Stage: Research and Objective Setting

Goal: Define the purpose and scope of the campaign.

## Campaign Objectives

1. Goal:   
  
GROUP2: Goal 1: Improve customer engagement by 25% in the next two quarters by offering personalized product recommendations and after-sales services. Goal 2: Boost conversion rates by 35% in the next six months by optimizing the checkout process and offering time-limited discounts. Goal 3: Increase lead nurturing on WhatsApp by 40% in the next year through interactive content and quick response times.

## Competitor Strategies

1. Competitor: TechGiant; Promotiontype: Flash Sale; Channels: Instagram; Strength: The campaign was successful due to aggressive marketing and exclusive flash sale deals; Weakness: The website often crashed due to heavy traffic

## Promotion Types

1. Type: Personalized Discounts

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