

THG (more : trees)

Case study

Using tree planting to drive reviews



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Helping The Ramp People
positively impact the planet,
while increasing customer
reviews by 1417%.



(more : trees)

Website

www.therampeople.co.uk

Integration

Automation via Zapier

Social

[@therampeople](https://www.instagram.com/therampeople)

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Rewarding customers with sustainable action

Customers are at the heart of the Ramp People's business, which is why they work hard to deliver the best possible experience each and every time.

Company and product reviews are integral to this – gaining valuable insights from existing customers while setting the benchmark high for new ones. However, incentivising customers to leave a review was proving difficult.

In an attempt to address this issue, The Ramp People introduced a reward that mattered: trees.

1 tree planted for every company review

2 trees planted for every product review

84%

of UK consumers say that being environmentally friendly is important to them.

68%

of global consumers expect companies to solve sustainability issues.

88%

will be more loyal to a company that supports social or environmental issues.

87%

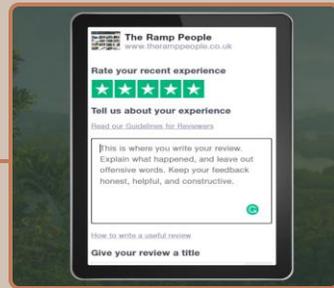
would buy a product with a social and environmental benefit given the opportunity.



How it worked



1 Integration with (more:trees) via Zapier and Google Sheets



2 One tree planted for every customer leaving a company review



3 Two trees planted for every customer leaving a product review



4 Promotion through website, blogs, email, social media and virtual forest

Results

By partner with (more:trees), The Ramp People saw a significant increase in customer reviews, alongside positive feedback on their sustainability initiative.

1417%

Reviews increased from 6/month to 2-3/day

378 trees

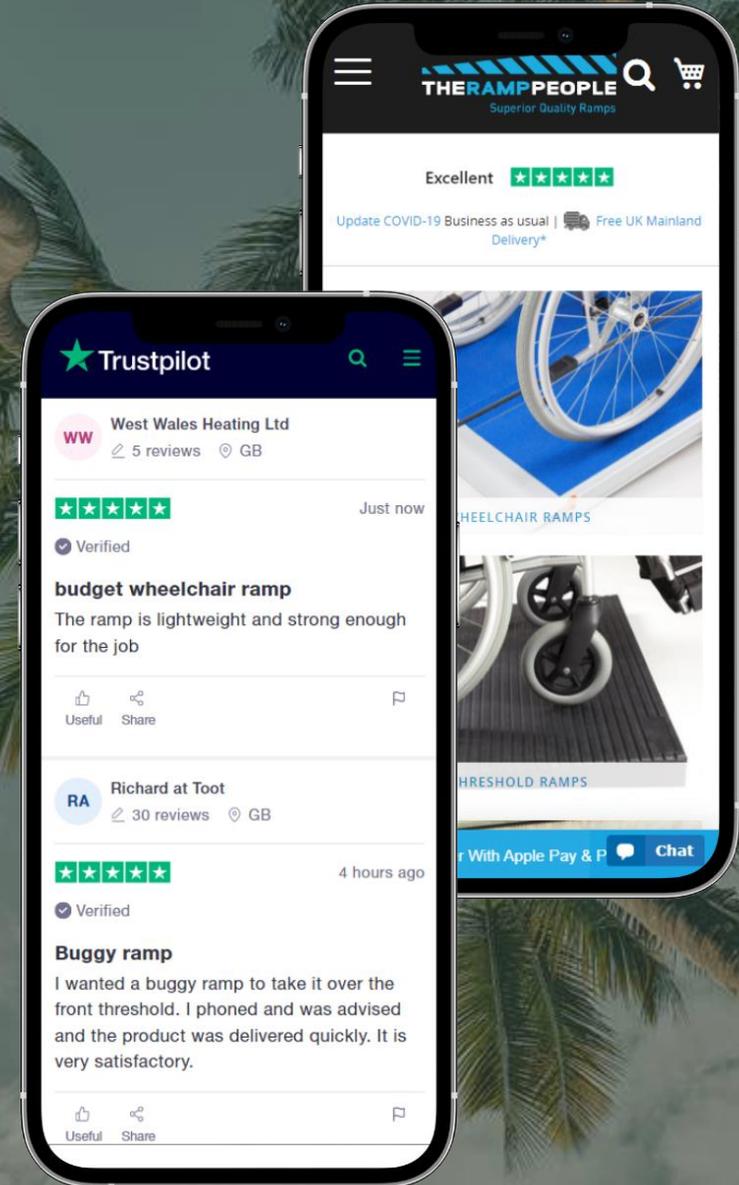
378 trees planted in the first month



Positive feedback from customers



Increased a awareness of brand's sustainability vision



Business Benefits

Sustainability

Each tree planted sequesters an estimated 0.3t of CO₂, while supporting 10 UN SDGs – helping The Ramp People in their sustainability journey.

