

# DJERF AVENUE

## HAIR CARE

*Marketing Automation Plan Launching October 2024*



# AGENDA

- ★ Brand Details
- ★ Product Brief
- ★ Campaign Objectives
- ★ Launch Timeline
- ★ Campaign Budget
- ★ Buyer Personas,  
Customer Journeys &  
Assets



# BRAND DETAILS

- ★ Djerf Avenue is a Swedish clothing brand founded by influencer, Matilda Djerf, in 2019. Known for its sustainable, inclusive, and chic-relaxed style, the brand offers timeless, high-quality garments that promote slow fashion and mindful consumption.
- ★ The brand's focus on producing timeless, high-quality garments aligns with the growing demand for sustainable fashion that encourages consumers to buy less but buy better.





# PRODUCT BRIEF

- ★ Matilda Djerf is expanding her brand with a new hair care line, **Djerf Avenue Beauty**, launching on October 16, 2024.
- ★ The line features two collections, Breezy Weightless and Essential Moisture. The Breezy Weightless line of **shampoo and conditioner** are crafted to enhance volume and thickness in order to help users achieve Matilda's signature bouncy blowouts and slick buns. Both products are made with nourishing and clean ingredients for all hair types aligning the brand's core values of quality, style, and sustainability.
- ★ Available on the Djerf Avenue website, the line is expected to attract fans of both Matilda and her brand.

# CAMPAIGN OBJECTIVES

Increase brand awareness for Djerf Avenue Beauty's new hair care lines by 50% among target audience

Build a foundation of 100,000 email subscribers by launch date through corresponding ads relative to market segment/persona

Drive traffic to product landing pages, increasing website visits by 30% compared to pre-launch period

Increase conversion in add-to-carts by 40% and increase customer retention through loyalty program

# DJERF AVENUE BEAUTY LAUNCH TIMELINE 2024

## Pre-Launch Phase

## Launch Phase

## Post-Launch Phase

### JULY

Awareness  
Building

- ★ Social Media Campaign
- ★ Influencer Partnerships
- ★ PR Outreach
- ★ Display Ad Campaign

### AUGUST

Education  
Phase

- ★ Educational Email Series
- ★ Landing Page Launch
- ★ Pre-Launch Sign-Ups
- ★ Content Creation

### SEPTEMBER

Pre-Order  
Campaign

- ★ Pre-Order Page Launch
- ★ Exclusive Bundles
- ★ Cart Recovery Campaign
- ★ Final Launch Prep

### OCTOBER

Product  
Launch

- ★ Official Launch Event
- ★ Influencer Unboxing
- ★ Limited Time Offers
- ★ UGC Campaign Start

### NOVEMBER

Customer  
Retention

- ★ Loyalty Program Launch
- ★ Post-Purchase Sequence
- ★ BFCM Campaign Prep

### DECEMBER

Community  
Building

- ★ Holiday Gift Guide
- ★ Social Media Challenge
- ★ Year-End Campaign
- ★ Customer Appreciation

# CAMPAIGN BUDGET

- ★ Djerf Avenue received \$22 million in sales in 2023.
- ★ Djerf Avenue's annual marketing budget is 2-5% of its annual revenue.
- ★ With marketing covering all of their products from clothing to their new beauty line, we are dedicating 3% of its 2023 sales revenue to marketing their new beauty line — calling for a marketing budget of \$660,000 for July 2024 (beginning of pre-launch) to June 2025.

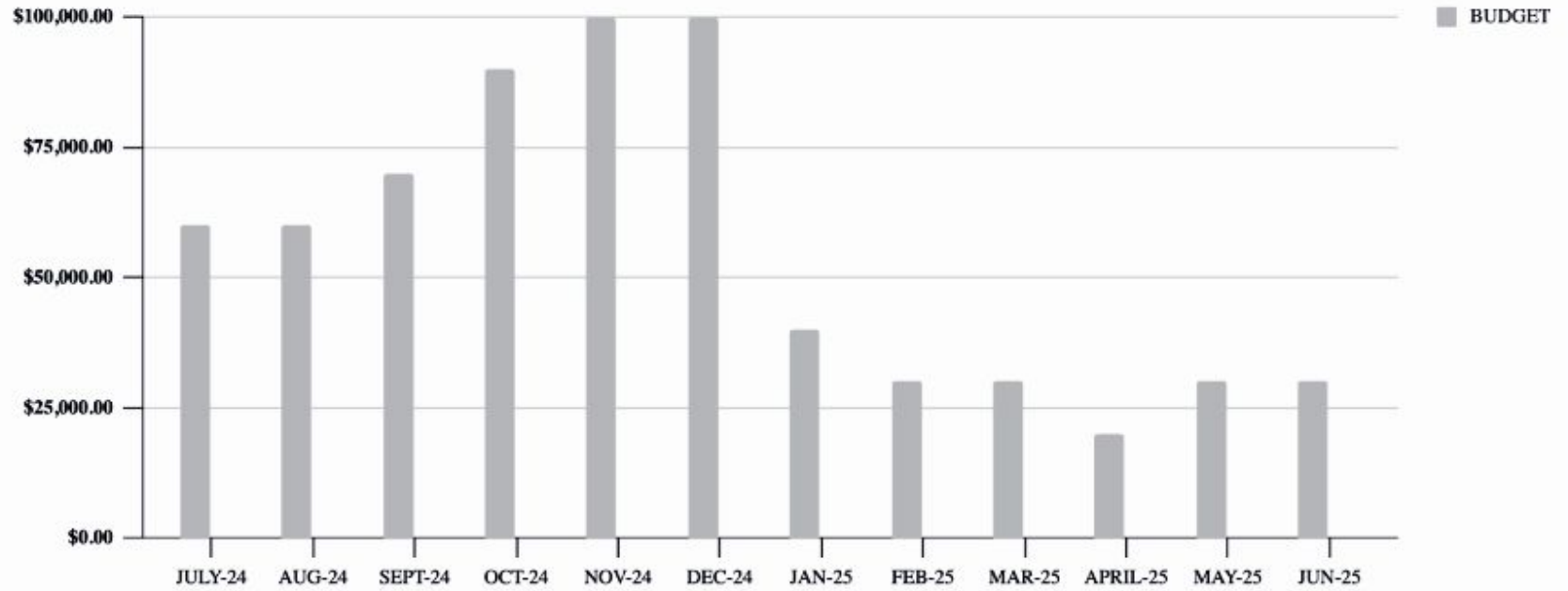
# DJERF AVENUE BEAUTY MARKETING BUDGET

## JULY 2024 - JUNE 2025

EXPENSE SUMMARY	BUDGET
JULY-24	\$ 60,000.00
AUG-24	\$ 60,000.00
SEPT-24	\$ 70,000.00
OCT-24	\$ 90,000.00
NOV-24	\$ 100,000.00
DEC-24	\$ 100,000.00
JAN-25	\$ 40,000.00
FEB-25	\$ 30,000.00
MAR-25	\$ 30,000.00
APRIL-25	\$ 20,000.00
MAY-25	\$ 30,000.00
JUN-25	\$ 30,000.00
<b>TOTAL</b>	<b>\$ 660,000.00</b>



