**Customer Journey Mapping – Haksoss Café**

**Overview:**  
The Haksoss Café customer journey is a meticulously designed pathway for Alexandria’s luxury coffee audience, capturing their experience from initial awareness to brand advocacy. Each stage focuses on key touchpoints, content strategies, metrics, and business goals, ensuring measurable impact and continuous optimization.

**1. Awareness**

**Touchpoints:** Instagram, TikTok, LinkedIn, Lifestyle blogs  
**Content Strategy:** Hero visuals, influencer endorsements, premium offers  
**Metrics:** 80,800 unique users reached; engagement rate of 11.3%  
**Goal:** Introduce Haksoss Café as Alexandria’s ultimate luxury morning destination

**Additional Insights:**  
At this stage, the campaign focuses on visually-driven content that establishes Haksoss Café as a premium lifestyle brand. Collaborations with micro-influencers and lifestyle publications amplify brand visibility while appealing to aspirational audiences.

**2. Consideration**

**Touchpoints:** Social media ads, Email campaigns, Landing pages  
**Content Strategy:** VIP offers, curated menu highlights, testimonials  
**Metrics:** CTR 3.8%, Email open rate 35%  
**Goal:** Engage prospects and nurture interest in the loyalty program

**Additional Insights:**  
Here, the focus is on targeted engagement. Dynamic ads and email automation highlight the café’s unique offerings, creating a sense of exclusivity. Testimonials and curated content help build trust and desirability.

**3. Conversion**

**Touchpoints:** Loyalty program sign-up, In-store interactions, Checkout process  
**Content Strategy:** Exclusive offers, first-time VIP benefits, premium coffee experiences  
**Metrics:** 1,070 loyalty sign-ups, 6.2% conversion rate, ROAS 4.11:1  
**Goal:** Turn engaged prospects into loyal customers

**Additional Insights:**  
Conversion is driven by personalized incentives and in-store experiences. First-time visitors receive VIP perks, fostering loyalty while capturing key customer data for future campaigns.

**4. Retention**

**Touchpoints:** Personalized Email, SMS, VIP events, Seasonal menus  
**Content Strategy:** Exclusive seasonal offers, personalized recommendations, loyalty rewards  
**Metrics:** 15% retention rate, 18% re-engagement of dormant members  
**Goal:** Maintain long-term loyalty and repeat visits

**Additional Insights:**  
Retention leverages segmentation and personalized communications. VIP events and seasonal campaigns increase emotional attachment, encouraging repeat visits and deepening the customer relationship.

**5. Advocacy**

**Touchpoints:** Social sharing, Referral programs, VIP testimonials  
**Content Strategy:** Referral incentives, user-generated content campaigns, testimonials  
**Metrics:** Positive reviews, referrals from VIPs, social engagement growth  
**Goal:** Transform loyal customers into brand advocates

**Additional Insights:**  
Advocacy transforms loyal customers into brand ambassadors. By incentivizing referrals and promoting user-generated content, the brand extends its reach organically and reinforces credibility within Alexandria’s luxury coffee community.