







O Phases	AWARENESS	CONSIDERATION	DECISION	SERVICE
2 CUSTOMER ACTIONS	VIEW ONLINE AD,SEE SOCIAL MEDIA CAMPAIGN ,HEAR ABOUT FROM FRIENDS	CONDUCT RESEARCH, RESEARCH COMPETITORS, COMPARE FEATURES AND PRICING	PURCHASE OUR MODEL	RECEIVE PRODUCT /SERVICE,READ PRODUCT OR SERVICE DOCUMENTATION
CUSTOMER EXPERIENCE	INTERESTED HESITANT	CURIOUS AND EXCITED	EXCITED	SATISIFIED