## MARKETING BUDGET





# BUYER PERSONAS, CUSTOMER JOURNEY, & ASSETS

# Trendy Tessa

## Background:

- ★ High school or college student
- ★ Part-time job or allowance from parents
- ★ Active on social media, particularly TikTok and Instagram
- ★ Follows Matilda Djerf and other beauty influencers for inspiration and product recommendations

## Demographics:

- ★ Gender: Female
- ★ Age: 16-22
- ★ Income: Low to none
- ★ Urbanicity: Primarily suburban, some urban



# Trendy Tessa

## Goals:

- ★ Primary Goal: Achieve Instagram-worthy hair that reflects the latest trends seen on Matilda Djerf's platforms
- ★ Secondary Goal: Find affordable, high-quality haircare products that align with influencer recommendations

## Challenges:

- ★ Limited budget for beauty products, making it difficult to keep up with influencer trends
- ★ Navigating the overwhelming amount of product choices and figuring out what works best for her hair type

## How We Help:

- ★ Offer trendy, sustainable, high-quality hair care products at accessible prices
- ★ Provide special promotions and student discounts to make products more affordable
- ★ Create engaging social media content that resonates with her lifestyle and showcases how to achieve looks similar to those of Matilda Djerf

## Real Quotes:

- ★ "I love Matilda's hair! I need products that can help me get that look."
- ★ "I want to try all the new trends, but my budget is tight."
- ★ "If it's not on TikTok, does it even exist?"

## Common Objections:

- ★ "Your products seem more expensive than what I usually buy."
- ★ "How do I know these will work for my specific hair type?"
- ★ "Will these products help me achieve the Matilda Djerf aesthetic?"

# Trendy Tessa



## Digital Channels:

- ★ TikTok
- ★ Instagram

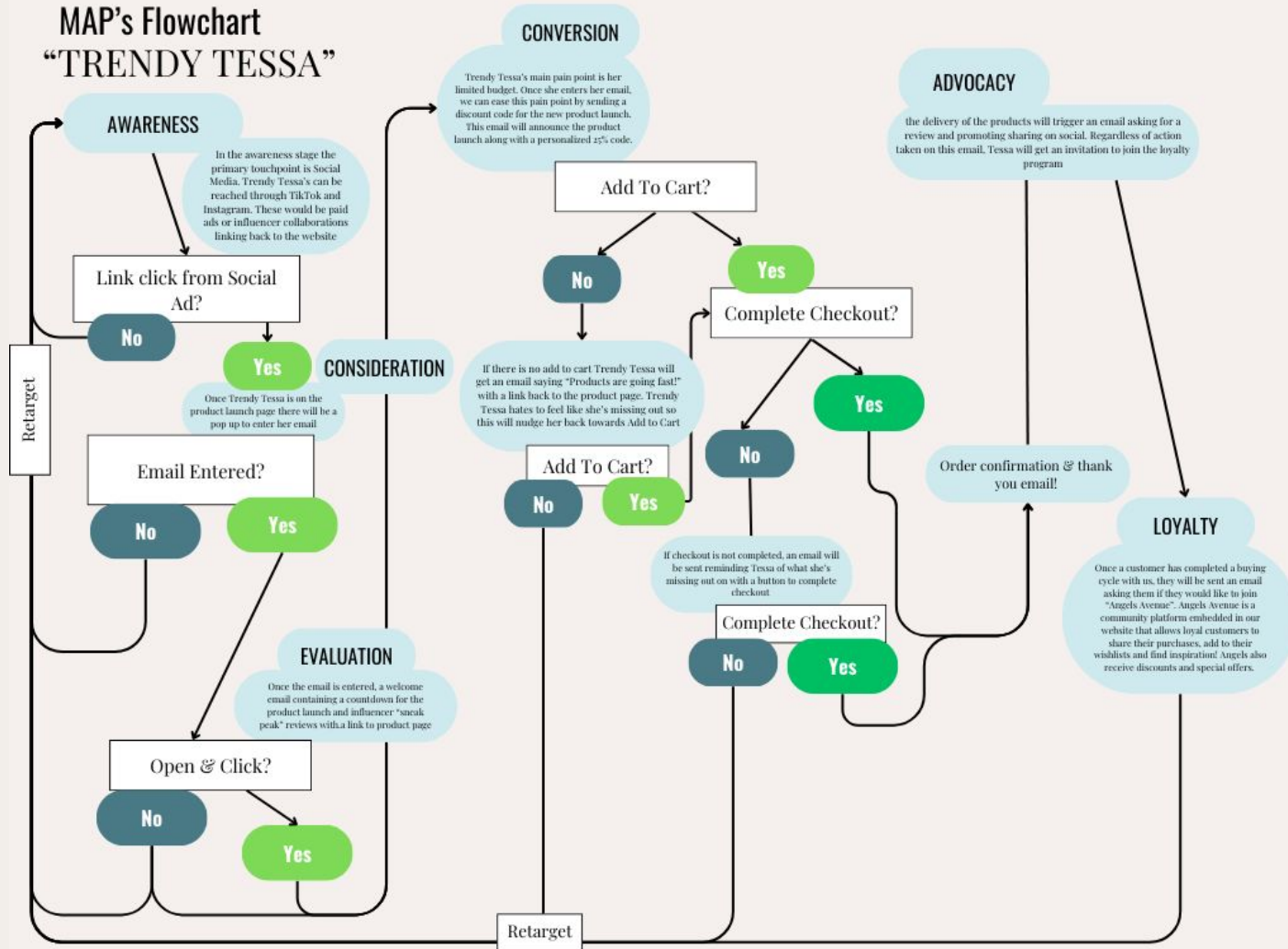
## Marketing Messaging:

- ★ Emphasize affordability without compromising quality
- ★ Highlight how our products can help her achieve the trendy looks she admires from influencers
- ★ Showcase testimonials and user-generated content that reflect real results

## Elevator Pitch:

Djerf Avenue Hair Care offers trendy, high-quality hair products designed for young women who want to achieve influencer-worthy looks without overspending. With our affordable prices and influencer-inspired formulas, you can easily elevate your hair game just like your favorite creators.

