Marketing Journey Report

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# Journey Information

Journey ID: 50pef5uqdi

# Budget

Total Budget: $10,000

# Medical Practice Re-engagement Campaign Journey Map

## Initial Non-responder Outreach Phase

### Step 1: Email Re-engagement to Non-responders

* Trigger: Non-response to initial email campaign
* Channel: Email with A/B testing
* Target: 965,000 users who didn't respond to initial email
* Content:
* Variant A: Urgency-focused subject line "Limited Time: Schedule Your Health Assessment"
* Variant B: Benefit-focused subject line "How Preventive Care Saves Lives - New Patient Openings"
* Educational content with scheduling CTA in follow-up email

### Step 2: High-Value Direct Mail Follow-up

* Trigger: No response to initial direct mail
* Channel: Direct mail
* Target: 975 high-value prospects
* Content:
* Redesigned mailer with stronger offer
* Patient testimonials
* Unique QR codes for tracking
* Call tracking numbers

## Engagement Deepening Phase

### Step 1: Email Opener Follow-up

* Trigger: Users who opened email but didn't click through
* Channel: Email
* Target: 7,000 email openers without conversion
* Content:
* Educational health content
* Stronger CTA
* Patient testimonials
* Dynamic content blocks based on demographic data

### Step 2: Email Clicker Video Campaign

* Trigger: Users who clicked email but didn't schedule
* Channel: Video ads with A/B testing
* Target: 3,500 users who clicked but didn't convert
* Content:
* Variant A: Educational video content (doctor explaining procedures)
* Variant B: Testimonial video content (patient success stories)

## Website Visitor Retargeting Phase

### Step 1: Segmented Display Ad Retargeting

* Trigger: Website visit without scheduling
* Channel: Digital display ads
* Target: 6,000 website visitors who didn't schedule, segmented by engagement level
* Content:
* Deep Visitors (3+ pages): Personalized ads based on viewed services
* Shallow Visitors (<3 pages): General brand awareness ads with value proposition
* Special offer messaging
* Frequency capped at 5 impressions per user

## Conversion Optimization Phase

### Step 1: Digital Ad Retargeting for Email Openers

* Trigger: Email open without website visit
* Channel: Digital ads
* Target: Email openers who didn't visit the website
* Content:
* Retargeting ads focused on driving website visits
* Educational content aligned with email messaging

### Step 2: Specialized Content Email

* Trigger: No website visit after email open
* Channel: Email
* Target: Email openers who didn't visit the website
* Content:
* Educational health content
* Stronger CTA
* Patient testimonials
* Content tailored to overcome potential objections