


Customer Journey Map for Creating a Facebook Ad Campaign

Date	1 November 2023
Team ID	NM2023TMID11242
Project Name	Create a Facebook Ad campaign

Journey steps →	Awareness →	Consideration →	Acquisition →	Service →	Loyalty
User actions					
Goals & experiences	Create compelling, visually appealing ads that introduce your brand or product.	Use informative and educational ad content to help potential customers evaluate their options. Highlight the value and benefits of your product or service.	Emphasize the unique selling propositions of your product or service. Showcase social proof, such as customer reviews and testimonials, to build trust and credibility.	Use personalized recommendations and offers in your ads to rekindle interest. Create a sense of exclusivity for returning customers.	Continue to provide exceptional customer experiences through your ads and offerings.
Feelings and thoughts 😄 😐 😞 😡 😭	Focus on creating positive and memorable feelings associated with your brand.	Provide informative content that educates potential customers about your offerings.	Focus on convincing customers that your product or service is the right choice.	Reconnect with previous customers by evoking a sense of nostalgia or shared experiences.	Encourage advocates to share their thoughts and experiences. Use their testimonials and stories to inspire others to follow suit.
Opportunities	Showcase the exciting possibilities and opportunities your brand or product can bring to customers	Present the specific advantages and opportunities that your product or service offers.	Highlight the immediate benefits and opportunities that come with making a purchase or taking a specific action.	Rekindle interest by showing how re-engaging with your brand offers valuable opportunities.	Reinforce the opportunities that come with continued loyalty to your brand. Promote exclusive benefits, rewards, or discounts available to loyal customers.
Pain points	Identify the pain points your target audience experiences.	Present in-depth content that delves into the pain points and challenges your potential customers are encountering.	Reiterate the pain points and challenges, emphasizing the negative consequences of not taking action.	Highlight how re-engaging with your brand can help them avoid those issues and offer a more satisfying solution.	Continue to empathize with your existing customers' pain points. Promote ongoing support and benefits that help alleviate their struggles.