# MAP's Flowchart "TRENDY TESSA"





# Trendy Tessa Mood Board



# AWARENESS

As a busy student at San Diego State University, Tessa spends her time balancing school, work, sorority life, and hanging out with friends.

Active on social media, Tessa is constantly keeping up with the latest trends. Between classes one day, she's swiping through TikTok and an influencer collab with Djerf Avenue and Acquired Style pops up. Popular TikTok influencer, Acquired Style, is highlighting the new Djerf Avenue Beauty brand.

As a fan of both Djerf Avenue and Acquired Style, Tessa watches the TikTok video to learn more.

- ★ Touchpoints:
  - Social ad showcasing the new shampoo and conditioner line
  - Tiktok influencer collab video with Acquired Style: a popular NYC TikTok influencer
- ★ Pain Points:
  - Tessa wants to keep up with the latest trends and have the newest trending beauty products
- ★ Trigger points:
  - Tessa hears about the new line at Djerf Avenue and wants to get the newest trending beauty products influencers are recommending



## Awareness Asset: Social Ad

This ad for Djerf Avenue's new hair care line is vibrant, fresh, and inviting—perfect for a young, style-conscious audience like Tessa.

This social ad will appear on Instagram between Instagram stories of users targeted in the Trendy Tessa customer persona.



# Awareness: Social Ad

- ★ **Intent:** This ad aims to captivate a youthful, vibrant audience by using bright visuals and a friendly, inclusive slogan, "Discover the Djerf Avenue Secret." The tagline invites viewers to be part of a community and discover the unique benefits of Djerf Avenue's hair care products, highlighting a sense of exclusivity and insider knowledge.
- ★ **Impact:** For someone like Tessa, this ad will resonate due to its bright colors, the fresh, fruity vibes, and the overall welcoming tone. The playful, natural elements paired with professional product imagery subtly promise effective, high-quality hair care while also feeling fun and trendy. This approach not only captures attention but also builds curiosity, encouraging Tessa to “discover” and try the products herself.

## Awareness Asset: Influencer TikTok Ad

This ad will be displayed on TikTok as a collaboration with the popular lifestyle influencer, Acquired Style with a caption that reads:

“To say I’m obsessed with the new beauty line @Djerf Avenue is an understatement. Use my code AcquiredStyle10 for 10% off your purchase!”



# Awareness: Influencer TikTok Ad

- ★ **Intent:** The goal of this ad is to drive awareness to the new beauty line at Djerf Avenue. Given that Acquired Style is a popular influencer, with over 1 million followers, this collab video will heavily promote the brand as Acquired Style's usual content also resonates with the ideas of fashion and beauty.
- ★ **Impact:** Catered towards individuals in the Trendy Tessa Persona, the pops of color and targeted TikTok ad will drive awareness and cause customers to want to learn more. After watching the video featuring the new products, customers will be interested to learn more as they trust what this influencer has to say, as they are already a follower of them. The link in the caption will drive them to learn more about the product.

# CONSIDERATION

Already a fan of the NYC influencer, Acquired Style, and Djerf Avenue, Tessa is intrigued after finding out about Djerf Avenue's new beauty line through the TikTok collab video.

She clicks on the link tagged in the video which takes her to the product display landing page for the new shampoo and conditioner.

She learns about the benefits of the new products and is intrigued by the low cost of each item.

Once landing on the page, a pop up to input her email comes up and Tessa types her email in.

- ★ Touchpoints:
  - Social ad/TikTok video link click
  - Product display landing page with email pop-up
- ★ Pain Points:
  - Tessa wants to have the newest beauty products to keep up with influencer trends
  - She still needs something that is affordable given her college student budget
- ★ Trigger points:
  - After watching the TikTok collab video/looking at the social ad, Tessa is curious to find out more about Djerf Avenue beauty

# Consideration Asset: Product Landing Page with Email Pop-Up

This ad will be displayed as a pop up on the product landing page.

By proposing a value proposition through a discount, Tessa is further consider her decision to purchase.



# Consideration: Product Landing Page

- ★ **Intent:** The email pop-up serves to further guide Tessa down the marketing funnel. Serving as an entry to opt into further communications from Djerf Avenue, the intent is to ultimately capture visitor information in exchange for value (the discount).
- ★ **Impact:** When successful, the pop-up directly grows marketing reach by expanding email list and creating measurable leads. This enables personalized follow up communication and retention. The clear value proposition will significantly improve our goal of website conversion rates as well as drive customers from awareness, to consideration, and now to evaluation.

# EVALUATION

After signing up to join the email list, Tessa receives a welcome email that has a product launch countdown, reviews by other well-known influencers, and an exclusive student discount code.

With the customer reviews and even lower price offered with the student discount code, Tessa is further evaluating her decision to buy.

She clicks on the CTA link in the email that links to the pre-order landing page for the shampoo and conditioner.

- ★ Touchpoints:
  - Welcome email with product launch countdown and discount code
  - CTA link to pre order page
- ★ Pain Points:
  - Tessa wants to ensure that the products she is interested in are well-reviewed by influencers and are offered at an affordable price
- ★ Trigger points:
  - After signing up for the email list, Tessa is interested to know more about the product launch and any potential discounts being offered to help make her decision

