

Stage 1: Awareness

- Touchpoints: Instagram
- Actions: The Fashion Enthusiast persona discovers our campaign through Instagram Reels and follows our brand.

Stage 2: Engagement

- Touchpoints: Instagram
- Actions: They regularly engage with our Reels, participate in styling challenges, and vote in interactive polls. They also interact with other viewers in the comments section.

Stage 3: Conversion

- Touchpoints: Instagram, Website
- Actions: They click on our Reel's CTA to visit our website, explore our clothing collections, and make a purchase.

Stage 4: Retention

- Touchpoints: Instagram, Email
- Actions: They continue to follow our Reels, share user-generated content, and receive regular email updates about new Reels and promotions.

Stage 5: Advocacy

- Touchpoints: Instagram, Social Media
- Actions: They become advocates for our brand, sharing our Reels with their followers, tagging our brand in their posts, and encouraging others to engage.

Pain Points and Opportunities:

- Pain Point: Some Fashion Enthusiasts might drop off during the conversion stage, possibly due to a lengthy checkout process on our website.
- Opportunity: Simplify the checkout process on our website to reduce friction and improve conversion rates.