Customer's Journey

| **Phase** | **Response to question** |
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| Awareness | Zezan is proactively looking at our store for the newly arrive unique and durable vintage objects we are selling. We, therefore, want to make sure that he is fully aware of the product we have in our hand on time. |
| Interest | We want to emphasize imagery with possible description of the product dimension, product durability, the made of what, etc accompanied by high resolution bright and light images. We want to assure to our customer that we are a continent store embarking customer interest at the top of our balanced scorecard. Also want to emphasize our unique products are history tellers durable vintage and decorative object that fits the interest of Zezan. |
| Desire | We want to show some stories of individuals with similar backgrounds and needs to **Zezan** as part of our ad so he can see that our product fits in his life. |
| Conversion | We want to make sure that our first Facebook massager ads, with price discount, goes to Zezan to be the first customer to test the result of our online ads for our best vintage and decorative goods he wants. |
| Advocacy | We want to provide the best possible customer service, reach out for testimonials after **Zezan** starts buying from us as a result of online ads and provide opportunities for him engagement via Facebook and Instagram in the form of posts he can like and share and questions he can answer and respond to. Also want to give him an opportunity to share sales and codes with his friends. |