

Project Design Phase-||

Determine The Requirements (Customer Journey Maps)

NAME	S.KARTHIKRAJ
NM ID	B2DF7E4FB2160FDA23848332D658AAE7
PROJECT NAME	Creating a social media ad campaign in facebook

S.NO	STEP	DESCRIPTION
1.	Define Your Audience	Understand the demographics, fashion preferences, and shopping behaviors of your target customers, such as age, gender, style, and buying habits.
2.	Identify Customer Journey Stages	Recognize the stages of a clothing purchase journey, including discovery, consideration, purchase, and post-purchase loyalty.
3.	Set Clear Goals	Establish specific goals related to clothing sales, brand awareness, and customer engagement, such as achieving a certain number of clothing items sold or increasing social media followers.
4.	Content Mapping	Create content that aligns with each stage of the customer's clothing shopping journey, from fashion inspiration to product details and fashion tips.
5.	Create a Value Proposition	Clearly communicate what sets your clothing brand apart, whether it's unique designs, sustainable materials, or affordable prices.
6.	Design the Landing Page	Craft an aesthetically pleasing and user-friendly website that showcases your clothing collections and encourages exploration.
7.	Personalization	Use data to provide personalized clothing recommendations and tailored shopping experiences for

		your customers.
8.	Testimonials and Reviews	Highlight customer reviews and showcase photos of satisfied customers wearing your clothing to build trust and inspire confidence.
9.	A/B Testing	Experiment with various website elements, like product images, descriptions, and calls to action, to optimize conversions.
10.	Analytics and Tracking	Employ analytics tools to measure the performance of clothing products, track user interactions, and understand the effectiveness of marketing campaigns.
11.	Progressive Profiling	Gradually gather more information about your website visitors, such as style preferences, to offer personalized fashion suggestions.
12.	Follow-Up	Implement email marketing and retargeting to engage customers, provide clothing recommendations, and inform them about promotions and new arrivals.
13.	Iteration	Continuously adapt and improve your online strategy by analyzing data and adjusting your approach based on customer feedback.
14.	SEO Optimization	Optimize your website and content for clothing-related keywords and phrases to improve search engine rankings.
15.	Mobile Optimization	Ensure your website is mobile-responsive, as many fashion shoppers browse and shop on smartphones.