

Project : Fittlyf Awareness Campaign

You are tasked to create a **Metrics Selection Framework and KPI Summary Table** for the upcoming **Marketing Campaign**. The primary objective of the campaign is to **create awareness** and **create brand consideration** about **Fittlyf** and **PCOS**. You need to use **Facebook, Instagram and Youtube** channels for this campaign.

Business Objective

Primary Objective	Brand Awareness
Secondary Objective (Optional)	Brand Consideration
Tertiary Objective (Optional)	

Objective	Create Brand Awareness
Problem	To bring more users to our social profile and website to educate.
Location	Pan India
Target Audience	Females between age 20-30
Time Frame	Feb 2022-April-2022

Objective	Create Brand Consideration
Problem	To bring more users to try out the free consultation service.
Location	Pan India
Target Audience	Females between age 20-30
Time Frame	Feb 2022-April-2022

Campaign Activity Description

Primary Business Objective: Brand Awareness		
	Brief description of activity	What is the intended outcomes
Activity #1	Use a mix of paid advertising to build awareness	Target audience become aware of product and want to learn more
Activity #2	Use social ads to drive traffic to campaign landing page/section	Campaign landing page receives a high volume of direct traffic
Activity #3	Create educational assets for brand (e.g. influential post, reviews)	Target audience learn about our brand and understand the features and benefits
Activity #4		

Primary Business Objective: Brand Consideration		
	Brief description of activity	What is the intended outcomes
Activity #1	Create educational assets for brand offering (free consultation service)	Target audience learn about service offering and understands the benefits
Activity #2	Create a custom landing section to convert prospects	Prospects browse our featured section and try out the free service.
Activity #3		
Activity #4		

Channel Selection

Channel	Business Objective	Channel Type	Describe the purpose of this channel for the campaign
Website	Brand Awareness	Owned	Capture organic traffic to site and direct to campaign section
Facebook Ads	Brand Awareness	Paid	Drive awareness and route to campaign site
Instagram Ads	Brand Awareness	Paid	Drive awareness and route to campaign site
Youtube Ads	Brand Awareness	Paid	Drive awareness and route to campaign site
Instagram	Brand Consideration	Owned	Educate about feature and create consideration about brand
Youtube	Brand Consideration	Owned	Educate about feature and create consideration about brand
Facebook	Brand Consideration	Owned	Educate about feature and create consideration about brand
Google Search	Brand Awareness	Earned	Help prospects discover brand / product and route then to website

Campaign Journey Mapping

	Stages of a Customer Journey				
Channel	Awareness	Interest	Education	Decision	Conversion
Paid		Action			Outcome
Owned	Action				
Earned					

Link	https://miro.com/app/board/uXjVOFeOle0=/?share_link_id=505557575404
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All Possible Marketing Channel Metrics

Channel	Exposure Metrics	Engagement Metrics	Perception Metrics	Experience Metrics	Acquisition Metrics	Conversion Metrics
Website Website Website	Users Pageviews	Bounce Rate Time on Site Page Scroll		4xx errors Page load time		Goals / Conversions Conversion rate
Facebook Ads Facebook Ads Facebook Ads Facebook Ads Facebook Ads	Post Reach Post Impressions	Clicks Clickthrough rate Likes & reactions Comments Shares Engagement rate	Comment sentiment Likes		Cost per click Cost per impression	Conversion events
Instagram Ads Instagram Ads Instagram Ads Instagram Ads Instagram Ads	Post Reach Post Impressions	Clicks Likes & reactions Comments Shares Engagement rate	Comment sentiment Likes		Cost per click Cost per impression	Conversion events
Youtube Ads Youtube Ads	Subscribers Video views	Watch time Average view duration	Like:Dislike ratio		Cost per view	Conversion events
Facebook Facebook Facebook Facebook	Post Reach Post Impressions	Likes & reactions Comments Shares Engagement rate	Like:Dislike Ratio			
Instagram Instagram Instagram Instagram	Post Reach Post Impressions	Likes & reactions Comments Shares Engagement rate				
Youtube Youtube Youtube	Video views	Likes Comments Average view duration	Like:Dislike Ratio			

Google Search	Domain Authority					Leads (organic search)
Google Search	Page Authority					
Google Search	Keyword ranking / average position					

Hygiene Metrics

Channel	Metric	Importance	Metric Source	Metric Type	Metric Format
Website	Users	High	Google Analytics	Platform	Number
Website	Pageviews	High	Google Analytics	Platform	Number
Website	Time on Site	Medium	Google Analytics	Platform	Duration
Website	Goals / Conversions	Medium	Google Analytics	Engineered	Number
Facebook Ads	Post Reach	Medium	Facebook Page Insights	Platform	Number
Facebook Ads	Engagement rate	High	Facebook Page Insights	Platform	Percentage
Facebook Ads	Cost per impression	Medium	Facebook Page Insights	Platform	Currency
Instagram Ads	Post Reach	Medium	Facebook Business Suite	Platform	Number
Instagram Ads	Engagement rate	High	Facebook Business Suite	Platform	Percentage
Instagram Ads	Cost per impression	Medium	Facebook Business Suite	Platform	Currency
Youtube Ads	Video views	High	YouTube Analytics	Platform	Number
Youtube Ads	Cost per view	Medium	YouTube Analytics	Platform	Currency
Facebook	Engagement rate	Medium	Facebook Page Insights	Derived	Percentage
Instagram	Engagement rate	Medium	Facebook Business Suite	Derived	Percentage
Youtube	Video views	Medium	YouTube Analytics	Platform	Number
Google Search	Keyword ranking / average position	High	Moz	Platform	Number

KPI Summary Table

Metric	Business Objective	Channel	Channel Type	Metric Type	Metric Category	Benchmark	Target	Change
Pageviews	Brand Awareness	Website	Owned	Platform	Exposure	20000	24391	22%
Converions	Brand Consideration	Website	Owned	Engineered	Conversion	700	795	14%
Engagement rate	Brand Awareness	Facebook Ads	Paid	Platform	Engagement	0.0822	0.1242	51%
Engagement rate	Brand Awareness	Instagram Ads	Paid	Platform	Engagement	0.1165	0.1558	34%
Video views	Brand Awareness	Youtube Ads	Paid	Platform	Exposure	19000	20147	6%