




Campaign title	Budget	Start date	End date	Objective	Audience	Platform	Format	Creatives	Call to action						
20% Off Promotion	\$600	6/5	6/19	Website visitors	<table border="1"> <thead> <tr> <th>Who</th> <th>Goal</th> <th>Barrier(s)</th> </tr> </thead> <tbody> <tr> <td>  <p>Name: Malena Mora Age: 44 Location: City Household: two adults, two children Education: college Interests: shopping, home improvement</p> </td> <td>To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns</td> <td> <p>Worried they won't be able to find what they want</p> <p>Sort options on website don't allow them to filter to the desired degree</p> </td> </tr> </tbody> </table>	Who	Goal	Barrier(s)	 <p>Name: Malena Mora Age: 44 Location: City Household: two adults, two children Education: college Interests: shopping, home improvement</p>	To find the exact bedding they want by choosing from a wide selection of colors, fabrics, and patterns	<p>Worried they won't be able to find what they want</p> <p>Sort options on website don't allow them to filter to the desired degree</p>	Facebook	Video	Make a 20 second vedio that showcase the upgrades the website had from the wide verity of beddings to the filtering feature that all users to find their desired beddings with ease. In addition, showcase the live chat feature at the end of the video as an improved customer service.	Shop Our New Online Store, 20%
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