

Customer journey

Current situation

Carolina has lived in the luxurious capital of Luxoria all her life. She belongs to the lower upper class. Carolina is 60 years old and is a real workaholic. She likes to take risks and is very determined to achieve her goals.

Goal

When Carolina retires, she might want a calmer life and could be persuaded to move to the beautiful Eldaro.

How to achieve goal

We want to make her believe that she needs that calmer life by giving her a taste of what our country has to offer.

Arguments used in content

- In Eldaro, she will be surrounded by people of her generation who will make her feel at home. This will give her a community feeling instead of living the individual life like she was used to in Luxoria.
- She can have a calmer life in our country but can also be more active if she wants to.
- Since she has a lot of money, she can buy or build her dream house, go shopping for a whole new wardrobe every now and then, invest in our health potions and so on.
- The climate in Eldaro is different from Luxoria's. It is much warmer and Eldaro has a lot of nature to offer which can help her detox from her old, fast-paced life.
- The famous Healing Potions, and our healthcare in general, can help her do whatever she wants during her retirement, without being limited by her body.

Overall campaign idea

“Let Eldaro take care of you”

AWARENESS

Goal

Carolina comes in contact with Eldaro for the first time. She gets to know things about the country and starts to create an image in her mind that Eldaro is a peaceful heaven on earth.

Content

In the awareness phase it is crucial to get the attention from our target audience. That is why we will use Hero content here. We will create out-of-home (OOH) advertising such as guerilla marketing, posters... Additionally, we will invest in video ads on television which will also be displayed on screens in casinos and shopping malls.

Conversation

We want people to start doing word of mouth. Through that form of earned media the ultimate moment of truth of someone can become Carolina's zero moment of truth. The person who brings Carolina to the zero moment of truth can be a friend or family member.

Conversion

In the awareness phase it is too early to push for conversion.

Media

Eldaro will use different types of paid media. We will make ads that will be shown in the shopping centres, casinos and will be broadcast on television. We will also pay for OOH. This means that we will put up posters, do some guerrilla marketing and so on. Eldaro is also willing to pay influencers who promote our country in a positive way. The influencers appear on television, radio, YouTube ...

Eldaro often comes across as positive when people talk about us. This is thanks to our values being promoted throughout the country and beyond. Word of mouth is earned media for us in this phase in the customer journey. Carolina hears about Eldaro in a conversations among friends or family who have recently travelled there; she can hear acquaintances in yoga talking about it...

CONSIDERATION

Goal

We want to show Carolina the good image of Eldaro and make her realise the need to retire and live life more calmly. When she realises this, we guide her towards visiting the website of Eldaro.

Content

The content that is permanently present on our website and in our newsletter are very important in this stage. Carolina is looking for information and will eventually end up with us. So, we must make sure that our SEO and SEA are finetuned.

When people think of peace and serenity, we want to be the first thing they think of. We want thought leadership, and we do this by always communicating in a positive and clear way. This way, Eldaro truly sounds like a heaven on earth. For Carolina it is important that she realises that she needs some rest. She has had a very busy life and a peaceful retirement in Eldaro would be ideal for her.

Conversation

In this phase, we pay attention to what exactly is being written about Eldaro. We monitor websites, articles and so on. Another way of conversation is our support line. The support line is available 24/7 and can be used by anyone who has a question.

Conversion

We aim to create lead generation because people can always reach us with questions. The support line must be known as a great help. On the Eldaro website every visitor can leave a question or remark in the contact form. Eldaro regularly checks if there are any new questions and helps where it can. Eldaro hopes to convince people like Carolina when they visit our website. The website should radiate who we are and what we stand for. The user experience should be good – even extremely good – for every visitor! We also make sure that the website is accessible for smartphones.

Media

Our owned media remains the same, namely the Eldaro website. We will also pay for ads in magazines and newspapers. Those ads will attract people to look up more information about Eldaro. As earned media, we still have the word of mouth of the people who recently visited Eldaro.

PURCHASE

Goal

We want Carolina to buy a house or a plot of land in Eldaro.

Content

The content we offer at this stage remains largely the same. Our website is very important. It contains a lot of permanent content that needs to be clear and attractive. The newsletter also continues to be updated with interesting articles.

Eldaro has all real estate firms at its disposal. We have control over that website and decide what we offer there as well. After Carolina has realised that she needs some rest, she starts looking for a house or a plot of land that she can buy in Eldaro. It is important that we help her in every step of the process. We do this by clearly telling her what needs to be done, recommending interior architects and what Eldaro has to offer.

Conversation

After Carolina has decided which house or piece of land she is going to buy, we will continue to help her. We will send her a follow-up email to ask how she is doing and if everything is going well. We also ask her if she is satisfied with her recent purchase and if she would like to share her opinion on the site. Her review can be a decisive factor for many others.

Conversion

We are going to convince Carolina to buy by showing pop-up ads on the real estate website. The ads say, "buy now" and are the final element to convince Carolina.

Media

In this phase, our owned media is the website of the real estate. On this website we will effectively convince Carolina to make a purchase. We will use ads that will appear on other websites. The ads will always lead her back to the real estate website. We pay for this because we hope that this way, we can convince Carolina to make the purchase. Our earned media are the reviews that are left on the real estate website. The positive reviews can completely convince those who have doubts people to buy a house.

ADVOCACY

Goal

We make Carolina feel integrated and happy in Eldaro. She is so happy that she decides to share her experience with others (word-of-mouth).

Content

Most of the content we offer will be news articles that appear. There is also a community page that can be found on the website of The council of Elders. The news articles will still deal with things that happen within Eldaro. The community page is a page where fans of Eldaro come together and share their love for the country.

Conversation

The reviews on the various websites are very important. People who are still in doubt can be persuaded by seeing the many positive messages. Also, our support line is always open. We want everyone to be able to ask his or her question at any time.

Conversion

Carolina becomes an influencer and starts a partnership with Eldaro. She can organise a giveaway for a luxurious holiday in Eldaro and can promote other community events as well.

Media

As owned media, we have a testimonial article. The article tells the story of Carolina who moved to Eldaro. Every challenge she experienced is mentioned and Carolina also tells how she fell in love with Eldaro. Eldaro uses Carolina as an influencer. Carolina can attract other people from Luxoria to move to Eldaro. She hosts a giveaway sponsored by Eldaro. The media about Eldaro becomes our earned media.