



Campaign Journey Mapping

Project : Fittlyf Awareness Campaign



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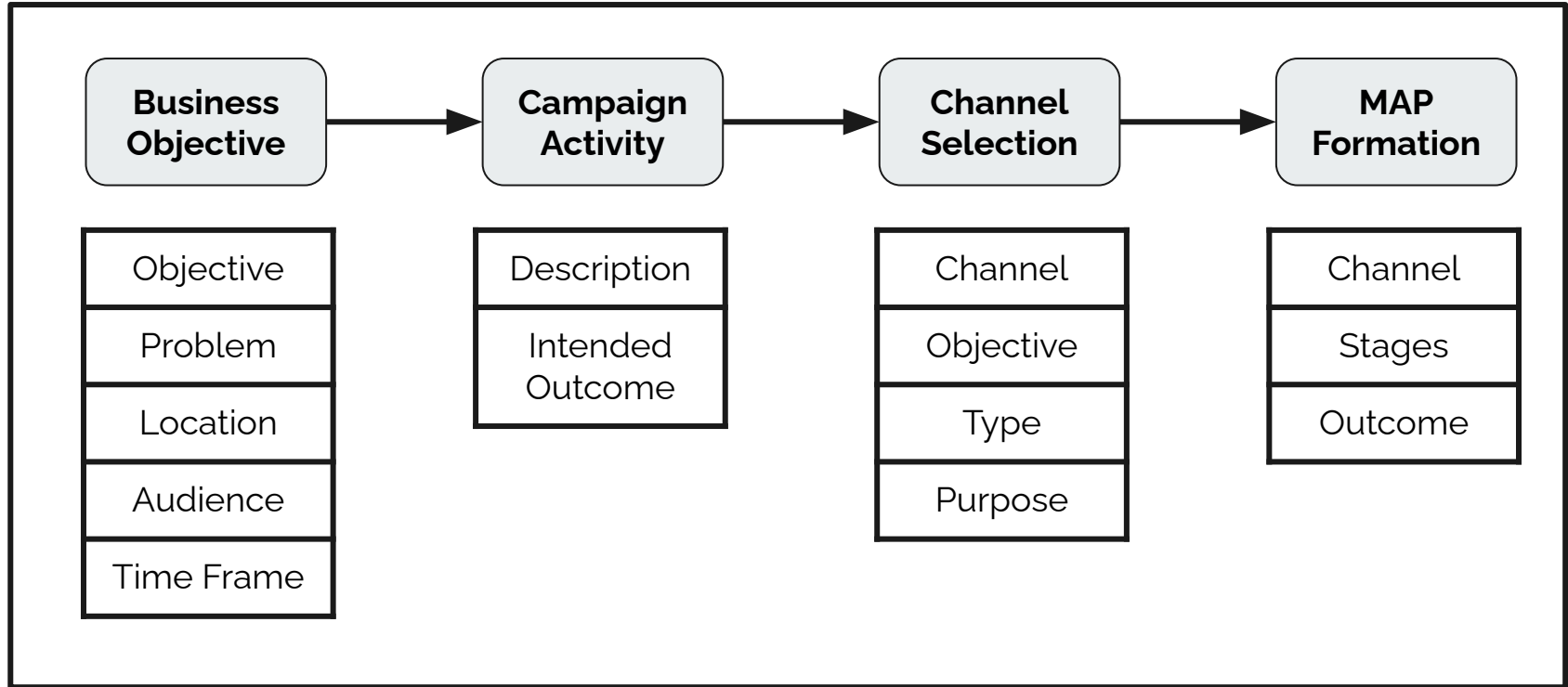
- It's essentially a **visual representation of your prospects' i.e. customer's journey from start to finish.**
- So from the point at which they're **exposed to an Ad On Display** advertising on social to all the way up to the point **where they convert**, a customer journey map essentially just models that out.
- Start (Activation) -----> Finish (Conversion)




Need of Customer Journey Map :

- Customer journey mapping is especially **useful in the context of measurement**, as it pushes you toward a more granular understanding of a **customer's pathway to conversion**, and it helps you **discover important journey milestones** that you should measure.
- To model out your campaign visually, and then you can build out marketing automation.

Campaign Journey Mapping Framework









MAP Formation Structure :

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



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You are tasked to create a **campaign journey mapping** for the new prospects as part of 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.

	Stages of a Customer Journey				
Channel	Awareness	Interest	Education	Decision	Conversion
Paid - Facebook Ad, Instagram Ad, Youtube Ad	Outcome 				Outcome 
Owned - Website, Facebook, Instagram, Youtube	Outcome 				Outcome 
Earned - Google Search Ranking	Outcome 				Outcome 

Primary Outcome :



Secondary Outcome :



Here we are depicting the position of the outcomes, for more details are shown in Excel and MIRO file.