

Marketing management turbo course in marketing

Customer journey case



The case

- Sega Toy's is selling multiple projectors which create, what they call, a *Home Planetarium*
- The best projector they sell is called the [Homestar Flux](#)
- Everyone who sees their current advertisements is in awe and thinks the product is really cool. However, apart from reaching a lot of people, their campaigns have not resulted in a lot of sales yet

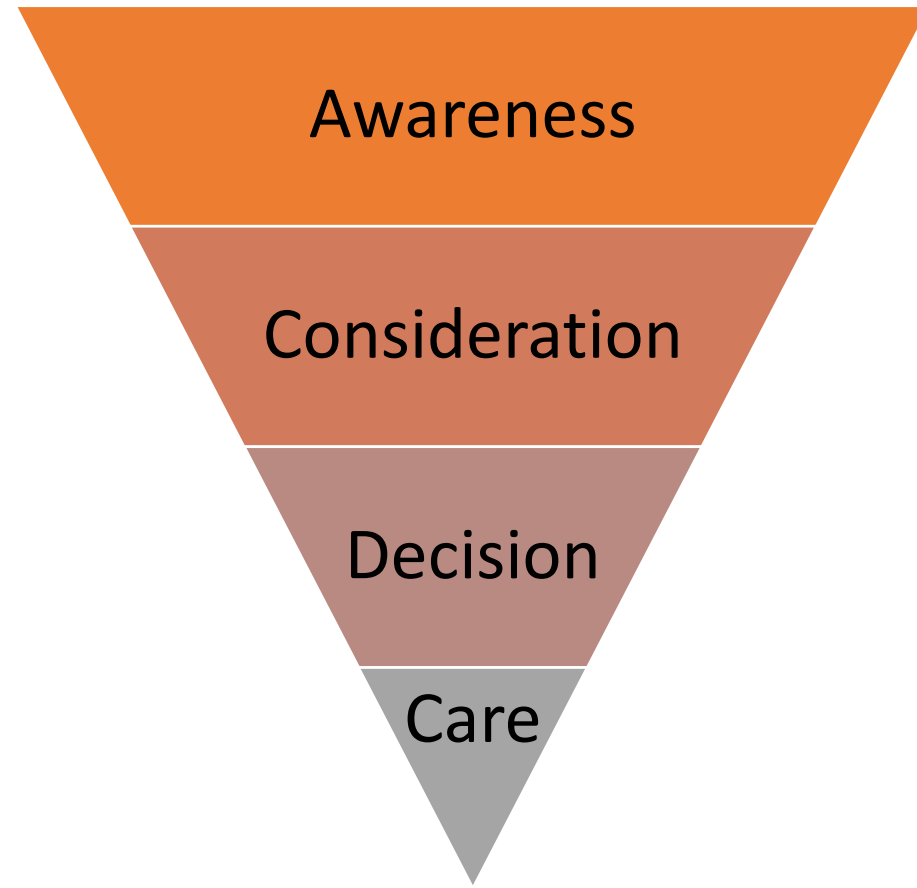


Your challenge

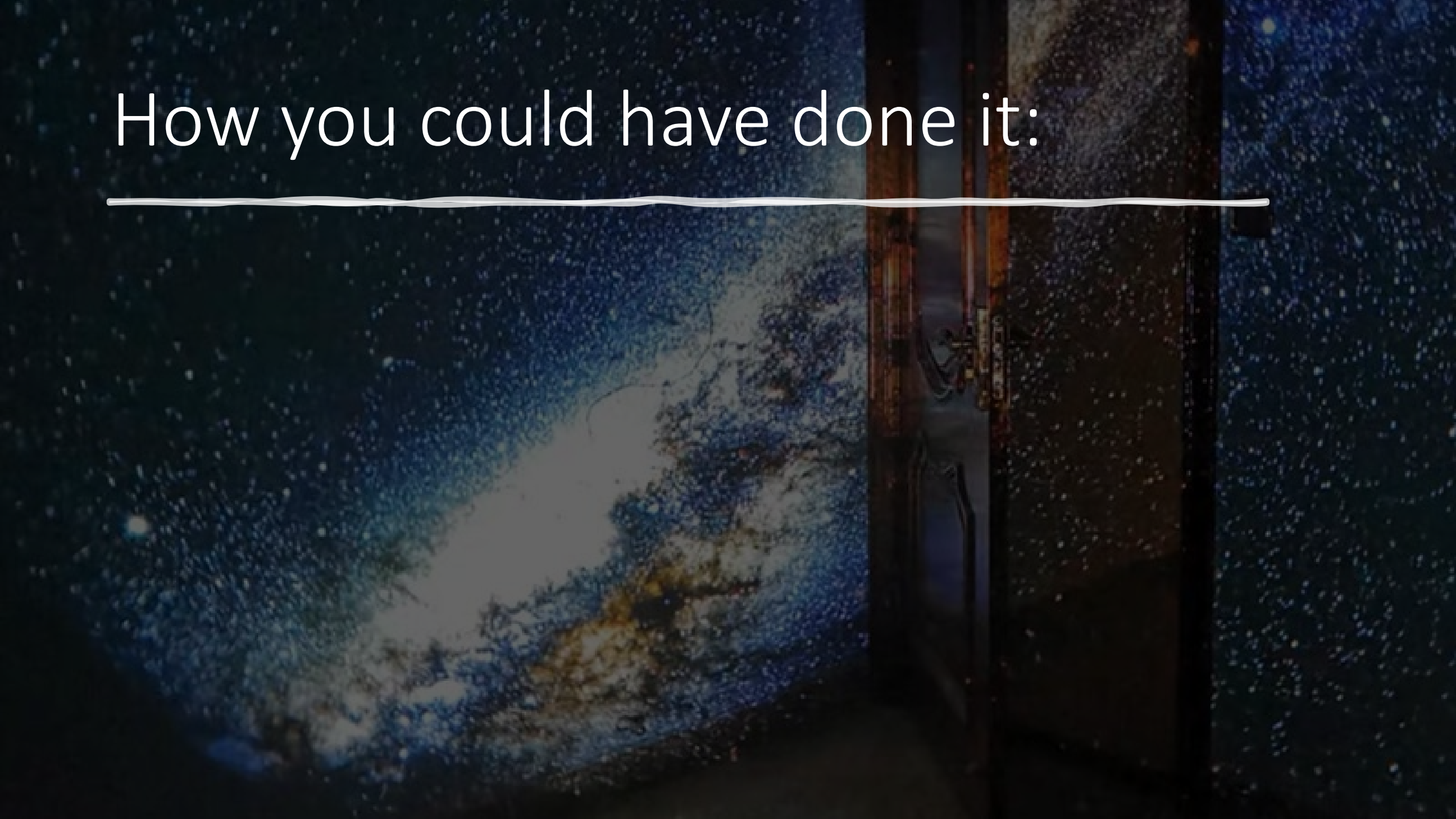
- The marketing manager of Homestar Flux, wants a customer journey proposal in which you will explain per customer journey phase what the company should do.
- She expects you to communicate at least the following:
 - Per phase a distinct idea on how to become more successful. Successful in this case is doing more sales.
 - Try to be a bit more precise than *do an influencer campaign in the awareness phase*. This is a good start, but what should the influence communicate? What type of influencer would you use? What would be your 'briefing' to the influencer?



The model



How you could have done it:





Example:

Awareness:

In the awareness phase we want to reach a big audience without spending too much money. We will create TikTok video's in which we showcase our amazing product and offer some educational content as well. We believe that our product is unique enough that we can generate a large audience.

Consideration:

For the ones who saw our TikTok video's, we will organize live streams in which we showcase how our product actually works. This way we can go more in depth about the technical aspects of our product and how it functions.



Example:

Decision:

We will make sure that whoever saw the livestream will get a 5% discount if they order our product within five days via our webshop. We want to make sure that our customers actually order our product whilst they are still enthusiastic and we are *top of mind*.

Care:

We will reach out via email to the people who bought our product explaining that we have a challenge. They can share their experiences with our product via TikTok and the best three video's will be awarded with a meet and great at NASA which will be fully on our expense.