engagements: Total number of reactions, comments, shares, and saves per post.

3.

### "Groen Gekocht"

Achieve a 10% click-through rate (CTR) from social media to the featured product page within 7 days.

- Click-Through Rate (CTR): Percentage of users who clicked the link after seeing the post.
- Landing Page Views: Number of users who loaded the featured product page, confirming successful navigation.

## General Workflow

For a weekly Workflow suggestion for the first two weeks see Appendix II.

Week	1. "Friese Groeigids"	2. "Stap voor Stap Groen"	3. "Groen Gekocht"
1	Person in charge: Ilse Select topic & Planning & Write Post Estimated time: 5-6 Hours	Person in charge: Ilse & Muriel Plan 4 steps & Design step 1   Post Step 4 Estimated time: 9 Hours (4-5h p.p)	Person in charge: Muriel Track metrics & Prep next product campaign & Community Engagement Estimated time: 3 Hours
2	Publish post & Start Atomization & Promotion & Setup in-store information & Community Engagement Estimated time: 6,5 Hours	Post Step 1 & Start Atomization & Promotion & Set up in-store section for all 4 weeks Estimated time: 7,5-9 Hours	Create Post & In-door Section & Plan Atomization (Snippets) Estimated time: 5,5 Hours
3	Track blog metrics Estimated time: 2 Hours	Post Step 2 & Start A&P Estimated time: 4 Hours (2h p.p.)	Post Content & Create And Post Snippets Estimated time: 4 Hours
4	Log SEO progress & prep next topic Estimated time: 2 Hours	Post Step 3 & Start A&P   Track metrics and evaluate Estimated time: 5 Hours (2,5h p.p.)	Community Engagement Estimated time: 2 Hours

As there are only two employees available to execute this strategy, I recommend that Ilse and Muriel divide tasks equally at the start of each week using a shared calendar and clear task ownership. Rob, the owner of Rob's Tuincentrum should act as overall supervisor, checking in weekly with both employees and approving all key and final decisions. I suggest that all three meet every Monday to get setup for the week and have another check in before each posting/upload for final confirmation and alignment.





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# APPENDIX

Appendix I – SEO/ SEA Advice

Appendix II – Weekly Workflow





## Appendix I - SEO/SEA Advice

### 1. Keyword Strategy

Use a balanced mix of:

- Short-tail keywords (e.g., “duurzaam tuinieren”)
- Mid-tail keywords (e.g., “biologische tuinproducten Friesland”)
- Long-tail keywords (e.g., (“welke planten passen bij de Friese kleigrond”)

These should be naturally integrated into the title, meta description, subheading, and within the first 100 words of each blog post. Prioritize local relevance where needed (e.g., including “Friesland” in phrases)

### 2. Title & Meta Description

- The blog title should include the primary keyword.
- Meta description should be clear, under 160 characters, and summarize the content with one or more relevant keywords.
- Use modifiers (extra words) to add to your keywords to make them more specific and better match what users you are trying to target. There are different types of modifiers you can use:
  - Intent: tips, handleiding, advies, stappenplan, etc.
  - Location: in Friesland, voor Friese tuinen, etc.
  - Time: 2025, voorjaar, zomer, maand, etc.
  - Action: kopen, zelf maken, kiezen, vergelijken, etc.

### 3. Image Optimization

- Rename image files with descriptive names (e.g., “frieze-moestuyn-bodem.jpg”)
- Always include alt text and image captions with keywords where relevant
- Compress images to reduce page loading times

### 4. Internal/ External Links

- Add internal links to relevant pages (e.g., from blog to product or from one blog to another) to improve the internal structure and flow of the website
- Use external links only to credible sources and avoid linking out using your target keywords (e.g., when linking to a website selling sustainable pots, but you also want to rank for that search, then never call the link “Sustainable pots”, but alternatively call it “Click here for more”), otherwise you give away the power of the keyword.

### 5. Mobile Optimization

Ensure the blog and site are fully working on mobile devices. Use tools like [pagespeed.web.dev](https://pagespeed.web.dev) to test mobile speed and to learn where you need to fix issues. Fast-loading mobile pages tend to rank higher in Google and reduce bounce rates.

### 6. Updated Content

Update content regularly to stay relevant and up to date. This helps keep the blog current in the perspective of Google and allows keywords to stay relevant.



