



Campaign Journey Mapping

Case Study Project : Fittlyf



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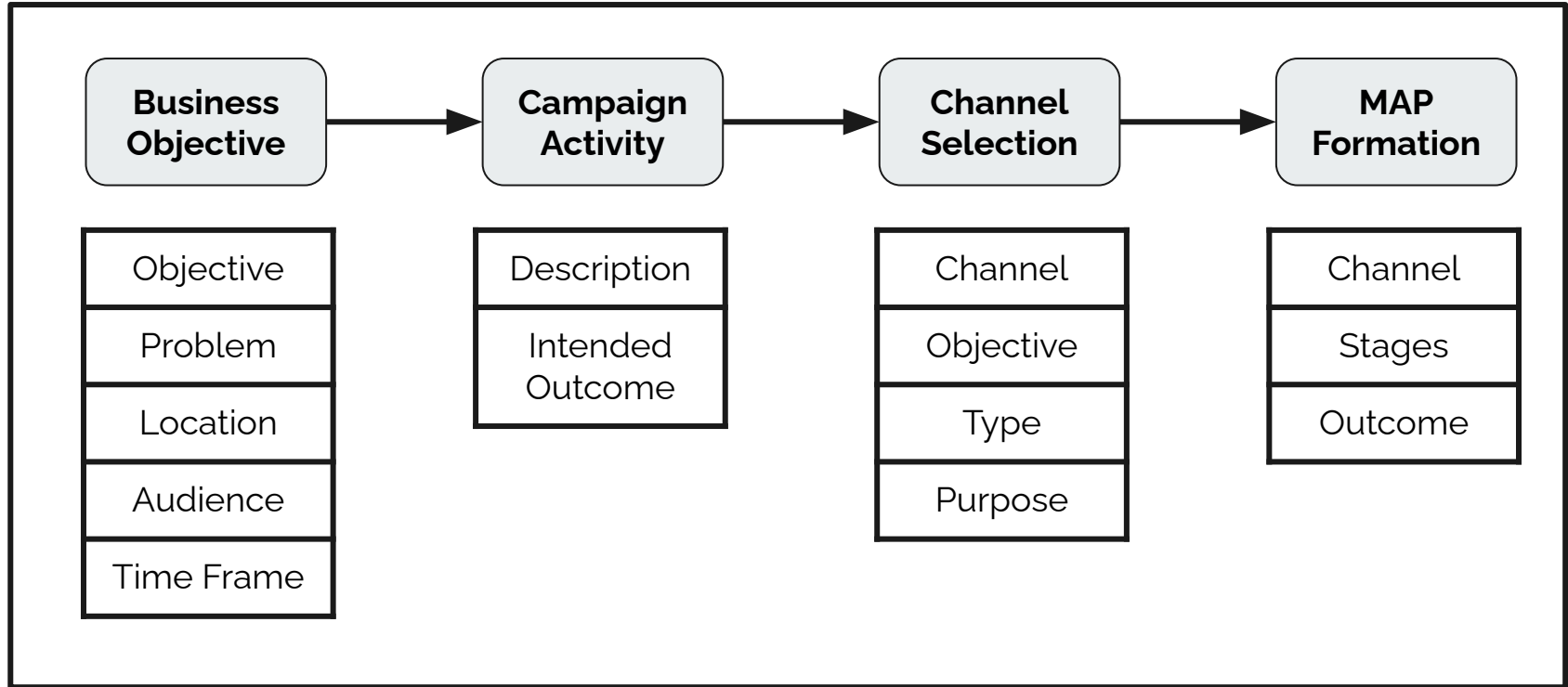
- It's essentially a **visual representation of your prospects' i.e. customer's journey from start to finish.**
- So from the point at which they're **exposed to an Ad On Display** advertising on social to all the way up to the point **where they convert**, a customer journey map essentially just models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



Project : Fittlyf Awareness Campaign

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.