

Performance Indicators and Gantt Chart for Talix Marketing Campaign

1. Key Performance Indicators (KPIs) for Talix Campaign

1. Sales Performance

- *Objective:* Increase sales of targeted products by 20% within three months.
- *Measurement:* Track monthly sales reports and revenue growth through Shopify analytics.

2. Customer Conversion Rate

- *Objective:* Improve the conversion rate (visitors to buyers) by 10%.
- *Measurement:* Analyze website traffic and purchase conversion metrics from Shopify.

3. Social Media Reach & Engagement

- *Objective:* Increase engagement and reach on Instagram and Facebook by 30%.
- *Measurement:* Monitor interaction rates, shares, comments, and overall post-performance using Meta Insights.

4. Customer Retention & Repeat Purchases

- *Objective:* Encourage previous customers to make repeat purchases, aiming for a 15% increase.
- *Measurement:* Track returning customer orders and analyze purchase patterns.

5. Ad Performance & ROI

- *Objective:* Achieve a 5x Return on Ad Spend (ROAS) from paid advertising campaigns.

- **Measurement:** Monitor ROAS, Cost Per Acquisition (CPA), and conversion rates from ad analytics.

2. Gantt Chart for Talix Campaign Execution

Phase	Key Activities	Duration
Planning	Market research & strategy development	2 Weeks
Content Creation	Designing marketing content & assets	1 Week
Campaign Launch	Running paid ads and social media campaigns	1 Month
Monitoring & Optimization	Tracking performance and refining strategies	Ongoing

Phase Breakdown & Explanation:

1. Planning (Week 1-2):

- Conduct in-depth market research to understand customer behavior.
- Develop a comprehensive marketing strategy.
- Define the target audience and key selling points.

2. Content Creation (Week 3):

- Produce engaging marketing materials (images, videos, captions).
- Prepare advertising creatives for different platforms.
- Set up automated email marketing sequences.

3. Campaign Launch (Week 4 - Week 8):

- Deploy paid social media ads on Instagram and Facebook.
- Execute influencer collaborations and promotions.
- Launch website banner ads and promotional email campaigns.

4. Monitoring & Optimization (Ongoing):

- Track KPIs and ad performance.*
 - Adjust budget allocation based on best-performing ads.*
 - A/B test different creatives and messaging to optimize results.*
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