

CUSTOMER JOURNEY MAP



AWARENESS

What does the target customer care about?

Where do they seek crop like yours?



CONSIDERATION

What specific problem are you solving for them?

What is their biggest painpoint?



PURCHASE

What is your unique selling point?

What gives your product value and makes it stand out?



RETENTION

Does your solution demonstrate consistent value?

Is your crop has good quality when comparing to others?



ADVOCACY

Will customers recommend your crop?

Are you incentivating them to do it so?