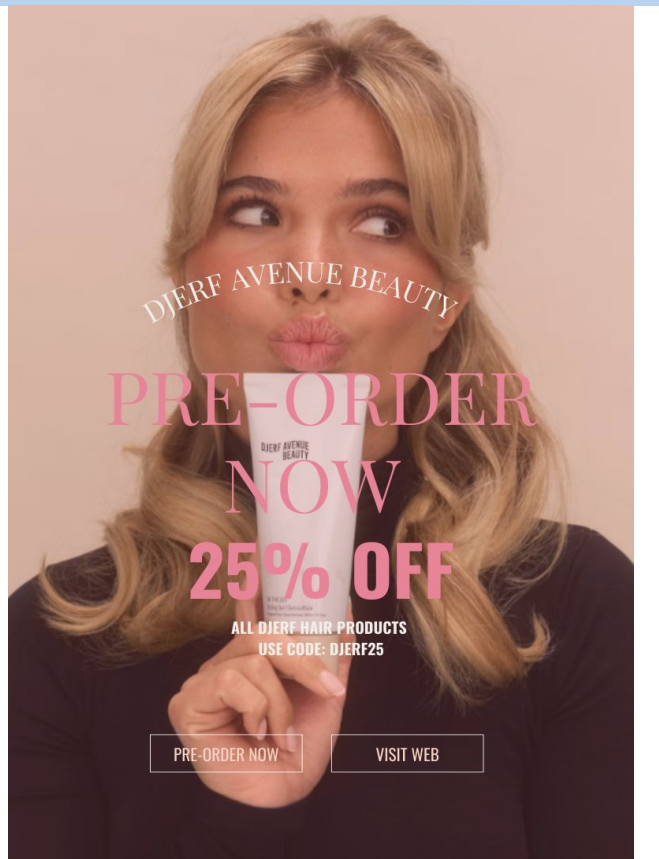


## Evaluation Asset: Email with Discount/Preorder

**Subject:** "25% Off Hair Care Pre-Order! ✨"

This email ad for Djerf Avenue's hair care line is designed to be eye-catching yet minimal, using soft pinks and a clean layout that aligns with a youthful, stylish aesthetic.

For a college student like Tessa, who's on a budget, the prominent "25% OFF" message and "Pre-Order Now" callout make it instantly appealing by offering a chance to try high-quality products at a reduced price.



# Evaluation: Email with Discount/Preorder

- ★ **Intent:** This ad aims to attract budget-conscious students with a limited-time discount: encouraging them to pre-order and secure their spot in the Djerf Avenue community with a product that feels both luxurious and accessible.
- ★ **Impact:** For Tessa, this ad combines style and affordability, making it easy to feel she's getting an exclusive deal while aligning with her trendy, budget-friendly lifestyle. This approach not only drives pre-orders but builds brand loyalty by offering quality at a discounted rate, making her more likely to return for future purchases.

# CONVERSION

With the student discount code and ease of customer service through the email newsletters, Tessa adds the shampoo and conditioner to cart.

However, she soon gets busy with college life and the purchase isn't made, which soon triggers an automated abandoned cart email.

After seeing this email, Tessa is reminded about her forgotten products, and makes her purchase from Djerf Avenue Beauty.

- ★ Touchpoints:
  - Product pre-order page
  - Abandoned cart email
  - Products are going fast email
- ★ Pain Points:
  - Limited budget: product + cost of delivery
- ★ Trigger points:
  - After evaluating the benefits of the product and being offered the discount code, Tessa adds to cart
  - Tessa is excited about her products and possible future purchases from the brand

# Conversion Asset: Abandoned Cart Email

**Subject:** Psst... Tessa Your Cart Misses You! 💕

This abandoned cart email from Djerf Avenue's hair care line is warm and inviting, designed to reconnect with customers like Tessa, a busy college student who might have left items in her cart.

The header, "Forgot Something?" paired with the message about life's commotion, acknowledges her hectic lifestyle while encouraging her to indulge in a little self-care. Customers will receive this automated email if they leave products in their cart without purchasing. The email has a clear call to action and multiple avenues to get back to the check out page. The "Shop Now" button and product images will all lead back to the checkout page.

The email layout features a pink header with the brand name 'DJERF AVENUE BEAUTY' and navigation links: 'DJERF AVENUE BEAUTY | DJERF AVENUE | ANGELS AVENUE | SALE'. Below the header is a large heading 'FORGOT SOMETHING?' and a photograph of a woman with blonde hair holding a hair care product. A message reads: 'LOOKS LIKE YOU LEFT SOME IRRESISTIBLE HAIR CARE GOODIES BEHIND! WE TOTALLY GET IT, LIFE GETS BUSY. BUT WE BELIEVE YOUR HAIR DESERVES A LITTLE PAMPERING!'. A pink 'SHOP NOW' button is positioned below the message. Underneath, a section titled 'READY & AWAITING:' displays three product categories, each with a 'NEW' badge: 'BREEZY WEIGHTLESS SHAMPOO \$22.00', 'BREEZY WEIGHTLESS SHAMPOO \$22.00', and 'ON THE GO STYLING GEL \$22.00'. The footer contains contact information: 'contact@djerfavenue.com', 'Djerfavenue.com', and '814 S. Hill St. Los Angeles, CA'.

DJERF AVENUE BEAUTY

DJERF AVENUE BEAUTY | DJERF AVENUE | ANGELS AVENUE | SALE

## FORGOT SOMETHING?

LOOKS LIKE YOU LEFT SOME IRRESISTIBLE HAIR CARE GOODIES BEHIND! WE TOTALLY GET IT, LIFE GETS BUSY. BUT WE BELIEVE YOUR HAIR DESERVES A LITTLE PAMPERING!

[SHOP NOW](#)

READY & AWAITING :

**BREEZY WEIGHTLESS SHAMPOO**  
\$22.00

**BREEZY WEIGHTLESS SHAMPOO**  
\$22.00

**ON THE GO STYLING GEL**  
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contact@djerfavenue.com    Djerfavenue.com    814 S. Hill St. Los Angeles, CA

# Conversion: Abandoned Cart Email

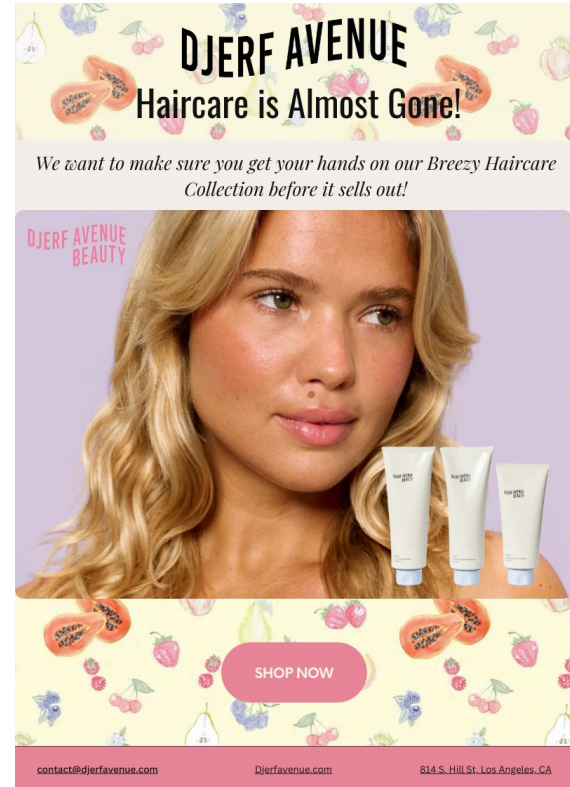
- ★ **Intent:** This email aims to gently remind customers of their cart, positioning Djerf Avenue's products as a way to pamper themselves even when life gets busy. It combines empathy with a subtle nudge to complete the purchase.
- ★ **Impact:** For Tessa, this email feels relatable and encouraging, appealing to her desire for quick, easy self-care solutions within her budget. The inviting tone and product highlights make it likely she'll revisit her cart, feeling reassured that these items are ready for her when she's ready to treat herself. By returning to her cart, she is further moved down the customer journey with the goal of purchasing.

