|  | **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. |