

Awereness

Activation

Conversion

Retantion



Search

Discovery

Evaluation

Ordering

Delivery

Usage



Kelly

KELLY'S DETAILED DESCRIPTION

- social media
- SEO
- ads
- Emails
- word of mouth
- magazines

- I like these raincoats!

They are stylish and have high quality.

- is it warm?
- does it fit?
- which model do I want?

- Did i choose the right model?
- so many options
- I don't have paypal

-I like this Raincoat!

- I'm going to post a picture of me wearing the raincoat on Instagram and use the #STUTTERHEIM.



Kelly

EMOTIONAL JOURNEYS

