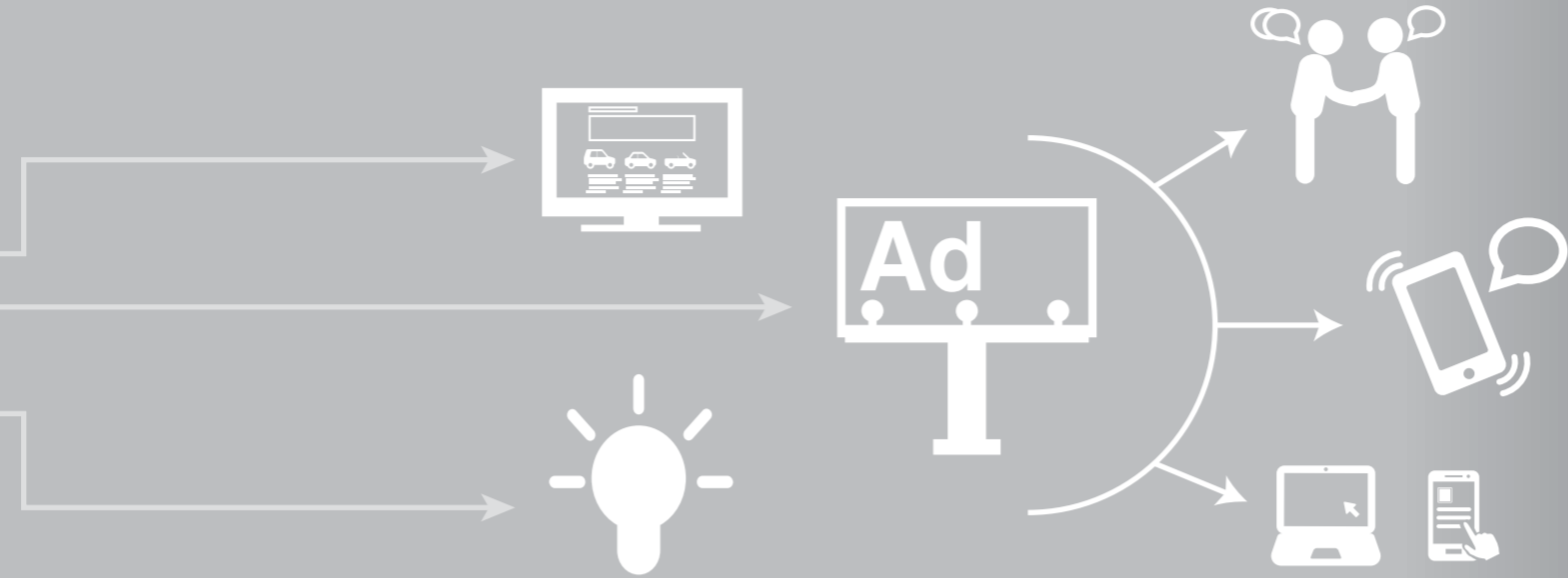




THE CONSUMER JOURNEY



AWARENESS



TRAFFIC



AWARENESS FOUND THROUGH:

- Self-realisation
- Information shared
- A targeted trigger

CUSTOMER SEEK ANSWERS FROM:

