Marketing Journey Report

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# Journey Information

Journey ID: qreygfoodq

# Budget

Total Budget: $1,000

# Medical Practice Re-engagement Campaign Journey Map

**Initial Targeting and Segmentation Phase**

### Step 1: Audience Identification

* Trigger: Previous campaign non-response or partial engagement
* Channel: Multiple (Email, Direct Mail, Digital)
* Target: Three distinct segments:
* Segment A: 77,200 users who received but didn't open initial email
* Segment B: 10 users who scanned QR code but didn't convert
* Segment C: 450 users who clicked ads and visited website but didn't convert
* Content: Segmentation based on previous behavior patterns

**Follow-up Communication Phase**

### Step 1: Email Non-Responders Follow-up

* Trigger: 5-day delay after initial campaign
* Channel: Email
* Target: Segment A (non-openers)
* Content:
* Subject line: "Last Chance: Your Exclusive Health Consultation Offer"
* Focus on limited-time offer with testimonials
* Clear CTA button "Schedule Now"
* Daily batch processing at 9 AM ET

### Step 2: QR Code Scanner Follow-up

* Trigger: 10-day delay after initial scan
* Channel: Split test between Direct Mail and Email (50/50)
* Target: Segment B (QR code scanners without conversion)
* Content:
* Direct Mail: Personalized postcard with special offer, unique promo code
* Email: Personalized message referencing previous interest, same promo code
* Higher-value offer than initial campaign

### Step 3: Website Visitor Follow-up

* Trigger: Previous website visit without conversion
* Channel: Digital Ads
* Target: Segment C (website visitors without conversion)
* Content:
* Service-specific retargeting ads for those who visited service pages
* Provider-focused video ads for those who visited about/team pages
* Content tailored to specific pages viewed

**Behavioral Response Phase**

### Step 1: Email Open Response

* Trigger: Email open behavior from Segment A
* Channel: Email
* Target: Users who opened follow-up email
* Content:
* Subject line: "Thanks for Your Interest"
* Additional service information
* Conversion opportunity

### Step 2: Email Non-Open Response

* Trigger: 3-day delay after non-open of follow-up email
* Channel: Email
* Target: Users who still didn't open follow-up email
* Content:
* Subject line: "We Miss You - Special Offer Inside"
* Higher-value incentive
* Simplified scheduling process

### Step 3: Website Visit Response

* Trigger: Website visit after receiving QR code follow-up
* Channel: Digital Ads
* Target: Users who visited site but didn't convert
* Content:
* Retargeting display ads highlighting specific services
* Doctor's image and testimonials
* Emphasis on limited-time nature of offer

**Personalized Engagement Phase**

### Step 1: Service-Specific Engagement

* Trigger: 7-day delay after ad exposure
* Channel: Email
* Target: Website visitors (Segment C)
* Content:
* Subject line: "We noticed you were interested"
* References specific pages viewed
* FAQ section addressing common objections
* Direct scheduling link with priority booking

**Technical Implementation Phase**

### Step 1: Cross-Channel Tracking Setup

* Trigger: Campaign initialization
* Channel: Technical infrastructure
* Target: All campaign touchpoints
* Content:
* UTM parameters for all digital touchpoints
* Pixel tracking for website behavior analysis
* Conversion tracking across all channels
* Suppression rules for users who convert

### Step 2: System Integration

* Trigger: Campaign initialization
* Channel: Technical infrastructure
* Target: All data systems
* Content:
* CRM integration for real-time data synchronization
* Marketing automation platform connection to website analytics
* Direct mail vendor API integration
* Ad platform integration for dynamic audience updates