# Conversion Asset: Products are Going Fast Email

**Subject:** *Last chance for Breezy Haircare!*

This automated email is triggered when customers who have been engaged with product display pages, have not added to cart after the initial drop. With the urgency of products selling fast, this email is aimed to drive conversion.

The colorful and light-hearted look of the email aims to be approachable and cater towards Tessa's persona.



# Conversion: Products are Going Fast Email

- ★ **Intent:** The goal of this add is to create immediate purchase urgency by combining FOMO (“Selling fast!”) with natural beauty positioning. This uses lifestyle imagery and an easy 'one click' action to convert MQLs into buyers.
- ★ **Impact:** This ad is aimed to drive faster sales through urgency while building brand value through premium aesthetic of clean design, natural elements, and lifestyle imagery. When Tessa receives the email that products are going fast, she is more inclined to buy before they sell out.

# ADVOCACY/LOYALTY

The delivery of Tessa's products triggers an email for Tessa to review her products, share her opinion, and provides a link to join the loyalty program.

After a satisfactory customer experience in her first purchase, Tessa signs up for the loyalty program: "Angels Avenue."

In this community platform, customers can share their purchases, add to wish lists and find inspiration. Tessa also receives exclusive discounts and special offers: perfect for her college student budget.

- ★ Touchpoints:
  - Order confirmation email
  - Loyalty program invitation to "Angels Avenue"
- ★ Pain Points:
  - Support by the brand after purchasing
  - Desire to purchase again but limited budget
- ★ Trigger points:
  - After making her purchase, Tessa is interested in what else Djerf Avenue has to offer in the future
  - Happy with her new products, Tessa shares on social featuring the brand



# Advocacy Asset: Order Confirmation Email

**Subject:** *Your Djerf Avenue Hair Care  
Order is Confirmed!* ✨

- ★ **Intent:** This email provides essential order details and reassures the customer that her purchase is being processed. It highlights the trendy nature of the products and their alignment with Tessa's values, while also offering a clear channel of communication to promote continued interaction.
- ★ **Impact:** Tessa feels confident in her purchase, knowing it aligns with her values and lifestyle and excitement is built around the arrival of her product.

**DJERF AVENUE BEAUTY** | DJERF AVENUE | ANGELS AVENUE | SALE


Hi Tessa!


**GORGEOUS HAIR IS ON ITS WAY!**

*Thanks for shopping with us! We're thrilled to confirm your order of Djerf Avenue Haircare products. Get ready to achieve those Instagram-worthy locks you've been dreaming of!*

Order Number: #DA12346

Your Haul:

 **BREEZY WEIGHTLESS SHAMPOO**  
\$22.00

 **BREEZY WEIGHTLESS CONDITIONER**  
\$22.00

Questions? We're here to help! Reach out to us at [support@djerfavenue.com](mailto:support@djerfavenue.com).  
Happy styling!

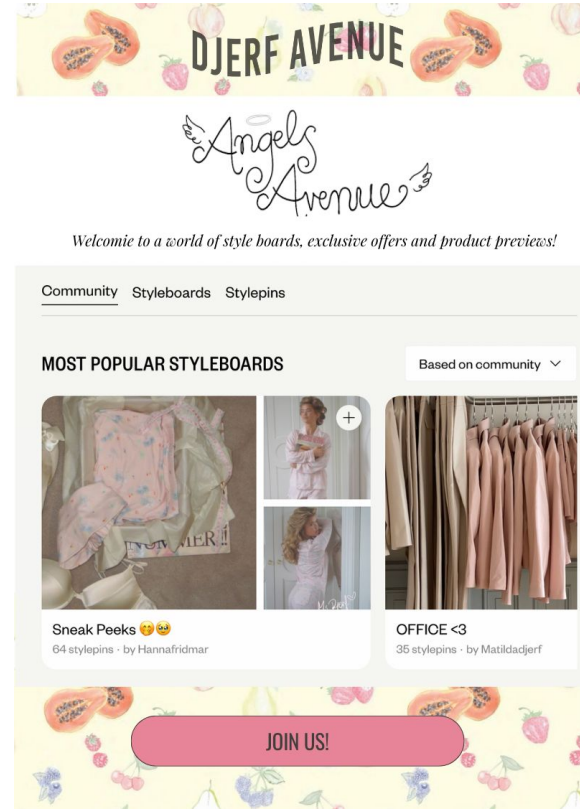
Xoxo, the Djerf Avenue Team 🧡 ✨

contact@djerfavenue.com | Djerfavenue.com | 814 S. Hill St. Los Angeles, CA

# Loyalty Asset: Email to Join Angels Avenue

**Subject:** *You've been invited to Angels Avenue* ✨

- ★ **Intent:** This email aims to have customers sign up and start posting on our digital platform “Angels Avenue.” Angels Avenue is similar to Pinterest, but users post products from Djerf Avenue, and get access to sneak peaks and special offers. This encourages consumers to become truly invested in the brand and build a sense of community. It positions Djerf Avenue as more of a lifestyle, rather than just a commodity. Trendy Tessa loves to feel like she’s a part of something special and be the first to learn about anything, so this offering appeals to her. We are utilizing the iconic Djerf Avenue fruit pattern as it resonates with the colorful youthfulness of this segment.
- ★ **Impact:** This creates an avenue for the brand to stay connected with the consumer and facilitates continued retention through interactions and repurchases.



# Sophisticated Sophie

## Background:

- ★ Young professional in mid to late 20s/early 30s
- ★ Full-time career in a corporate or creative field
- ★ Active on social media, primarily Instagram and Pinterest
- ★ Follows beauty influencers and reads online beauty blogs and magazines

## Demographics:

- ★ Gender: Female
- ★ Age: 25-35
- ★ Income: Moderate to high (full-time professional salary)
- ★ Urbanicity: Primarily urban, some suburban



# Sophisticated Sophie

## Goals:

- ★ Primary goal: Achieve a professional, polished look that transitions from office to social events
- ★ Secondary goal: Find high-quality, long-lasting hair care products that align with her values

## Challenges:

- ★ Balancing a busy work schedule, while maintaining a sophisticated appearance
- ★ Finding products that are both effective and ethically produced
- ★ Keeping up with beauty trends, while maintaining a timeless style

## How We Help:

- ★ Offer premium, attribute-driven haircare products that deliver professional results
- ★ Provide detailed information on product ingredients and benefits
- ★ Create content that showcases versatile hairstyles for work and social settings

## Real Quotes:

- ★ "I'm looking for haircare products that are both effective and align with my values."
- ★ "I need my hair to look polished for important meetings and after-work events."
- ★ "I want to invest in quality products that will benefit my hair in the long run."

