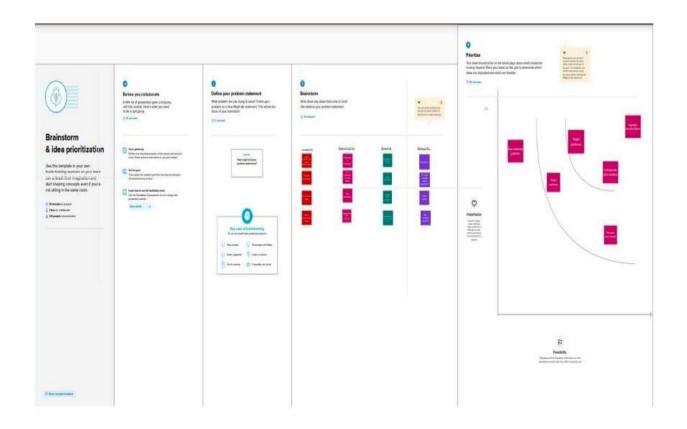
Brainstorming & Prioritize ideas

Date	4 November 2023
Team ID	NM2023TMID02695
Team Leader	CB7A348BEAF902287834DFBABF93FC80
Team Member 1	6BDDB91C0C813379826425CBE31585E9
Team member 2	E23643843824107875C49353797276D0
Team Member 3	FD8B7C58B9ED24FABB74D8F7B32B9E58
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Project Title	Creating A Social Media Ad Campaign in
	Facebook



The customer journey

The client/customer journey is the process through which a potential customer becomes aware of, engages with, and interacts with a business or its products/services. The journey can vary for each customer, and businesses strive to provide a positive and seamless experience at each step to attract and retain customers.











AWARENESS

This is the initial stage where customers become aware of your business, product, or service. They may discover you through various channels such as advertising, word-of-mouth, search engines, or social media

CONSIDERATION

Once customers are aware of your business, they often engage in research to gather more information about your offerings. They compare alternatives, read reviews, visit your website, and seek recommendations

PURCHASE

Once the customer has decided to move forward, they make the actual purchase. This could involve completing an online transaction, visiting a physical store, or engaging in a sales process with a representative

ENGAGEMENT

This step involves the customer actively using the product or service they have purchased. They may seek assistance or support, provide feedback, or engage with your business through various channels

RENEWAL

If the customer has a positive experience with your product or service, they may become a repeat customer. Satisfied customers may become advocates for your business, recommending your products to others