

FMEA															
Process/Product Name: Marketing Campaign Responsible: Marketing Promotion Manager						Prepared By: Wahyu FMEA Date (Orig.):						(Rev.):			
Process Step/Input	Potential Failure Mode	Potential Failure Effects	SEVERITY (1 - 10)	Potential Causes	OCCURRENCE (1 - 10)	Current Controls	DETECTION (1 - 10)	RPN	Action Recommended	Resp.	Actions Taken	SEVERITY (1 - 10)	OCCURRENCE (1 - 10)	DETECTION (1 - 10)	RPN
What is the process step, change or feature under investigation?	In what ways could the step, change or feature go wrong?	What is the impact on the customer if this failure is not prevented or corrected?		What causes the step, change or feature to go wrong? (how could it occur?)		What controls exist that either prevent or detect the failure?			What are the recommended actions for reducing the occurrence of the cause or improving detection?	Who is responsible for making sure the actions are completed?	What actions were completed (and when) with respect to the RPN?				
Ad Design & Creation	Ad message is unclear or not compelling	Low engagement with the ads, low CTR (low customer interest, reduced clicks)	8	Poor copywriting, unclear message, Lack of understanding of user needs or inaccurate audience segmentation	5	Initial audience research done using basic analytics tools; Marketing personas created based on existing users' data	4	160	Conduct in-depth surveys and interviews to refine personas; Use A/B testing on multiple ad copies to see which messaging resonates best. Ensure clear, value-driven messaging that speaks to user pain points.	Marketing Promotion Manager	Conducted user surveys and interviews to understand needs. A/B tests on multiple ad copies led to optimized messaging that increased click-through rate (CTR) by 15% compared to the initial ads.	8	4	2	64
Audience Identification	Wrong target audience is selected	High bounce rate, low conversions	9	Inaccurate customer segmentation	6	Monthly review	5	270	Conduct thorough customer analysis; run small-scale A/B tests on different audience segments before full campaign.	Marketing Promotion Manager	Collaborate with data science and machine learning dept running AB Testing	8	4	3	96
Social Media Strategy	Social media posts are inconsistent or irrelevant	Reduced engagement, poor brand visibility	7	Poor content planning, mismatch with audience	4	Monthly review	5	140	Develop a social media content calendar aligned with target audience interests and campaign objectives.	Marketing Promotion Manager	Social media calendar - target audiences interest - campaign objectives	7	4	3	84
Budget Allocation	Over-budget in one channel (e.g., TV)	Financial overspend, reduced ROI	8	Inaccurate budget forecasting or resource waste	5	Tracking by monthly financial report	3	120	Use a marketing budget planner; allocate resources based on channel performance metrics.	Marketing Promotion Manager	Project budget and project controller work with finance and accounting and monitor ROAS	8	4	3	96
Performance Monitoring	Campaign metrics are not tracked in real-time	Late response to underperformance	6	Inadequate use of tracking tools	6	Monthly review	4	144	Implement real-time campaign tracking tools; set up dashboards for key metrics (CTR, conversion rate).	Marketing Promotion Manager	Campaign tracking tools	6	4	3	72
Customer Engagement	Leads are not followed up promptly	Low conversion from leads to customers	9	Poor lead nurturing, slow response time	6	Manual follow up leads	6	324	Schedule lead nurturing emails immediately after capturing leads using automatef.	Course Manager	Implement automated lead follow-up through CRM	9	4	3	108
Ad Placement Strategy	Inefficient ad placement, missing key platforms	Reduced reach and visibility, lower conversion rates	7	Failure to choose the right platforms where the target audience is active	6	Ads placed on general platforms (Google, Facebook); Basic analytics used to track impressions and clicks	5	210	Conduct audience behavior analysis to identify underutilized platforms (e.g., LinkedIn for professionals, YouTube for tutorials); Allocate ad spend based on platform performance	Ads Manager	Analyzed user behavior and found underutilized platforms like LinkedIn and YouTube. Reallocated budget towards those platforms, improving overall reach by 20% and boosting conversions from professionals in particular.	7	4	3	84
Press Release & Media	Delayed or poorly distributed press releases	Reduced media coverage and brand awareness	6	Inefficient coordination with media outlets, delays in approval	4	Press releases sent to a few key outlets manually	7	168	Build relationships with a larger network of journalists, influencers, and bloggers; Use automated tools to schedule timely releases	PR Manager	Automated press release distribution and built a media relationship pipeline. Press coverage increased by 25%, and timely publication ensured visibility aligned with campaign peaks.	8	4	3	96
Social Media Ads	Low engagement rates on social media campaigns	Lower-than-expected ROI, wasted budget	8	Unattractive visuals, weak call-to-action (CTA)	6	Basic social media engagement tracking (likes, shares, and comments)	6	288	Enhance visuals and CTA with A/B testing; Use interactive elements like polls and quizzes; Tailor ads for each platform (e.g., Instagram vs LinkedIn)	Ads Manager	Revamped visuals and CTAs with a focus on A/B testing. Engagement on social media improved by 18%, with polls and interactive quizzes increasing direct interaction and ad performance on platforms like Instagram and Facebook.	8	4	3	96
Budget Management	Budget overrun due to poor cost tracking	Depletion of marketing funds, leading to campaign cutback	9	Inefficient allocation, unexpected expenses	3	Weekly budget reviews by the finance team, using basic expense tracking software	6	162	Implement real-time budget tracking and automated alerts for over-budget items; Forecast using dynamic spend analysis based on real-time ad performance	Marketing Promotion Manager	Introduced automated budget tracking software that sent real-time alerts when costs approached set limits. This led to a 10% reduction in unexpected expenses and better control of the overall marketing spend.	9	3	3	81
User Conversion Rate	Low conversion rate from ad click to signing up for the course	Low ROI, fewer course sign-ups	8	Poor ad targeting, ineffective landing pages	7	Basic conversion tracking using Google Analytics; Weekly reviews of conversion data	4	224	Conduct A/B tests on landing pages to improve conversion rates; Optimize the user journey from ad click to course sign-up with personalized landing pages	Marketing Promotion Manager	A/B testing of landing pages resulted in a 12% improvement in conversion rates. Personalized landing pages for different user personas were created, aligning better with the audience's needs and journey.	8	4	3	96
Timing of Campaign	Campaign launched at a suboptimal time	Low user interest, low traffic	7	Lack of coordination with key seasonal trends or competing events	5	Ads are timed based on previous marketing schedules and intuition	6	210	Analyze user behavior and seasonality data to schedule campaigns during peak times (e.g., exam prep seasons for courses); Optimize ad frequency	Marketing Promotion Manager	Adjusted campaign schedules to target key user interest periods (e.g., before exams). Increased sign-up rates by 20% during high-demand periods, compared to campaigns launched at random times in the past.	7	4	3	84
Competitor Activity	Competitor runs simultaneous campaigns	Marketing noise and reduced effectiveness of the course campaign	6	Lack of awareness of competitors' marketing schedules	4	Basic competitor monitoring using general tools like Google Alerts; React to competitor campaigns after they've been noticed	6	144	Set up proactive monitoring for competitor activities and market trends; Plan campaigns around or in anticipation of competitor launches	Competitive Intelligence Analyst	Implemented competitor activity monitoring using specialized tools. Planned the launch of our ads one week before a major competitor's campaign, leading to 10% higher engagement during that competitive period.	6	4	3	72