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|  | Awareness ⇒ | Interest ⇒ | Desire ⇒ | Action ