

Campaign Phase 3 / Conversion

GOAL

Gain 40 new newsletter subscribers and achieve 120 webshop visits from the paid ads.

KPIs

Number of new newsletter subscribers
Number of webshop visits.

MONITORING STRATEGY

Instagram and google Analytics: monitor impressions, reach, profile visits

Conversion Tracking: landing page, pixel, UTM

Content Performance: identify high-performing content.
Optimize content to improve conversion rates.

Customer Feedback: Monitor comments and direct messages for user feedback. Observe newsletter sign-up.

Assets in our Campaign Funnel

| Awareness and Reach | Consideration | Conversion |
|--------------------------------------|--|--|
| Hero Video 1 Reels/organic | Stopmotion Bag 1 Reels / organic | Stopmotion Bag 4 Reels / paid ad |
| Hero Video 2 Reels/organic | Stopmotion Bag 2 Reels / organic | Carousel UGC Post Customers showing the bags Static / organic |
| Hero Video 3 Reels/organic | Stopmotion Bag 3 Reels / organic | UGC Testimonial Reels / organic |
| | Carousel Post Women behind the brand Static/organic | |