

CUSTOMER JOURNEY: A customer journey is the set of interactions that a customer has with a brand in buying a service or product. Put plainly, It considers the complete interaction roadmap – from brand discovery to purchasing and beyond.

The focus isn't only on transactions and how the customer feels after every interaction with the brand. In other words, it can be used as a strategy to gain insights on the customer's experience throughout their buying process.

The objective of a customer journey is, on the one hand, to measure and evaluate how you are taking care of your customers and, on the other, in which way you can enhance and bring further delight to their experience with your brand.

THERE ARE 5 STAGES IN CUSTOMER JOURNEY



1 .AWARENESS

Awareness involves spreading general information about your products and services to your target audience(s).

2 .CONSIDERATION

Brands focus on promotion during the consideration stage of the journey. This is where customers begin to look for alternatives to past purchases. During

this phase, your business strives to convince potential buyers to include you on the list of available options.

3. CONVERSION

This stage prompts visitors to take a particular action. Using a dedicated call-to-action (CTA), you encourage customers to make a purchase, subscribe to a mailing list, or sign up for services. You should use this phase to sell your product as the best fit to solve a visitor's problem.

4. RETENTION

At this point, you already have a new customer – Congratulations! All that planning and asset building is paying off when they get to this phase. The consumer has decided to make their purchase with you, but don't assume it's a done deal.

Retention includes keeping customers happy with a relationship management/customer success team to stop them from leaving and take them as many as possible to the next and final stage – make them so loyal to your brand that they want to advocate for your product and/or service.

5. ADOCACY

Most organizations acknowledge the benefits of word-of-mouth (WOM). However, few companies commit to a plan for boosting customer advocacy. Encouraging each customer to share reviews or opinions can take time and money. Reaching out to influencers or guest bloggers is an effective alternative to traditional word-of-mouth.

