

Customer Journey

Awareness

Interactive posters; potential customers will see these posters hang in cities. The posters will contain information, an animation and a website QR-code.

SEO Website; Search Engine Optimization, the potential customers will be directed to the website with the QR-code, but with SEO Noek's website will be more likely to be found by more people who are surfing on the internet.

Social Media; Noek's Social Media accounts and customers/fans will post about/share a song or concert of Noek so that their followers will become aware of Noek as well. This will raise more awareness to potential customers.

Word-of-mouth; the people who have discovered Noek will tell potential customers about her (manually).

Interest

Social Ads; Potential customers will gather interest by seeing social ads of Noek. Posting promotion material of Noek on social media platforms is an effective way to interest people. They might also provide curiosity so that people will feel a certain urge to click on a link or find out more about Noek.

Email; potential customers with questions that want to know more about Noek can email and subscribe for a newsletter to keep updated.

Consideration

Social Media Q&A post; this Q&A will contain answers to the most asked questions potential customers have about Noek. After the potential customers have gathered all needed information about Noek, they will start considering Noek as a brand.

Webinar; a webinar is basically an online stream where the host can give information to his/her viewers. By letting Noek stream, potential customers will really get to know her as a person which can help her brand, Noek.

Website; on a website you can put a lot of information about Noek and her brand. If the website contains a lot of reasons/arguments about why people should go with the brand Noek, potential customers will look at the brand, Noek, more positively.

Purchase

Streaming Services; customers stream songs of Noek via Spotify or Apple Music. Musicians gain more money the more their music gets streamed.

Music (web)shops; customers will buy Noek's music in shops

Website; customers are able to buy music straight away from the same website they found more information about Noek on.

Retention; How to make the customers regular customers?

Social Media (Fanpage); by giving the customers several reasons to follow (like tickets for a concert of Noek giveaways) Noek on Instagram, Facebook, etc. they will constantly see Noek's posts so they will keep updated on the brand.

Email; the customers will receive reductions and/or newsletters about Noek. They will be given this option when they bought a product of Noek.

Collabs; Customers will see Noek working together with other brands so that the brand will become stronger and more appealing.

(just like Snapchat worked together with Fanta when they made fizzy drinks cans with unique Snapchat QR-code filters).

Advocacy

The regular customers will become real fans.

Meet & greet; the regular customers will become fans by having a meet & greet or a backstage experience, something that will make them feel special.

Video Testimonial; the fans will have the chance to record a review of Noek after they have heard her music (live or on stream). These reviews are named video testimonials.

This will help gain more awareness as well.

Co-hosting/presenting Webinars/Events; fans will have the unique opportunity to co-host Noek on her streams to help potential fans/customers answer their questions.

Sources

- <https://www.lifewire.com/what-is-a-webinar-3486257>
- <https://jimwalery.wordpress.com/2016/10/12/awareness-consideration-purchase-retention-advocacy/>
- <https://www.entrepreneur.com/article/310427>
- <https://www.frankwatching.com/archive/2017/05/01/8-redenen-waarom-je-met-sterke-video-testimonials-klanten-aantrekt/>