



Leader in
Horticultural
Containers

Discussion about hc-sustainable.com

[Marketing Brief - REVISED]

Prepared by Craig Ruvere

Overall Objective

While some of the messaging and content on hc-sustainable.com does appeal to an audience of sustainably-minded growers, overwhelmingly the content is geared more towards the manufacturing, shipping, and retail sector, as well as higher-level executives.

Customers interested in our sustainable growing containers are better served by visiting hc-companies.com as it not only supports their industry and recognizes their pain points but helps unify them under the collective umbrella of horticulture.

Therefore, hc-sustainable.com will transition away from focusing on growing containers and instead focus on protective packaging, consumer products and other items unrelated to horticulture.

Advantages

- Helps focus our SEO efforts, as well as imagery and content, on one overall narrative
- Removing horticulture from the site enables us to focus on topics and news which is more relevant to the business sector
- Horticulture customers are better served on a site dedicated to growers only
- Further distances and differentiates the site from unfair comparisons to hc-companies.com which still utilizes plastics in much of its operations
- Allows us to create champion pages for such items as roller cradles, corner guards and other products for greater search visibility online

Some Challenges in Online Rankings

- Smaller site - harder to get pages indexed with Google (under 100 pages)
- Niche market with low keyword search volume
- Focus/content is geared towards fiber products only
- Inclusion of horticulture containers can be confusing for the user
- Inability of fiber products to be used in food-safe applications



Main Number
800.225.7712



Customer Service
customersupport@hc-companies.com



Visit us online
hc-companies.com



Corporate - 2450 Edison Blvd, Ste 3
Twinsburg, OH 44087



Leader in
Horticultural
Containers

Website Statistics

January - December 2020

Unique Users - 2,460

Product Pageviews - 227

Contact Us - 277

January - July 2021

Unique Users - 12,960

Product Pageviews - 1,042

Contact Us - 516

Top Pages (YTD)

- Packaging
- Markets
- Consumer Products
- Containers
- Why Fiber?

Some Questions for Discussion

- What products do we see being promoted on this website over the next decade?
- What potential product lines will we be expanding into?
 - Will the materials be fiber, biobased, or something else?
- Is there a better keyword than sustainable or renewable for this vertical? Search volume?
- Will the focus be on packaging or will we offer a line of consumer products?

Proposed Changes

Branding:

- Hc-sustainable's logo will retain the same overall design and aesthetics but the messaging will change from "Sustainable Fiber Solutions" to "**Sustainable Solutions**".
- FiberGrow and EcoGrow logos will be included (updated)

Website:

- Determine new keyword focus
- A primary keyword in the URL is helpful for organic searches
 - For comparison - "sustainable packaging" has 4,400 searches per month vs. "renewable packaging" which has 10.



Main Number
800.225.7712



Customer Service
customersupport@hc-companies.com



Visit us online
hc-companies.com



Corporate - 2450 Edison Blvd, Ste 3
Twinsburg, OH 44087



Leader in
Horticultural
Containers

- On hc-companies.com - expand the presence of fiber containers (content, imagery) - shifting from "fiber" to "sustainable"
- Add content describing our FiberGrow and EcoGrow slurries and when and why they are used (include logos where applicable)
- Create champion pages for roller cradles, edge guards, cooler, etc. - have these pages optimized for SEO
- Condense the "Growing Container" page and create a clear and direct link to hc-companies.com's sustainable pages for containers
- Main Nav changes:
 - Change "Why Fiber" to "Solutions"
 - Fiber - revise to include FiberGrow/EcoGrow
 - BioBased
 - Add "Making the Shift"
 - Getting started (check list)
 - Sustainable Practices (from old Why Fiber) - revise
 - The Science (from old Why Fiber) - revise
 - Add "Production"
 - Move blog under "Resources"
 - Update all collateral's branding and add new pieces on each individual category - also add links from appropriate champion pages
 - Our Story - try and get some testimonials for added credibility
 - Make sure there is a dedicated callout to the fact that our fiber products are not suitable for food
 - Contact Us - Provide photos and direct contact information for dedicated sales team members so contacts can easily communicate for a better experience



Main Number
800.225.7712



Customer Service
customersupport@hc-companies.com



Visit us online
hc-companies.com



Corporate - 2450 Edison Blvd, Ste 3
Twinsburg, OH 44087