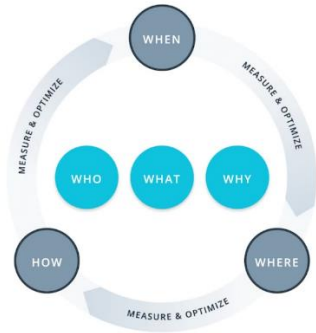


Customer Journey Based Marketing Plan

What: your offer
Who: your customers
When: your customer's journey
Why: your marketing objective
How: your message
Where: channels your customers use
When+how+where = Marketing Tactics



1. What: Your Offer

Marketing Objective:

Your Company's Product

We have the mission to commercialize Nano-Cleaners units, a high-tech biotechnology product designed to completely resolve the water quality problem of any aquatic ecosystem. The product consists on the application of intelligent microorganisms which would take control of the totality of waste residues and chemical toxins generated in the water, bringing about the most nature-like environment.

Since this biotechnology is completely innovative, the campaign will require to invest resources in the awareness of the product. Our strategy is to implement a Customer Journey Centered campaign taking into account the different stages of the Customer Journey.

What is the marketing objective for your marketing efforts?

The marketing objective of this campaign is to obtain at least 50 new costumers for Nano-Cleaners at the end of the quarter.

The KPI of the campaign is the Total Number of Sales at the end of the year's quarter.



The strategy suggested is to implement a Customer Journey Centered Marketing Campaign. In this case, we will focus on the decision maker, the manager in charge of the production of state-of-the art aquaculture business. The Target Persona corresponding to this position is composed by the information provided by the company.

Target Persona

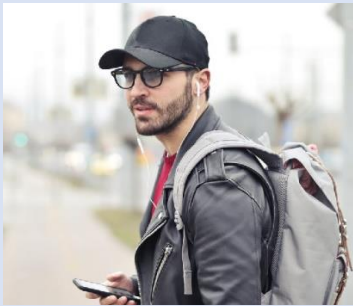
Background and demographics	Target Persona Name	Needs
<ul style="list-style-type: none"> ▪ Male, 30 years old ▪ just married (looking forward for first kid ▪ Has a degree in Business Administration ▪ Has a solid experience with biotechnology ▪ Lives in Oakville ▪ Wife works as a school teacher ▪ HH income \$90k 	<p>Criss Garofalo</p> 	<ul style="list-style-type: none"> ▪ Requires demonstrating his boss his capacity to find cost effective solutions ▪ Requires an effective information source ▪ Requires biotechnical supported products.
Hobbies	Goals	Barriers
<ul style="list-style-type: none"> ▪ Salt water aquarium ▪ Travel ▪ working out 	<ul style="list-style-type: none"> ▪ Get ready for his first child ▪ Save for a new home ▪ Learn scuba diving ▪ Get in better shape ▪ Enjoy family life and friends 	<ul style="list-style-type: none"> ▪ Work can be stressful and demanding ▪ Busy trying to keep the pace with his industry ▪ Distrust about some innovations in biotechnology

Photo by Pexels.com

Phases of the Customer Journey

In this campaign, we are going to focus in each of every phase of the Customer Journey and we are going to use a combination of media to assess specific objectives in each one of them.

Awareness

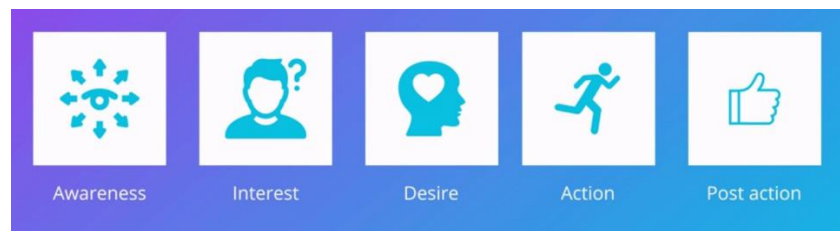
In this stage we are going to use informative media to deliver information about our product and its benefits. We'll start by setting up a quality website which will include a proper Landing Page, Product Information and a Blog. We will also build a YouTube channel where we will upload descriptive videos required to properly teach our potential audience about our Nano-Cleaner and its benefits.

Some investing in Ads in Facebook and Google Search will be required in this stage in order to drive audience to the mentioned media.

Interest

In this phase we will follow a more direct approach. Since according to information provided by our company, there is a natural high interest in aquariums among the audience conforming our Target Persona, we will take advantage of this fact by directly aiming to communities dedicated to this interest in Facebook.