- Word of mouth
- Research Online
- Face-to-face communication

CONSIDERATION



LEADS



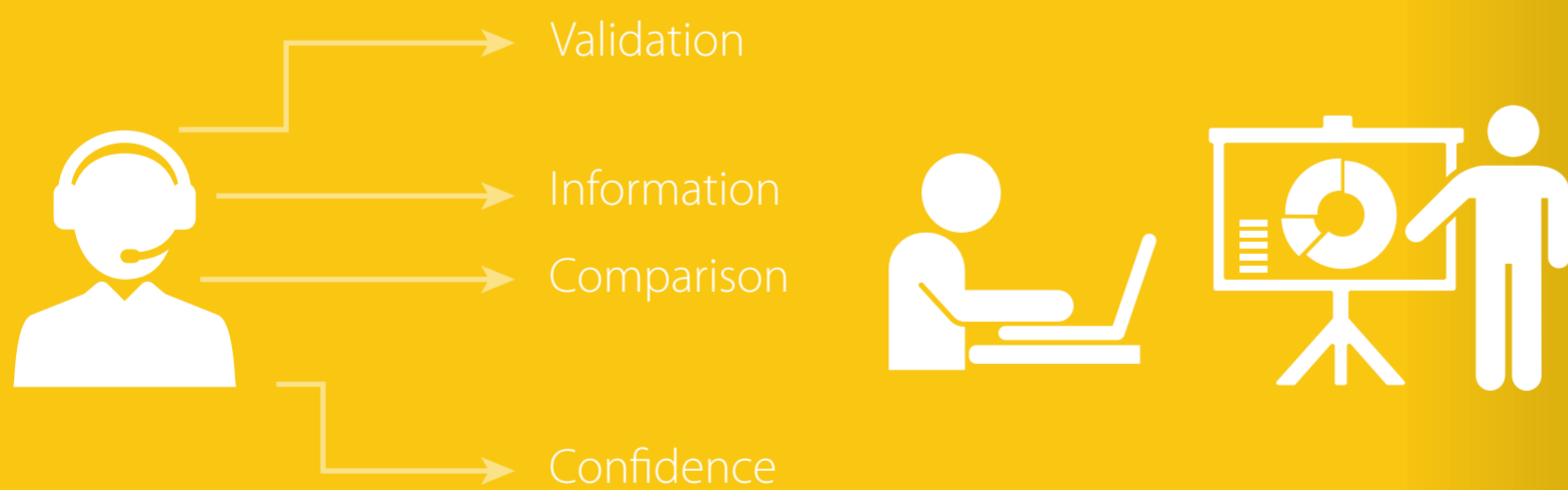
ONCE THE PROBLEM IS NAMED:

- Variety of solutions increases
- Understanding of the problem improves
- Competition increases

CONVERT TRAFFIC TO LEADS BY:

- Continued engagement
- Relevant information sharing
- Proof of competency

DECISION



CONVERSIONS



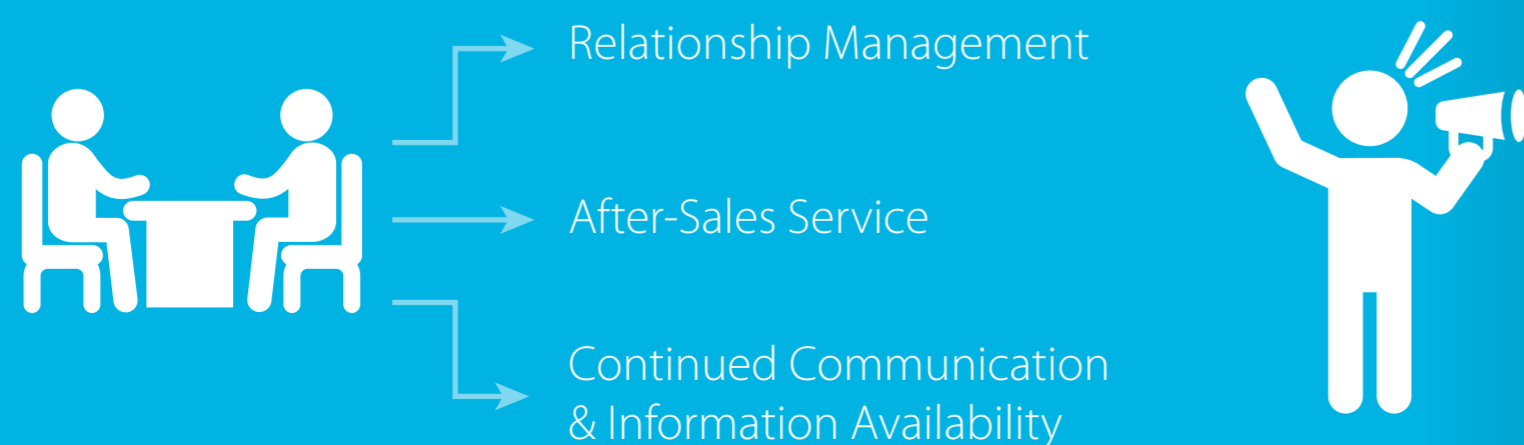
DECISION IS MADE BY:

- Research on comparative products
- Validation by competing suppliers
- Selection of the best option

ENSURE CONVERSION BY:

- Customer satisfaction and comfort
- Decision validation for confidence
- Consistent and direct communication

PROMOTION



DELIGHT



ONGOING CUSTOMER DELIGHT CAN BE ACHIEVED BY:

- Continual communication
- Impeccable after-sales service
- Continual improvement of the service offering

MOST IMPORTANTLY:

- Committed and personalised relationship management



ANALYSIS



Maintain understanding of your client base by constantly revisiting what is or isn't working in each stage, and where you could engage for better results.

