

Project Design Phase - 2

Customer Journey Map

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Project Name	Creating a Social media Ad Campaign in Facebook

Creating a customer journey map for a social media campaign can help you understand the user's experience. Here's a simplified example:

1. Awareness Stage:

- Touch point: User sees a sponsored social media post.

- Emotion: Initial curiosity or interest.

2. Interest Stage:

- Touch point: User clicks on the post, leading to a landing page.

- Emotion: Engagement and desire for more information.

3. Consideration Stage:

User explores the landing page and follows the brand's social media profiles.

- Emotion: Gathering information and evaluating the brand.

4. Decision Stage:

User receives retargeting ads and exclusive offers.

- Emotion: Building trust and a sense of urgency.

5. Action Stage:

User makes a purchase or signs up.

- Emotion: Excitement and satisfaction.

6. Post-Purchase Stage:

User receives confirmation emails, social media thank you posts, and surveys.

- Emotion: Post-purchase reassurance and feedback sharing.

7. Advocacy Stage:

- Touch point: User shares their positive experience on social media.

- Emotion: Loyalty and brand advocacy.

8. Loyalty Stage:

User continues to engage with the brand on social media and enjoys ongoing benefits.

- Emotion: Strong loyalty and satisfaction.

By mapping the user's journey through these stages, you can tailor your social media campaign to address their needs, emotions, and actions at each step, ultimately enhancing the customer experience.