

Customer Journey Map



CUSTOMER JOURNEY STAGE	Awareness	Consideration	Decision	Retention	Loyalty
WHAT HAPPENS IN THIS STAGE	Your audience becomes aware of their problem and starts looking for solutions	Your audience is aware of products that can solve their problems. They compare different brands and solutions	Prospects have selected a solution and converted into customers	Customers have purchased from you and decided to repurchase from you	Customers promote your brand to their friends and colleagues
STRATEGIES YOU CAN EMPLOY	Educational content like how-to articles, guides, blog posts, and informative videos	Product comparison guides and infographics, case studies, and customer testimonials	Free product demos and consultation	Chatbot and live chat through which they can contact customer service, knowledge library	Referral programs, special perks for loyal customers, and ensuring your products and services address your customers' evolving needs

For more information, visit <https://www.webfx.com/blog/marketing/customer-journey-map/>