Content marketing

The Ramp People launched the campaign with a blog that introduced their sustainability strategy and engaged customers with information on tree planting.

Customer motivator

Customers have the option to leave a company review for one tree, a product review for two trees, or both for three trees – allowing them to drive significant benefits.

Virtual forest & tree planting stats

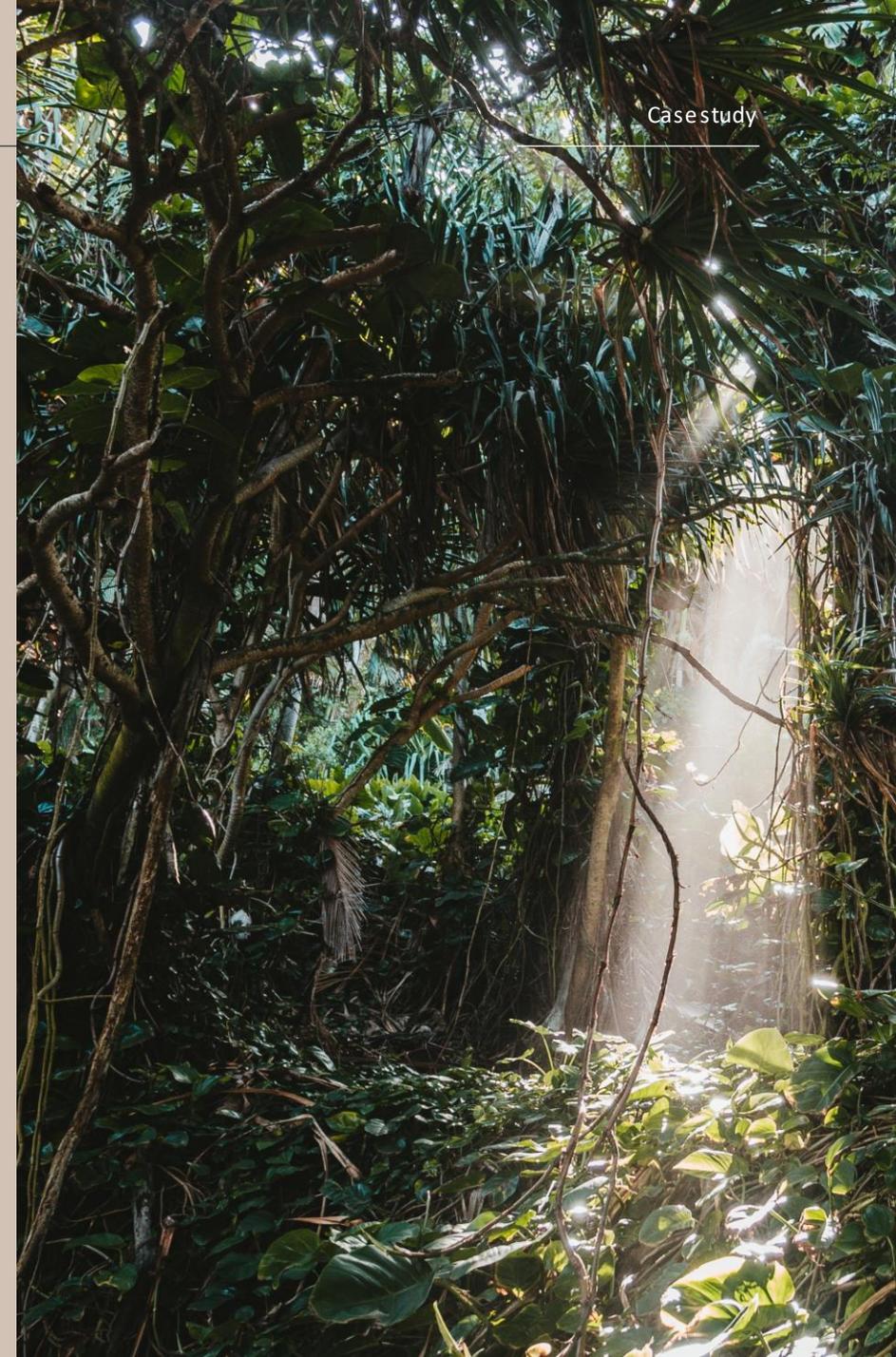
The Ramp People are promoting their virtual forest, alongside their live tree count on their website.

