# 9. Marketing Funnel & Stages Rafiki Pet Hospital

# 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.*

*Objective: 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
- Brand Awareness Lift: +12% Q1
- New Leads: 540/month

# Consideration Stage

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

*Goal: 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

## Expected Outcomes

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

# Conversion Stage

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

*Goal: 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% → 540 leads |
| Leads → Booked | 540 | 40% → 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

## Expected Outcomes

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

# Retention / Loyalty Stage

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

*Goal: 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

## Expected Outcomes

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

# Advocacy Stage

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

Goal: 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

## Expected Outcomes

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