# Appendix II - Weekly General Workflow

## Week 1

Day	1. “Friese Groeigids”	2. “Stap voor Stap Groen”	3. “Groen Gekocht”
Mon		Rob, Ilse & Muriel	Muriel
	<ul style="list-style-type: none"><li>Weekly Start-Up Meeting<ul style="list-style-type: none"><li>Select blog topic of the month</li><li>Define angle and structure</li></ul></li></ul>	<ul style="list-style-type: none"><li>Weekly Start-Up Meeting<ul style="list-style-type: none"><li>Plan the next 4 steps (1x a month)</li></ul></li></ul>	<ul style="list-style-type: none"><li>Evaluate metrics from previous post<ul style="list-style-type: none"><li>Create a list of improvements for the future based on the metrics</li></ul></li></ul>
		Estimated time: 1 Hour	Estimated time: 1 Hour
Tue	<p>Ilse</p> <ul style="list-style-type: none"><li>Draft Blog (Layout, Structure, Key Information, Headings, SEO/SEA planning etc)</li></ul> <p>Estimated time: 2 Hours</p>	<p>Muriel</p> <ul style="list-style-type: none"><li>Write &amp; Design Post 4 of the last campaign</li><li>Prepare snippets idea</li><li>Internal review (if needed)</li></ul> <p>Estimated time: 2 Hours</p>	<p>Muriel</p> <ul style="list-style-type: none"><li>Community Engagement</li></ul> <p>Estimated time: 1 Hour</p>
Wed	<p>Ilse &amp; Rob</p> <ul style="list-style-type: none"><li>Internal Review (if needed)</li></ul> <p>Estimated time: 1 Hour</p>	<p>Ilse &amp; Muriel</p> <ul style="list-style-type: none"><li>Film/ Create Snippets (Atomization)</li></ul> <p>Estimated time: 1,5 Hours p.p.</p>	
Thu	<p>Ilse</p> <ul style="list-style-type: none"><li>Finalize post</li></ul> <p>Estimated time: 1 Hour</p>	<p>Ilse</p> <ul style="list-style-type: none"><li>Editing</li></ul> <p>Estimated time: 3 Hours</p>	
Fri	<p>Ilse</p> <ul style="list-style-type: none"><li>Print In-store information</li><li>Plan snippets (Atomization)<ul style="list-style-type: none"><li>Create planning for next week</li></ul></li></ul> <p>Estimated time: 1 Hour</p>	<p>Ilse &amp; Muriel</p> <ul style="list-style-type: none"><li>Post the content at 12h, when people get ready for their weekend</li><li>Review Planning</li><li>Write &amp; Design Post 1 of the new campaign</li></ul> <p>Estimated time: 1 Hour p.p.</p>	<p>Muriel</p> <ul style="list-style-type: none"><li>Community Engagement</li><li>Plan ideas for the next product campaign</li></ul> <p>Estimated time: 1 Hour</p>

## Week 2

Day	1. “Friese Groeigids”	2. “Stap voor Stap Groen”	3. “Groen Gekocht”
Mon		Rob, Ilse & Muriel	
	<ul style="list-style-type: none"><li>Weekly Start-Up Meeting<ul style="list-style-type: none"><li>Decide on snippets</li><li>Discuss Weekly planning</li></ul></li><li>Set Up In-Store Section</li></ul>	<ul style="list-style-type: none"><li>Weekly Start-Up Meeting<ul style="list-style-type: none"><li>Discuss Weekly Planning</li></ul></li><li>Finalize post 1 (Muriel)</li><li>Prepare snippets idea (Muriel)</li></ul>	<ul style="list-style-type: none"><li>Weekly Start-Up Meeting<ul style="list-style-type: none"><li>Select Product and Key Info/ Topic</li></ul></li></ul>
		Estimated time: 1 Hour	
Tue	<p>Ilse (&amp; Muriel)</p> <ul style="list-style-type: none"><li>Film/ Create snippets</li><li>Publish the Post</li></ul> <p>Estimated time: 2 Hours</p>	<p>Ilse &amp; Muriel</p> <ul style="list-style-type: none"><li>Film/ Create Post &amp; Snippets</li></ul> <p>Estimated time: 1,5 Hours p.p.</p> <p>Muriel</p> <ul style="list-style-type: none"><li>Set Up In-Store (1x per campaign - 1x per month)</li></ul> <p>Estimated time: 1,5 Hours p.p.</p>	
Wed	<p>Ilse</p> <ul style="list-style-type: none"><li>Editing</li><li>Plan Boost Post</li></ul> <p>Estimated time: 2 Hours</p>	<p>Ilse</p> <ul style="list-style-type: none"><li>Editing</li></ul> <p>Estimated time: 2 Hours</p>	<p>Muriel</p> <ul style="list-style-type: none"><li>Draft Idea Execution (Formats, Layout, Visuals, Headings, SEO/SEA planning.</li></ul> <p>Estimated time: 2 Hours</p>
Thu	<p>Ilse &amp; Rob</p> <ul style="list-style-type: none"><li>Internal Review (if needed)</li><li>Finalize Editing</li><li>Post snippets</li></ul> <p>Estimated time: 1,5 Hours</p>	<p>Ilse &amp; Muriel &amp; Rob</p> <ul style="list-style-type: none"><li>Internal Review (if needed)</li><li>Finalize Editing</li></ul> <p>Estimated time: 1,5 Hours (all)</p>	<p>Muriel &amp; Rob</p> <ul style="list-style-type: none"><li>Internal Review (if needed)</li><li>Finalize post/ visuals</li></ul> <p>Estimated time: 1,5 Hours</p>
Fri	<p>Ilse</p> <ul style="list-style-type: none"><li>Schedule recap snippet</li><li>Community Engagement</li></ul> <p>Estimated time: 1 Hour</p>	<p>Ilse &amp; Muriel</p> <ul style="list-style-type: none"><li>Post the content at 12h, when people get ready for their weekend</li><li>Review Planning</li><li>Write &amp; Design Post 1 of the new campaign</li></ul> <p>Estimated time: 1 Hour p.p.</p>	<p>Muriel</p> <ul style="list-style-type: none"><li>Print &amp; Set-up in-store section</li><li>Plan Snippets (Atomization)</li></ul> <p>Estimated time: 2 Hours</p>



