

FROM PROSPECT TO

LOYAL CUSTOMER



SLANTICS ADVERTISING

A customer journey is the series of interactions and experiences a customer has with a business from the moment they become aware of the business to the point of making a purchase and beyond. It's a crucial aspect of understanding how customers engage with your brand and what drives their decision-making. Mapping out the customer journey allows businesses to identify pain points, optimize customer touchpoints, and provide personalized experiences that resonate with customers. By focusing on the customer journey, businesses can improve customer satisfaction, loyalty, and ultimately drive revenue growth. It's an essential element of any successful marketing strategy and can help businesses stay ahead of their competition.

EXPLORING THE CUSTOMER JOURNEY:

UNDERSTANDING THE FOUR STAGES

One

Discovery

Two

Consideration

Three

Purchase

Four

Retention

The customer journey is separated into four stages to help businesses understand the various touchpoints and interactions that customers have with their brand. This understanding allows businesses to optimize each stage to improve the overall customer experience and increase the likelihood of customer retention and loyalty.

STAGE

1

DISCOVERY

It all begins when a prospect discovers your brand and attempts to comprehend what you have to offer. At this point, potential customers are aware of their problems and are looking for a solution. Your prospect may be starting a new business, needing assistance with automating a process, or have a brick-and-mortar company that is establishing an online presence for the first time.

STAGE

2

CONSIDERATION

Prospects are aware of your brand and the solutions you can provide them during this stage. They're weighing options and comparing your brand to others, and you need to establish yourself as the best option on the market. Make sure they have easy access to everything they need to hear in order to make an informed decision. The prospect is aware of the major issues that you will resolve for them.

STAGE

3

PURCHASE

There may be a purchase after you gain insight into what your prospects think of you and how they interact with your brand. Your customers have weighed all of the options and have decided to purchase your product. It's best if you keep mapping their journey to ensure they have a pleasant experience when purchasing from you.

STAGE

4

RETENTION

The final step in the customer journey mapping process is to ensure your customers' satisfaction. Giving them the best and most timely solutions to their problems helps them remember you and makes them loyal to your brand. The goal is to get them to continue to purchase from you and become customers for life.

DISCOVERING THE POSSIBILITIES: KEY QUESTIONS TO ASK DURING THE
CUSTOMER JOURNEY'S

DISCOVERY PHASE

How do customers become aware of our brand and products/services, and what channels or touchpoints do they use?

What are the customers' interests and preferences, and how can we tailor our messaging to appeal to them?

What are the customers' pain points and challenges, and how can our products/services address them?

How do customers typically evaluate their options and what factors influence their decision-making process?

Are there any common misconceptions or objections that customers have about our products/services, and how can we address them?

What types of content or resources do customers typically seek out during the consideration phase, and how can we provide them?

How can we differentiate ourselves from competitors and position ourselves as the best solution for the customers' needs?

Asking these questions can help businesses gain insights into the customers' needs, preferences, and decision-making process, and optimize their marketing strategy to better engage with potential customers during the consideration stage.

DISCOVERING THE POSSIBILITIES: KEY QUESTIONS TO ASK DURING THE
CUSTOMER JOURNEY'S

CONSIDERATION PHASE

What are the customer's pain points, and how can our product/service help alleviate them?

What are the unique features and benefits of our product/service, and how do they compare to those of our competitors?

What are the customer's decision-making criteria, and how can we address them?

What are the customer's expectations regarding the buying process, and how can we make it as smooth and convenient as possible?

How can we provide the customer with additional information, such as product demonstrations or reviews, to help them make an informed decision?

How can we build trust and establish a long-term relationship with the customer beyond the initial purchase?

Are there any objections or concerns that the customer might have, and how can we address them effectively?

These questions can help businesses tailor their messaging and approach to meet the needs and preferences of their customers, ultimately improving the chances of converting them into loyal customers.

DISCOVERING THE POSSIBILITIES: KEY QUESTIONS TO ASK DURING THE
CUSTOMER JOURNEY'S

PURCHASE PHASE

Is the buying process straightforward and easy for customers to complete, or are there any unnecessary hurdles or obstacles?

Are there any incentives or promotions that we can offer to encourage customers to make a purchase?

How can we ensure that the customer feels confident and comfortable with their decision to purchase our product/service?

Are there any post-purchase considerations or follow-up actions that we need to address, such as installation or support?

How can we make the checkout process as smooth and efficient as possible to reduce cart abandonment?

How can we offer personalized recommendations or upsell opportunities during the purchase process to increase the customer's order value?

What metrics can we track during the purchase phase to assess the effectiveness of our marketing efforts and identify areas for improvement?

Asking these questions can help businesses optimize the purchase process and ensure that customers have a positive and seamless experience when buying their product or service.

DISCOVERING THE POSSIBILITIES: KEY QUESTIONS TO ASK DURING THE
CUSTOMER JOURNEY'S

RETENTION PHASE

How can we continue to provide value to the customer beyond the initial purchase, such as through customer support or ongoing engagement?

What strategies can we use to foster a sense of loyalty and connection with the customer, such as through exclusive offers or personalized communication?

How can we encourage customers to provide feedback or reviews on their experience with our product/service?

Are there any opportunities to upsell or cross-sell to existing customers based on their previous purchases or engagement with our brand?

How can we proactively address any issues or concerns that customers may have, such as through proactive communication or quick resolution of support requests?

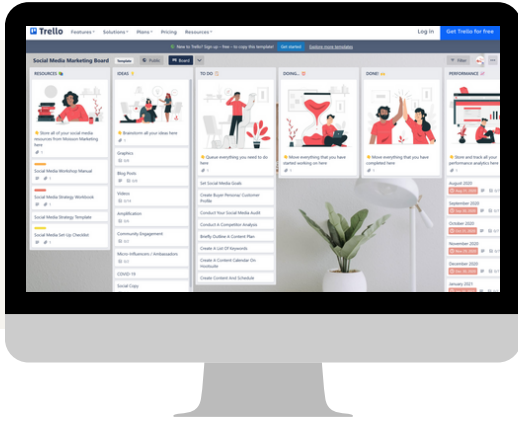
What metrics can we track to measure customer satisfaction and retention rates, and how can we use this data to inform our retention strategies?

How can we leverage customer data and insights to improve our product/service and better meet the needs and preferences of our customers?

Asking these questions can help businesses develop effective retention strategies that foster long-term loyalty and engagement with their customers.

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