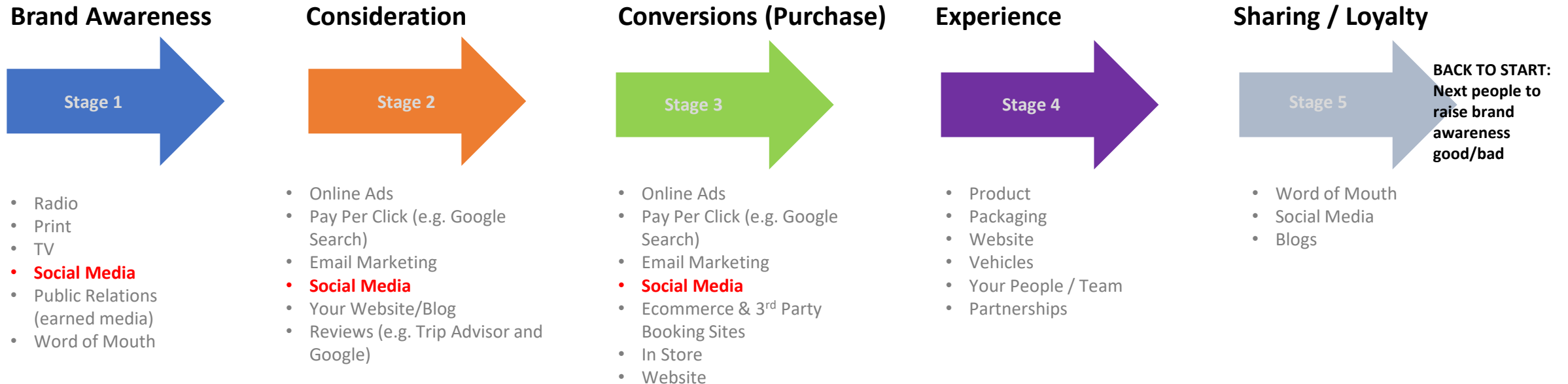


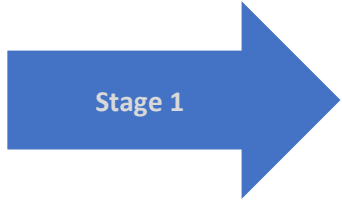
# Your Customer Journey

The process your customer goes through to buy and consume your product or service.

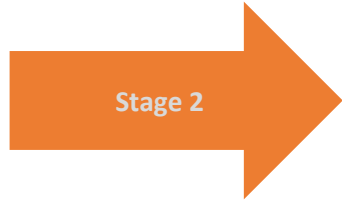


What platforms is your customer using at each stage? How can you reach them there, and influence them to move to the next stage?

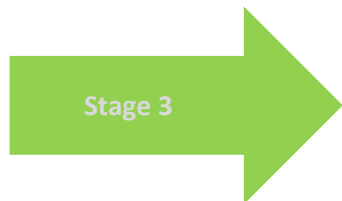
## Brand Awareness



## Consideration



## Conversions (Purchase)



Campaign objective

A/B test

Budget optimisation

Ad Set

Ad set name

Ad name

1 ad set and 1 ad

Traffic

Awareness

- Brand Awareness
- Reach

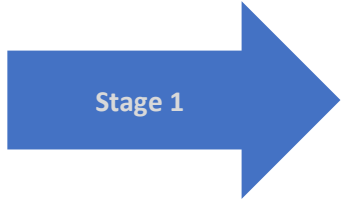
Consideration

- ✓ Traffic
- App Installs
- Video Views
- Lead Generation
- Post Engagement
- Page Likes
- Event Responses
- Messages

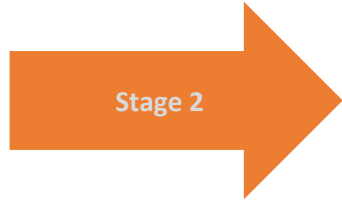
Conversion

- Conversions
- Catalogue Sales
- Store Traffic

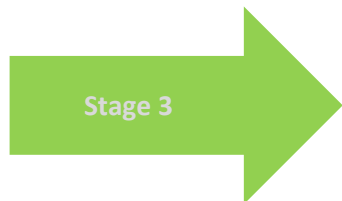
## Brand Awareness



## Consideration



## Conversions (Purchase)



Campaign objective Traffic

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Ad Set

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1 ad set and 1 ad

- Awareness**
  - Brand Awareness
  - Reach
- Consideration**
  - Traffic
  - App Installs
  - Video Views
  - Lead Generation
  - Post Engagement
  - Page Likes
  - Event Responses
  - Messages
- Conversion**
  - Conversions
  - Catalogue Sales
  - Store Traffic



