

Awareness Stage

Collected data via 400 household surveys, Meta Ads Manager, competitor audits, seasonal insights, GA4 traffic validation. Metrics include impressions, reach, social mentions, and brand recall.

bjective: Build strong brand presence positioning Rafiki Pet Hospital as the trusted choice for pet care. Emphasis on vaccination/grooming peaks.

Channels & Metrics

Channel	Monthly Impressions	Clicks	CTR	Notes
Meta (FB+IG)	760,000	12,000	1.58%	Static, carousel, reels
SEO Organic	120,000	9,600	8%	Educational blogs, location targeting
Influencer Campaign	30,000	1,800	6%	Micro-influencers engagement
Display Ads	50,000	750	1.5%	Local retargeting banners

Audience Segmentation

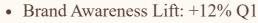
• Pet-owning HH: 24,000; Digital Reachable: 16,800; High-value: 11,760

• Age: 25–44 (68%)

Language: Arabic 70% / English 30%Dogs: 55%, Cats: 40%, Others: 5%

Strategy

- Rotate creative daily; highlight seasonal services
- Retarget non-engaged users with carousels/videos
- Landing page optimized for lead capture
- KPIs: Impressions, Reach, Brand Recall, Social Mentions, Traffic



Naw I ander 5/10/month



Consideration Stage

Behavioral data from CRM, engagement analytics, retargeting sequences on Meta Ads, video watch times, and email newsletter interactions.

Coal: Engage users already aware of Rafiki Pet Hospital with educational content, nurturing emails, and retargeting sequences to guide them towards booking.

Metrics & Channels

Channel	Monthly Clicks	Leads	Engagement Rate
Retargeting Ads	6,000	270	3.5%
Educational Emails	4,800	192	Open rate 26% / CTR 4%
Video Content	3,200	160	View Rate 60%
Carousel Posts	1,800	95	CTR 1.4%

Strategy

- Multi-step retargeting sequences with personalized messaging
- Content calendar aligned with pet owner education
- Use testimonials & social proof to reinforce trust
- KPIs: CTR, Engagement, Video Views, Leads

- Leads from Consideration: 216/month
- Engagement lift: +15%
- Click-to-landing page: 12,000/month
- Conversion into booked appointments: ~40% of leads

Conversion Stage

Pata from landing page analytics, booking forms, A/B testing, CRM, pixel tracking, GA4 goal completions, and multi-step form conversion rates.

Coal: Turn engaged prospects into paying clients via optimized landing pages, booking flows, social proof, and testimonials.

Metrics

Metric	Monthly	Conversion
Landing Page Clicks	12,000	$4.5\% \rightarrow 540$ leads
Leads → Booked	540	$40\% \rightarrow 216$ booked
Booked → Paid	216	85% → 184 paid visits
Average Revenue / Visit	184	EGP 750 → EGP 138,000

Strategy

- Optimize booking form & CTA placements
- Testimonials & case studies prominently displayed
- Exit-intent popups to capture undecided leads
- KPIs: Conversion Rate, CPA, ROAS, Paid Visits

- 184 paying clients/month
- Estimated revenue: EGP 138,000/month
- Conversion lift: +20% via CRO tactics

Retention / Loyalty Stage

ERM and loyalty program data analyzed; email performance tracked; repeat visit and redemption rates monitored.

Coal: Encourage repeat visits via personalized offers, loyalty points, and targeted email campaigns.

Metrics

Activity	Monthly	Expected Impact
Email Campaigns	2	Open 26% / CTR 4%
Loyalty Rewards	12%	Repeat Appointments 68%
Repeat Paid Visits	124	CLV increase +15%

Strategy

- Automated birthday/seasonal emails
- VIP programs & exclusive offers
- Time-limited promotions to drive urgency

- Repeat visit rate +15% over baseline
- Customer lifetime value increase
- Retention Rate > 70%



*Advocacy Stage

Pata from post-purchase surveys, UGC submissions, referral tracking, social listening tools, and review monitoring.

Coal: Transform satisfied clients into brand advocates to drive referrals, UGC content, and positive online reviews.

Metrics

Activity	Monthly	Expected Outcome
Referrals	25–30	New Leads / Organic Growth
UGC Campaign Participation	60	Enhanced Social Proof
Review Volume	20–25	Rating >4.5/5
Social Sentiment	_	Positive >90%

Strategy

- Incentivized referral campaigns
- Testimonials and social proof amplified on Meta
- UGC challenges and contests

- Organic growth 5–7% monthly
- Increased community engagement and loyalty
- Brand advocacy leading to lower CAC