

# Modern Customer Journey



## Interest & Awareness

- Social / search advertising
- Email / text marketing
- Loyalty programs
- YouTube / Video ads
- Television
- Billboard
- Online display advertising
- Newspaper / Magazine
- Radio
- Word of mouth

## Search

- Organic Search
- PPC
- Maps
- Directories
- Apps
- "Near me"
- GPS

## Research

- Blogs & Articles
- Reviews
- Social Media
- Word of mouth

## Purchase

- Website
- Online booking
- Purchase via app
- In-store purchase
- Salesperson
- Marketing Materials

## Experience

- Post-purchase expectations vs. reality
- Social Post
- Write a Review
- Blog
- Word of mouth