|  | **1. AWARENESS →** | **2. CONSIDERATION →** | **3. DECISION →** | **4. PURCHASE**  **POST PURCHASE →** | **5. LOYALTY & ADVOCACY** |
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| **CUSTOMER ACTIVITIES** | - Research solutions to a problem or need.  - Browse content, e.g., blogs, social media, and videos, for information.  - Engage with ads or discover products by word-of-mouth. | - Compare different products on features, pricing, etc.  - Read reviews, case studies etc.  - Engage with brand content e.g. newsletters. | - Interact with sales teams or request demos.  - Review final product details, warranties, and guarantees.  - Check for discounts/promos or financing options. | - Complete the transaction, whether online or in-store.  - Receive confirmation of the purchase via email or SMS.  - Engage in payment processes, delivery scheduling, or account setup.  - Use the product or service and evaluate its effectiveness.  - Contact customer support if needed for troubleshooting.  - Leave reviews/feedback | - Re-purchase or subscribe for additional services or products.  - Joining loyalty programs or engaging with the brand community.  - Recommending the brand to others through word-of-mouth or online reviews. |
| **CUSTOMER GOALS** | - Identify and understand their problem or need more clearly.  - Learn about potential solutions that could address their issue.  - Discover relevant brands or products that offer solutions. | - Evaluate the pros and cons of each option available.  - Narrow down choices to those that best meet needs.  - Gain a deeper understanding of how a product could benefit. | - Make an informed and confident purchase decision.  - Ensure the chosen product/service offers the best value.  - Feel reassured about the reliability and credibility of the brand. | - Complete the purchase smoothly without any issues.  - Receive immediate confirmation and details about the next steps.  - Ensure the delivery or access to the product is timely/ accurate.  - Ensure the product meets or exceeds expectations.  - Feel supported in case of any issues. | - Continue benefiting from the product over time.  - Feel valued by the brand through rewards or recognition.  - Share positive experiences with others, reinforcing their connection to the brand. |
| **TOUCHPOINTS** | This could include interactions such as seeing an online ad, hearing about a product from a friend, or finding a blog post through a search engine. | Visiting a company’s website, reading customer reviews, or watching product demos. | Interactions such as adding a product to the cart, engaging with a sales representative, or receiving a promotional offer | The checkout process, payment options, and order confirmation communications.  This can include onboarding emails, customer support interactions, and follow-up surveys. | Loyalty programs, referral incentives, and community engagement initiatives. |
| **EXPERIENCE**  **😁**  **😊**  **😐**  **☹️**  **😤** | 😊 | 😁 | 😁 | 😐  😐 | 😤 |
| **BUSINESS GOAL** | Increase brand visibility and attract potential customers | Nurture leads and move them closer to making a decision. | Convert leads into paying customers. | Facilitate a smooth transaction and delivery process.  Ensure customer satisfaction and reduce churn. | Build long-term customer loyalty and encourage referrals |
| **KPIs** | - Website traffic.  - Social media engagement.  - Content reach and impressions. | - Lead generation metrics (e.g., form completions, sign-ups).  - Email open rates and click-through rates.  - Content downloads and webinar attendance. | - Conversion rate.  - Average deal size.  - Sales cycle length. | - Transaction completion rate.  - Time from purchase to delivery.  - Customer satisfaction score at the point of purchase.  - Customer satisfaction score (CSAT).  - Return and exchange rate.  - Support ticket resolution time. | - Customer lifetime value (CLV).  - Repeat purchase rate.  - Net Promoter Score (NPS). |
| **ORGANISATIONAL**  **ACTIVITIES** | - Launch targeted marketing campaigns (e.g., SEO, PPC, content marketing).  - Produce educational content (blogs, videos, infographics).  - Engage in social media outreach and influencer collaborations. | - Develop and distribute comparison guides, case studies, and testimonials.  - Implement email marketing campaigns and retargeting ads.  - Host webinars or live Q&A sessions to address potential customer concerns. | - Provide product demos or free trials.  - Offer limited-time promotions or discounts.  - Ensure timely and responsive communication with potential customers | - Streamline the checkout process.  - Send confirmation emails and delivery updates.  - Provide multiple secure payment options.  - Follow up with customers to gather feedback.  - Offer easy access to customer support.  - Implement a returns and refunds process. | - Create loyalty programmes and reward schemes.  - Engage customers through newsletters, community forums, or exclusive offers.  - Encourage and facilitate customer reviews and testimonials. |
| **TEAM RESPONSIBLE** | - Marketing team.  - Content creation team.  - Social media management team. | - Marketing team.  - Sales enablement team.  - Customer service team. | - Sales team.  - Customer service team.  - Finance and pricing team. | - Sales team.  - Finance and operations team.  - IT and e-commerce team.  - Customer service team.  - Product management team.  - Operations and logistics team. | - Customer retention team.  - Marketing team.  - Customer advocacy team. |
| **TECHNOLOGY SYSTEMS** | - Content Management System (CMS).  - Marketing Automation tools.  - Social Media Management platforms. | - Customer Relationship - Management (CRM) software.  - Email marketing platforms.  - Webinar and video hosting tools. | - CRM software.  - E-commerce platform or sales system.  - Live chat and communication tools. | Payment processing system.  Order management software.  Logistics and inventory management tools.  - Customer support software.  - Feedback and survey tools.  - Returns management system. | - Loyalty management software.  - Email marketing platforms.  - Review and testimonial platforms. |