## Common Objections:

- ★ "How do your products compare to other premium hair care brands?"
- ★ "Are your ingredients ethically sourced and environmentally friendly?"
- ★ "Can these products help me achieve a variety of styles for different occasions?"

# Sophisticated Sophie



## Digital Channels:

- ★ Instagram
- ★ Pinterest
- ★ Tiktok

## Marketing Messaging:

- ★ Emphasize the high-quality, attribute-driven nature of our products
- ★ Highlight how our haircare line can simplify her routine while delivering professional results
- ★ Showcase the versatility of our products for various hairstyles and occasions

## Elevator Pitch:

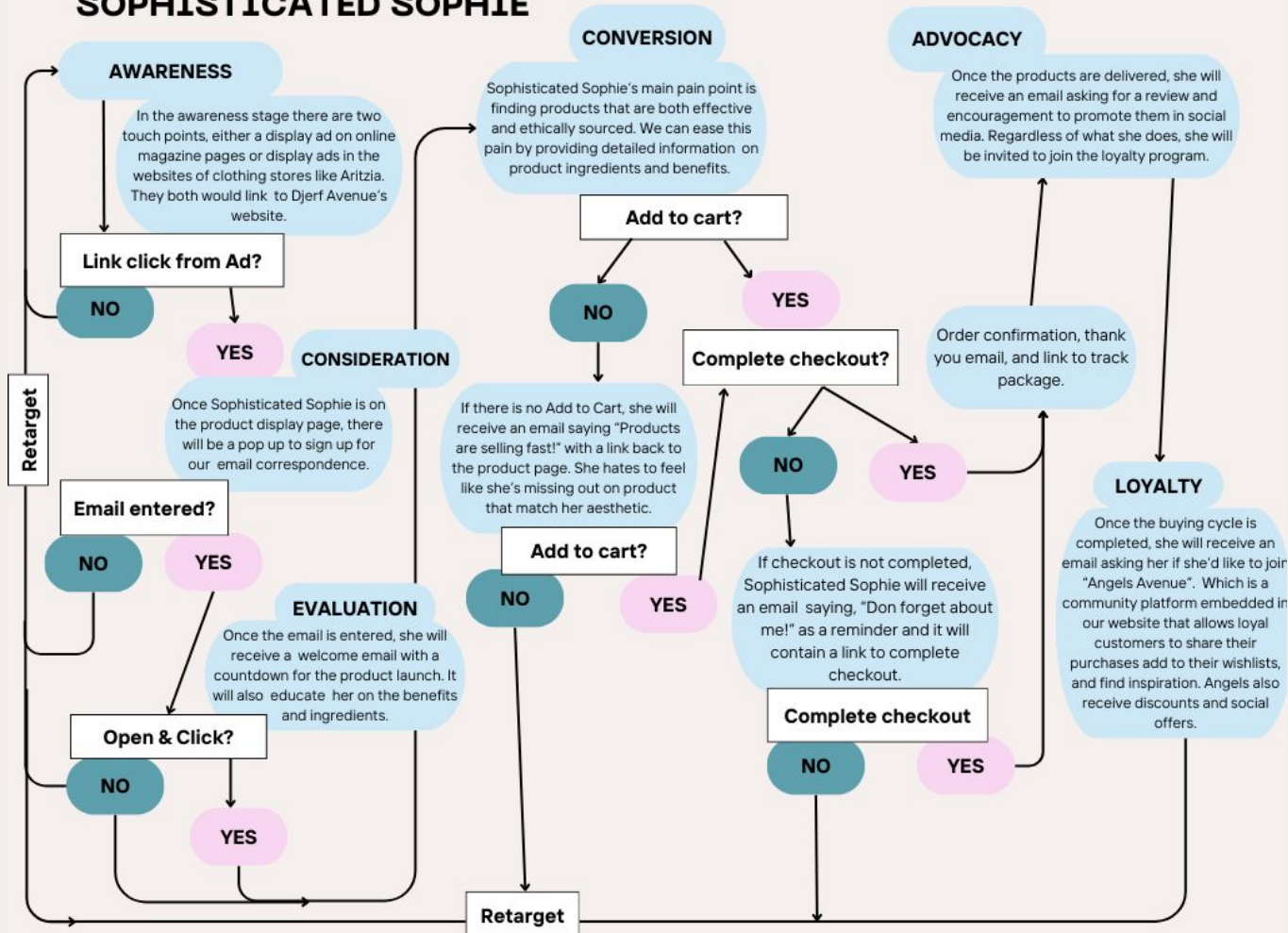
Djerf Avenue Hair Care offers premium, attribute-driven hair products designed for the discerning young professional. Our ethically sourced formulas deliver salon-quality results, allowing you to maintain a polished look from boardroom to social events, while aligning with your values of quality and sustainability.



# Sophisticated Sophie Mood Board



# SOPHISTICATED SOPHIE



# AWARENESS

As a girl on the go, Sophie is busy balancing her full time career as a social media assistant, while still keeping up with friends and maintaining her self-care routine.

While looking on Aritzia one day for some new professional clothes, a display ad pops up for the new beauty line at Djerf Avenue.

Interested about keeping up with the latest aesthetic, Sophie reads through the ad to learn more.


- ★ Touchpoints:
  - Social ad on Instagram
  - Display ad on Aritzia highlighting new beauty line at Djerf Avenue
- ★ Pain Points:
  - Sophie wants to ensure that she has enough information before buying any product
  - Wants ethical products that still deliver a sophisticated look
- ★ Trigger points:
  - After viewing the display ad, Sophie is curious to learn more about the benefits and ingredients of the new beauty line



## Awareness Asset: Social Ad

This ad would display as a social ad between Instagram stories. It promotes Djerf Avenue's new hair care line. It's minimalist but still polished and appealing — perfect for a young professional concerned with beauty and high-quality products.

The light blue color is calming and classy, but it's the phrase “Be as special as our new products!” that really draws Sophie in — she wants to see what's so special about these new products.

