

Fall Campaign Customer Engagement Strategy

Overview

The Fall Campaign aims to strengthen customer relationships, increase brand awareness, and drive seasonal sales through intentional engagement strategies tailored for the autumn period.

Goals

- Increase repeat customer engagement by 20%
- Grow email subscriber base by 15%
- Drive conversions from fall-themed promotions

Target Audience

1. Existing loyal customers
2. Inactive customers (no purchase in the last 6+ months)
3. New prospects interested in fall or holiday products

Key Tactics

- **Seasonal Email Series:**
 - Weekly tips, product highlights, and exclusive offers
 - Personalized product recommendations
- **Social Media Engagement:**
 - Fall-themed content and user challenges
 - Share user-generated photos and testimonials
- **Loyalty Program Activation:**
 - Bonus points for fall purchases
 - Referral incentives for inviting friends
- **Special Fall Offers:**
 - Limited-time discounts and bundles
 - Free gift with purchase for select products

Metrics for Success

- Email open and click rates
- Social engagement and reach
- Sales by campaign segment
- Customer feedback and Net Promoter Score

Timeline

- Campaign Kickoff: September 10
- Social and Email Rollouts: September 15 – November 30
- Mid-Campaign Review: October 20
- Final Assessment & Reporting: December 5

Prepared by:

Marketing Team

Date: