Stage: Research and Objective Setting

Goal: Define the purpose and scope of the campaign.

## Campaign Objectives

1. Goal:   
  
GROUP2: Goal 1 - Expand our market reach by 10% through promotional sales of our IoT devices. Goal 2 - Improve the lead nurturing process on WhatsApp by 15% by providing personalized customer support. Goal 3 - Reduce cart abandonment by 25% by deploying an automated email reminder with a special offer.

2. Goal:   
  
GROUP2: Goal 1: Boost customer acquisition by 25% by leveraging influencer marketing and social media campaigns targeted towards tech-savvy consumers. Goal 2: Enhance conversion uplift by offering limited-time promotional codes to users who have clicked ads but abandoned their carts. Goal 3: Expand market share in the consumer electronics domain by introducing referral programs and affiliate marketing strategies, aiming to increase new customer registrations by 15%.

## Competitor Strategies

1. Competitor: 'GizmoGalaxy'; Promotiontype: 'Coupon Code'; Channels: 'Website; Strength: 'Exclusive coupon codes for tech-savvy millennials'; Weakness: 'High prices even after coupon code discounts'

## Promotion Types

1. Type: Influencer Marketing Partnership

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