





## **Section 15**

# **Post-Campaign & Innovation**

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# Post-Campaign & Innovation

 Data collected from campaign results, CRM, and engagement metrics. Initiatives designed based on retention, loyalty, and client feedback analysis.

 This section outlines how the Rafiki Pet Hospital leverages post-campaign insights to improve retention, launch pilots, and test new channels for future growth.

Initiative	Target / Number	Notes
Referral program	10% discount; 10 new customers / mo	Encourages word-of-mouth and client acquisition
Loyalty / membership pilot	Enroll 150 clients year 1 at EGP 2,400 / year	Builds repeat business and retention
Tele-vet trial	Target 5% adoption of clients (~11 clients/mo)	Tests new virtual services for convenience and reach
Cross-promos (pet shops)	5 partners; ~20 visits / mo from partners	Partnerships to expand referral channels and engagement