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| **STAGE** | **Awareness** | **Consideration** | **Decision** | **Post-Purchase** |
| **Customer Actions** | Discovers the Smart Water Bottle through social media influencers, fitness blogs, or online ads.  Reads initial product descriptions and watches demonstration videos.  Signs up for newsletters or free trials. | Researches the Smart Water Bottle extensively.  Compares it with traditional water bottles and other smart hydration solutions.  Reads detailed product reviews, examines technical specifications. | Makes a purchase decision based on positive reviews, influencer endorsements, and perceived product benefits.  Selects preferred purchasing platform (company website, noon, and amazon). | Receives and unpacks the Smart Water Bottle.  Starts using the product, integrates with fitness tracking apps. |
| **Marketing Channels** | Instagram, YouTube, Facebook Ads, Google Ads.  Fitness blogs, health and wellness websites.  Fitness events, webinars, and email newsletters. Collaborate with gyms and fitness centers for product demonstrations. | Product review websites (amazon, consumer reports and which?), comparison sites.  YouTube product reviews and unboxing videos.  Use personalized email marketing campaigns to address specific pain points and showcase how the Smart Water Bottle can solve their hydration challenges. | Direct purchase links from social media and review sites.  Email marketing with special offers or discounts. | Follow-up emails with usage tips and FAQs.  Social media engagement with user-generated content and challenges. |
| **Internal Process & Emotions** | Curiosity and initial interest in understanding the product benefits.  Recognition of hydration challenges and potential solutions. | Deliberation on product features, usability, and value for money.  Concerns over product reliability and customer support. | Sense of achievement and excitement about the purchase.  Introduce referral programs where existing customers can earn rewards for referring friends, leveraging word-of-mouth marketing. | Satisfaction with product functionality and performance.  Desire for ongoing support and community engagement.  Maintain regular engagement through newsletters, social media, and dedicated customer support portals to ensure long-term satisfaction and loyalty. |
| **Pain points** | Difficulty finding credible information, overwhelming choices. | Unclear product differentiation, lack of trust. | Complicated checkout process, hidden costs, slow customer support. | Poor product experience, inadequate support. |
| **Key Touchpoints** | Collaborate with fitness influencers and with nutritionists or health coaches who can emphasize the importance of hydration in overall fitness.  Social media posts and ads showcasing product benefits.  Create educational content such as blog posts, infographics, and videos that explain the importance of hydration, how the Smart Water Bottle works, and its benefits. | Detailed product pages with feature comparisons.  Customer reviews and testimonials on third-party platforms.  Develop interactive comparison tools and quizzes on the website to help customers see the benefits of the Smart Water Bottle over competitors. Include user stories and testimonials prominently. | Smooth checkout process with clear shipping and return policies.  Order confirmation and tracking information emails.  Offer personalized discounts and limited-time offers to create urgency. Ensure a seamless checkout process with multiple payment options and clear return policies. | Customer support for any product-related queries.  Community platform or social media groups for user interaction and feedback.  Loyalty program to encourage repeat purchases and referrals. Provide ongoing support through a dedicated customer portal and regular engagement via newsletters. |
| **Opportunities** | Educate customers through high-quality content, engage them on social platforms. | Provide detailed product information, offer testimonials and case studies, create engaging email sequences. | Simplify checkout, offer clear pricing, provide prompt customer support. | Ensure excellent product quality, offer responsive support, encourage reviews and referrals. |