We will also use aquarium related Keywords to direct an AdWords Campaign to this specific segment.



Desire

In this stage we will deliver the message why Nano-Cleaners is great for our target persona; namely because is hassle free and cost efficient. We will also transmit the idea that, since this product requires a timeframe to affect the environment, the sooner you start to use it, the better.

In order to accomplish this objective, we will run two parallel campaigns: we will run a limited time promotion through Facebook and Google Ads (display ad), and we will also run an email promotion (retargeting) with special discount to subscribers (email mark.).



When + How + Where = Marketing Tactics

Customer Journey	Awareness	Intent	Desire	Action	Post Action
Message	<ul style="list-style-type: none"> - “You can double the life span of your aquatic species using Nano-Cleaners” - Intelligent micro elements in Nano-Cleaners eliminate the toxic buildup in your aquariums. 	<ul style="list-style-type: none"> - Using intelligent micro organisms is better than just clean the aquarium is more natural and way more effective. 	<ul style="list-style-type: none"> - Nano-Cleaners is great for you (target persona) because is hassle free. -The sooner you use it, the better. 	<ul style="list-style-type: none"> -Offer the best customer experience posible. -Home delivery. -quality guarantee. 	<ul style="list-style-type: none"> -Subscribe to a reminder system for free to maintain the benefits hassle free.
Channel	<ul style="list-style-type: none"> 1 - Informative landing page 2 – series of blog posts about how does Nano-Cleaners work (content marketing). 3 – create a YouTube channel for Nano- 	<ul style="list-style-type: none"> 1 – Run a Facebook campaign to target aquarium hobbyists to build an email list (social media) 2 – Run a Google Ads campaign targeting 	<ul style="list-style-type: none"> 1-Run a limited time promotion through Facebook and Google Ads (display ad). 2-Run an email promotion (retargeting) with special 	<ul style="list-style-type: none"> -email thank you message (offering subscription) 	<ul style="list-style-type: none"> 1-CRM weekly email 2-blog posts every week in the webpage.

	cleaner (content marketing)	aquarium related keywords.	discount to subscribers (email mark.).		
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2. Budget Allocation

In the following tables we will display the budget allocation for each of the following stages: Awareness, Interest and Desire, following by the corresponding ROI chart of all the three campaigns separately and in total.

Your Company's
Budget Allocation

Awareness: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	8,400	\$6.00	1,400	0.02%	0
AdWords Search	4,200	\$3.00	1,400	0.02%	0
Display	0	\$12.00	0	0.02%	0
Video	0	\$10.00	0	0.02%	0
Total Spend	12,600	Total # Visitors	2,800	Number of new sales	0

Intent: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	15,000	\$6.00	2,500	0.08%	2
AdWords Search	11,400	\$3.00	3,800	0.08%	3
Display	-	\$12.00	-	0.08%	0
Video	-	\$10.00	-	0.08%	0
Total Spend	26,400	Total # Visitors	6,300	Number of new sales	5

Desire: Budget Allocation for Media

Channels	Planned Spend	Cost Per Click	Number of Site Visits	Average Conversion Rate	Total Sales
Facebook	29,000	\$5.00	5,800	0.50%	29
AdWords Search	32,000	\$4.00	8,000	0.50%	40
Display		\$15.00		0.50%	0
Video		\$12.00		0.50%	0
Total Spend	61,000	Total # Visitors	13,800	Number of new sales	69

ROI: Budget Allocation for Media

Phase	Total Spend	Total Number of Site Visits	Total Number of Sales	Profit Per Sale	Total Profit	ROI
Awareness	12,600	2,800	0	\$3,000	0	(12,600)
Intent	26,400	6,300	5	\$3,000	\$15,000	(11,400)
Desire	61,000	13,800	69	\$3,000	\$207,000	146,000
Total	100,000	22,900	74		222,000	122,000

Additional Channels or Recommendations:

In addition to what has been discussed in this paper, it is important to note that this strategy relies in an additional channel critical to its objectives: Email Marketing.

Because this type of product requires to provide the proper technical support, it is of the best interest of the company to maintain a close post-sale relationship with our customers, not to mention the real possibility of them to become recurrent customers, Email Marketing is highly recommended to best assess these objectives.

Since the beginning of the campaign (the Awareness stage), effort is recommended to build Customer Mailing List. This campaign also recommends maintaining a constant relationship with the subscribers to this list via providing relevant information, special events and promotions.