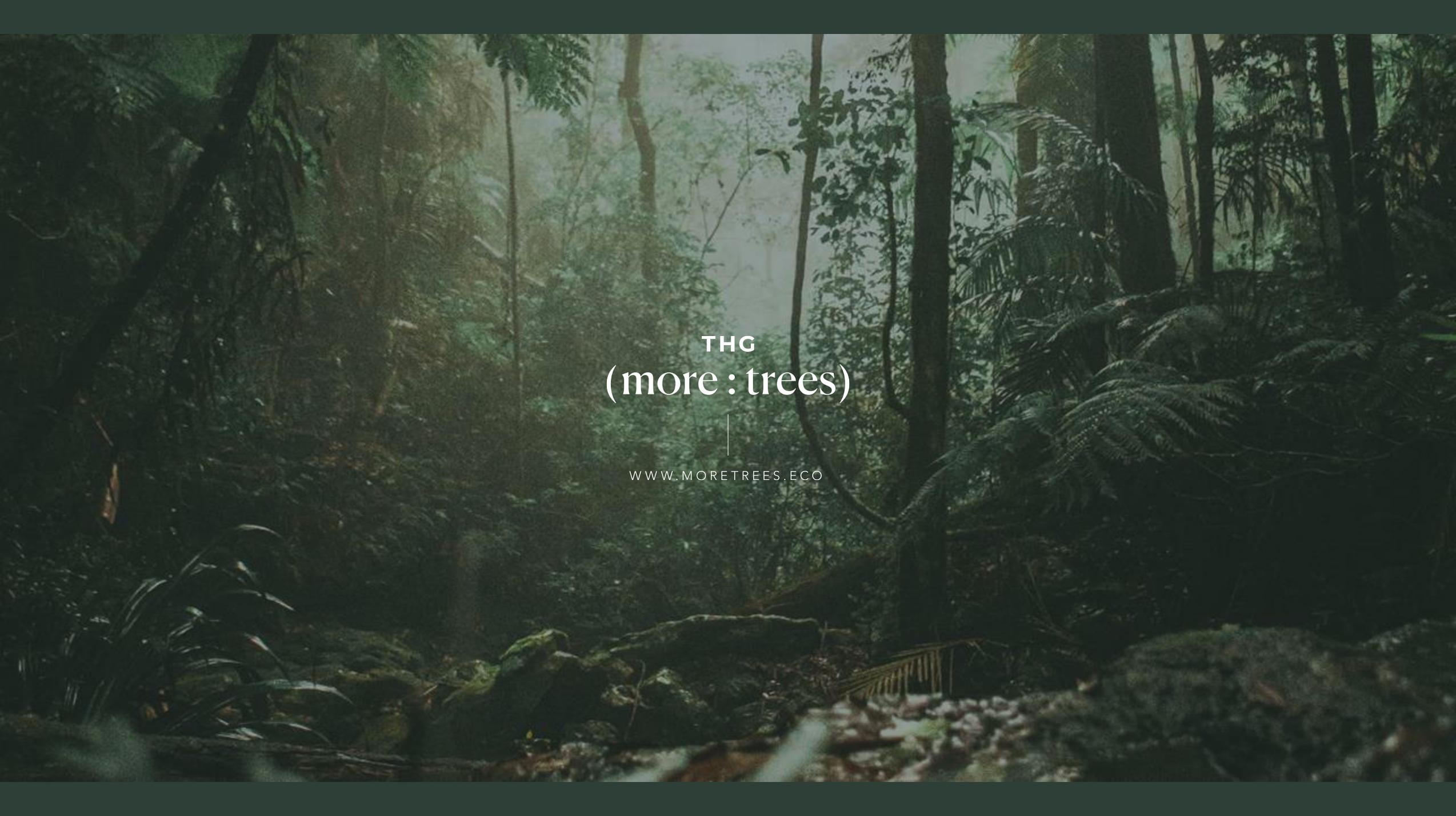
Social media

Customers are sharing the initiative on social media.

Additional touchpoints

Customers receive an email about their tree, the CO₂ sequestration and project location – creating an additional touchpoint in the customer journey, and reminding them about The Ramp People's initiative.





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