# Think of your ads in these layers

## Campaign

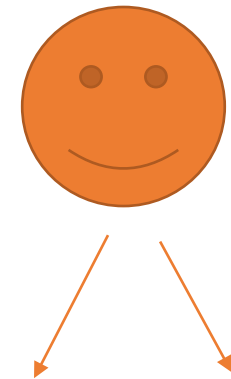
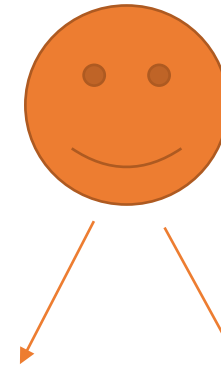
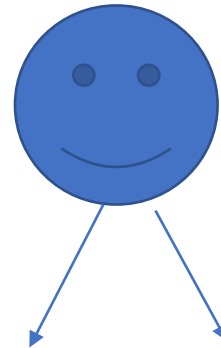
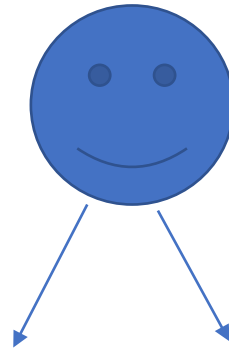
What you want to achieve

➔ Brand Awareness

➔ Consideration

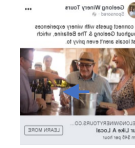
## Adset

Who is your audience?



## Ad

What are you going to say?



# Adset (audience)



## Gen Y Fun and Friends

- Within 40km of region
- 25-40
- All genders
- Fun with friends
- Events
- Online shopping
- Traveler

## Brand Awareness



## Couples with kids

- Within 40km of region
- 40+
- All genders
- Parents with kids
- Disposable income
- Food and wine



## Upcoming Birthday

- Within 40km of region
- 25+
- All genders
- Upcoming birthday
- Food and wine

## Consideration



## Couples with kids

- Within 40km of region
- 40+
- All genders
- Parents with kids
- Disposable income
- Food and wine



## Engaged Audience

- Engaged with us on Facebook, or websites
- Live in region (+40 km)



- Locations ⓘ Location:
  - Australia
- Age ⓘ 18 - 65+
- Gender ⓘ All genders
- Detailed targeting ⓘ Include people who match ⓘ

- Demographics
  - Education
  - Financial
  - Life events
  - Parents
  - Relationship
  - Work

- Interests
  - Business and industry
  - Entertainment
  - Family and relationships
  - Fitness and wellness
  - Food and drink
  - Hobbies and activities
  - Shopping and fashion
  - Sports and outdoors

- Behaviours
  - Anniversary
  - Consumer classification
  - Digital activities
  - Ex-pats
  - Mobile Device User
  - Mobile device user/device use time
  - More categories
  - Multicultural affinity
  - Politics (US)
  - Purchase behaviour
  - Ramadan (Month)
  - Soccer

We want likes and comments.

We want people clicks.

# Ads

## Brand Awareness

## Consideration



### Gen Y Fun and Friends

### Couples with kids

### Upcoming Birthday

### Couples with kids

### Engaged Audience

Where are you looking forward to going with friends?

Tour the wineries of Geelong & The Bellarine.

It's a special someone's birthday soon!

Dreaming of some time for just yourself and your partner?

We LOVE local and we can't wait to start showcasing the region's producers again.

We miss you too. We can't wait to start touring again.

Dreaming of some time for just yourself and your partner?

Don't let it pass by without pomp and fuss.

Reward yourself for all those hours of isolation.

View tour options.

Which local winery are you missing most?

You're a real local. We want you to join us.

Who would you want to take you on a winery or brewery tour, once this is all over?

Give future-self the experience they deserve.

Are you ready to start planning a tour with friends?

Who do you know, that desperately needs a winery date with you?

{re}Discover the wineries of the region. You know you'll need to!

Give them a little Wink Wink.... Nudge....Nudge..

Experience the wineries of Geelong & The Bellarine, like an insider.

Flexible dates. Personalised experiences. Couples or large groups.

Tag a local producer people really need to get to as soon as we call can. (we might even add them to our tours if we don't already visit)

We LOVE local and we can't wait to start showcasing the region's producers again.

Book a dreamy afternoon winery tour for yourself and your partner.

We can't wait to start exploring the Geelong & Bellarine region again.

Which local winery (or brewery) are you missing most?

School will go back. When it does, give yourself a break for a day. You deserve it.

We reckon we've got the best region in Australia.

Tell us, which local brewery or winery are you gagging to get back to with friends?

Personalised tours of the region's wineries and producers.

View tour options.