

PROJECTDESIGN PHASE-II

JOURNEY MAP

Date	04 November 2023
Team ID	7EB30D3140ADD2597FD4137AF06C8F67
Project Name	Social media campaign on Facebook

JOURNEY MAP:

1. Research and identify target audience.
2. Develop engaging content strategy.
3. Create a content calendar.
4. Implement paid advertising to reach a wider audience.
5. Monitor and analyze campaign performance.
6. Make data-driven adjustments for optimal results.
7. Increase brand followers and customer interaction.

Example