 [Learn more](#)

(click to watch)

# Awareness: Social Ad

- ★ **Intent:** The goal of this ad is to catch Sophisticated Sophie's eye by matching her aesthetic. The intent is to get her to click on the "Learn more" link at the bottom of the ad. With that link, she will be redirected to the Djerf Avenue Beauty website where there is detailed information about the ingredients and benefits of the new products, a launch countdown, and the pop up to get her to sign up for the newsletter.
- ★ **Impact:** Catered towards Sophie's aesthetic, this ad creates awareness of the new products in order to move Sophie further down the marketing funnel to consideration.

## Awareness Asset: Display Ad

This display ad would be placed at the top or bottom of a website like Allure or Aritzia. The pastel green and nude tan colors create a simple banner where the products are the main focus. It's appealing to Sophisticated Sophie because she cares about self-care and finding products that will make her feel beautiful and healthy.



# Awareness: Display Ad

- ★ **Intent:** The intent is similar to the social ad. While Sophie is scrolling through her favorite clothing or magazine website, she'll see an ad catered to her interests and personal aesthetic. Because she is on a trusted website that she has shopped at before, she be more trusting of this ad. Maybe she's heard of the brand, but if she hasn't, then now she's aware and interested.
- ★ **Impact:** When Sophie clicks on the ad, she is redirected to the Djerf Avenue Beauty website. The impact is that she'll be able to read more information about the products and further peak her interest.

# CONSIDERATION

Already a repeat buyer of Aritzia, Sophie is intrigued to learn more about the product displayed on the page.

After viewing the ad and deciding to click on the link, Sophie is redirected to a product display page of the new shampoo launching at Djerf Avenue's new beauty line.

She reads more to learn about the benefits of the shampoo as well as its ingredients to further educate her interest in the product.

A pop-up to learn more about the product and style tips from Djerf Avenue Beauty comes up on the page, and Sophie decides to insert her email to learn more.

- ★ Touchpoints:
  - Social ad display link click
  - Product display landing page with email pop-up
- ★ Pain Points:
  - Sophie wants to learn about the ingredients of a beauty product before she decides to buy to ensure that it not only works, but is made of ethical ingredients
- ★ Trigger points:
  - After looking at the display/social ad, Sophie is curious to learn more about the benefits and ingredients behind the product

# Consideration Asset: Email Pop Up

After clicking on the link on the display or social ad, Sophie will be directed to a product display page for the Breezy Weightless shampoo.

With a pop-up to insert her email to learn more, Sophie is opting in to learn more about the benefits behind Djerf Avenue's products.



# Consideration: Email Pop Up

- ★ **Intent:** The goal of this ad is to drive Sophie further down the marketing funnel through the pop-up to insert her email. Because Sophie needs to learn more about the ingredients behind the product before she makes a decision to buy, the goal of this ad is for Sophie to opt-in via email.
- ★ **Impact:** By specifically catering to Sophie's buyer persona, we know that Sophie needs more information about the product before she decides to buy. By offering an email with confirmation of providing style tips and info about Djerf Avenue's products, Sophie is given more of a reason to insert her email to ultimately drive her to the evaluation stage.

# EVALUATION

After opting in for further information and content from Djerf Avenue Beauty, Sophie begins to receive emails to move her along her customer journey.

Sophie receives an education email with a special message from Matilda Djerf talking about the new products. She decides to click on the link to the product page to learn more.

As she further evaluates which one she desires to purchase, Sophie also receives a special pre-order email with a discount code on her first purchase.

- ★ Touchpoints:
  - Education email
  - Pre-order email with special discount offered
- ★ Pain Points:
  - Sophie needs a little push to purchase the product: through further education and customer reviews
- ★ Trigger points:
  - After opting in for further content from Djerf Avenue Beauty, Sophie is curious to learn more about the different products in this line to determine which is right for her



# Evaluation Asset: Education Email

**Subject:** *A special message just for you  
from Djerf Avenue Beauty*

After signing up to receive emails, Sophie receives an email with a video from Matilda Djerf to talk about the benefits of the new beauty line at Djerf Avenue.

## DJERF AVENUE

Hi Sophie,

We know you've been waiting for our new line!  
Here we have Matilda Djerf with a special  
message to learn about the benefits just for you!



[View Product Page](#)



# Evaluation: Education Email

- ★ **Intent:** After customers sign up to receive emails regarding Djerf Avenue Beauty, they will receive an email with Matilda Djerf to educate the buyer about the product line. The goal of this ad is to drive customers further down the marketing funnel to conversion.
- ★ **Impact:** Catered with a neutral and earthy aesthetic, the education email offers Sophie the chance to learn from an influencer about the product. Sophie wants to be fully educated and is therefore, given a link to view the product page. By heading to the product page with further education, she will be a few clicks away from conversion.

# Evaluation Asset: Preorder Email

**Subject:** *A gift in store 🇪🇸 | Pre-order Djerf Avenue Beauty now*

After signing up to receive emails, Sophie receives an email to pre-order the new beauty line at Djerf Avenue.

With a “gift in store,” she also receives a discount code for 15% off her first purchase.

## DJERF AVENUE

Hi Sophie,

Djerf Avenue Beauty launches in just 5 days!

We know that choosing a new product for your hair is a big decision. With our ethically sourced ingredients designed to deliver high-quality style, our products are made specifically with you in mind.



**Need more convincing? Click to read more about our products!**

Ready to make your purchase? We've created a [pre-order link](#) just for you. To make things even better, we're offering you 15% off your first purchase with the discount link below!

STYLE15

PRE-ORDER NOW

# Evaluation: Preorder Email

- ★ **Intent:** After customers sign up to receive emails regarding Djerf Avenue beauty, they will receive an email with a pre-order link and a special 15% discount off their first purchase. The goal of this ad is to drive customers from evaluation to conversion: add to cart.
- ★ **Impact:** Specifically catered again, with a neutral and earthy aesthetic, the pre-order email offers Sophie the chance to learn more about the product, before she decides to buy. Sophie wants to be fully educated and is therefore, given a link to learn more. Ultimately, through education, Sophie is moved down the customer journey to conversion when she signs up for the pre-order of the product.

# CONVERSION

Thanks to the pre-order link, 15% off her first purchase, and detailed benefits and ingredients, Sophie adds both products to her cart.

However, with her full-time job, she gets busy and forgets to make her purchase. An automated email from Djerf Avenue is then triggered reminding Sophie about her abandoned cart.

After seeing this email, Sophie makes her purchase from Djerf Avenue Beauty.

