5.7 Digital Touch Points

Facebook

- •Ad showing products and the happy user experience
- •October 18, 2021 at 7:45 AM
- •Paid Advertisement to selected persona segment
- Facebook •Get people to visit ecommerce website

Website

- •Offer 15% savings to anyone browsing products after clicking Facebook Ad
- •October 18, 2021 at 7:50 AM immediately after clicking FB Ad link
- Popup on website
- Encourage addition to cart and increase email signups at checkout

Facebook

- Post to followers about product and offer savings to email subscribers
- •October 18, 2021 at 8:00 AM
- Organic post
- •Encourage email signup

Email

- Special 15% savings to signups
- •October 18, 2021 at 8:00 AM immediately after signup
- Organically collected list of new subscribers
- •Encourage people to visit website and purchase

Websi<u>te</u>

- •Reminder of savings with coupon code to apply to cart as customer browses products
- October 18, 2021 at 8:05 AM immediately after clicking email link
- •Popup reminder on website
- •Remind customers of savings and encourage them to shop.

Purchase

- Customers visiting ecommerce website
- •October 18, 2021 at 9:00 AM
- Website
- •Increase customer base and capture data for email list.