

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.

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
------	---