- ★ Touchpoints:
  - Product pre-order page
  - Abandoned cart email
- ★ Pain Points:
  - Product performance
  - Ingredients and benefits
- ★ Trigger points:
  - After evaluating the benefits of the product and receiving the pre-order link, Sophie adds to cart
  - Sophie is excited about her products and possible future purchases from the brand

# Conversion Asset: Abandoned Cart Email

**Subject:** *Still thinking about it? You left some items in your cart...*

When Tessa is at the end of the funnel, and has added products to her cart, an abandoned cart email will automatically send if she doesn't complete check-out within 12 hours.

This email has been tailored to the persona by referencing the clean ingredients and unique formula. The email has a clear call to action and multiple avenues to click on to get back to the check out page.

**DJERF AVENUE BEAUTY**

DJERF AVENUE BEAUTY | DJERF AVENUE | ANGELS AVENUE | SALE

## STILL THINKING ABOUT IT?

Seaflower Seed Extract, Sea Butter, Organic Acid, Phorbol, Peptides, Argan

Don't miss out on these beauty favorites specially formulated to give your hair the very best!

[SHOP NOW](#)

READY & AWAITING :

**BREEZY WEIGHTLESS SHAMPOO**  
\$22.00

**BREEZY WEIGHTLESS SHAMPOO**  
\$22.00

**ON THE GO STYLING GEL**  
\$22.00

contact@djerfavenue.com | Djerfavenue.com | 814 S. Hill St. Los Angeles, CA

# Conversion: Abandoned Cart Email

- ★ **Intent:** The goal of this ad is to recover potential lost sales by re-engaging MQLs who showed high purchase intent, reminding them of their selected items and providing a frictionless way to complete their interrupted purchase journey. This automated email will deliver to unique customers depending on whether they complete checkout after adding items to cart.
- ★ **Impact:** This ad recaptures revenue from warm leads through timely reminders, achieving higher conversion rates than standard marketing emails due to previous purchase intent, while maintaining brand relationship through helpful service positioning.

# ADVOCACY/LOYALTY

Now that Sophie's products have been delivered, she'll receive an email asking her to review the product and she'll also receive an invitation to join Djerf Avenue's loyalty program, "Angels Avenue."

Because Sophie enjoyed the results of the products and is satisfied, she'll sign up for the loyalty program.

"Angels Avenue" creates a community of customers where they can share their purchases, add to wishlists, and find inspiration. Sophie also receives sneak peeks into new products and important information on the ingredients and benefits of them.

- ★ Touchpoints:
  - Order confirmation email
  - Invite to join "Angels Avenue"
- ★ Pain Points:
  - Reassurance that she bought the best products for her hair
- ★ Trigger points:
  - After making her first purchase from Djerf Avenue, Sophie is curious to learn more about what else the brand has to offer: she browses the website and finds other products that peak her interest
  - Satisfied with her products, Sophie refers the brand to friends through word of mouth



# Advocacy Asset: Order Confirmation & Review

**Subject:** *Your Djerf Avenue Hair Care Order is Confirmed! ✨*

- ★ **Intent:** The goal of this ad is to provide essential order details and reassure the customer that her purchase is being processed. It highlights the premium nature of the products and their alignment with Sophie's values, while also offering a clear channel of communication to promote continued interaction.
- ★ **Impact:** Sophie now feels confident in her purchase, knowing it aligns with her values and lifestyle; excitement is built around the arrival of her product.

**DJERF AVENUE BEAUTY**


DJERF AVENUE BEAUTY | DJERF AVENUE | ANGELS AVENUE | SALE

*Hi Sophie!*


**HEALTHY HAIR IS ON ITS WAY!**

*Thanks for shopping with us! We're thrilled to confirm your order of Djerf Avenue Haircare products. Your curated selection of premium products is on its way to elevate your hair routine.*

Order Number: #DA12345  
Your Haul:



**BREEZY WEIGHTLESS SHAMPOO**  
\$22.00



**BREEZY WEIGHTLESS CONDITIONER**  
\$22.00

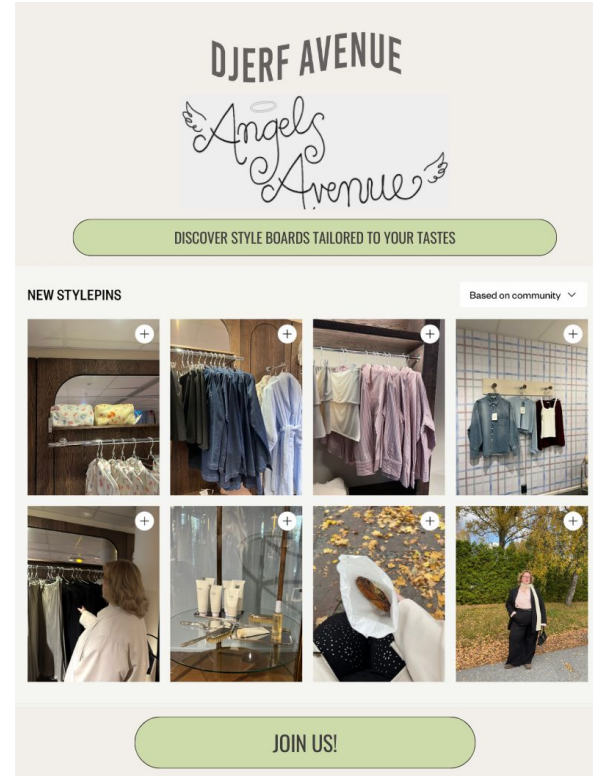
*Questions? We're here to help! Reach out to us at [support@djerfavenue.com](mailto:support@djerfavenue.com). Happy styling!*  
*Xoxo, the Djerf Avenue Team 🧡👉*

contact@djerfavenue.com | Djerfavenue.com | 814 S. Hill St. Los Angeles, CA

# Loyalty Asset: Angels Avenue Email Invite

**Subject:** *We made a little something for you*♥

- ★ **Intent:** This email aims to have customers sign up and start posting on our digital platform “Angels Avenue.” Angels Avenue is similar to Pinterest, but users post all things Djerf Avenue, and get access to sneak peaks and special offers. This encourages consumers to become truly invested in the brand and build a sense of community. It positions Djerf Avenue as more of a lifestyle, rather than just a product. Sophisticated Sophie has a very specific aesthetic and appreciates the option to find products perfectly tailored to her desires.
- ★ **Impact:** This subscription creates an avenue for the brand to stay connected with the consumer, and facilitates continued interactions and repurchases.



# THANK YOU

*Team 1 MAP Project*

**DJERF AVENUE**