

THE CUSTOMER JOURNEY

The modern customer journey spans multiple channels and touchpoints. It can start anywhere, anytime and move in any direction. How do you drive engagement during each phase?

Phase 1 AWARENESS

"I think I have a need."

- Optimize topical content
- Plan and execute omnichannel campaigns
- Establish a social media presence
- Analyze social conversations and customer profiles
- Deliver relevant and engaging customer experiences

Phase 3 INTEREST

"I need to see what my options are and come up with a short list."

- Offer third-party opinions
- Showcase your expertise and background
- Enable customers to get information quickly
- Position key differentiators

Phase 2 DISCOVERY

"Let me see if this is something I really need and if anyone has a solution."

- Appear in relevant search results
- Deliver a topical and informative concept
- Participate in topical conversations

Phase 4 CONSIDERATION

"It's time to research and compare the choices on my short list so I can pick one."

- Anticipate and eliminate objections and barriers to action
- Focus on personalized customer experiences
- Identify influencers and engage decision makers
- Ensure consistency in all communication

Phase 5 ACTION

"I'm ready to buy. Let's finalize the price and terms, and arrange payment."

- Keep the momentum with steady engagement
- Streamline the purchase (for example, one-click shopping carts)
- Create rewarding experiences during and after the purchase

Phase 6 USE

"I now own it. I hope it solves my problem and does what they promised."

- Help customers feel secure in their decision
- Help customers maximize the value of the purchase
- Provide proactive, omnichannel service
- Enhance the experience through the easy purchase of accessories, add-ons and upgrades

WANT MORE?
Download our e-book for more practical tips to create differentiated experiences that engage your customers.

Find out more at <http://bit.ly/1LLxx7C>

Phase 7 ADVOCACY

"I'm willing to share my experiences."

- Identify potential and strongest advocates
- Provide customers with the tools to make sharing easy
- Encourage customers to broaden advocacy to new channels
- Connect advocates with each other through social channels
- Plan, post and target content for social publishing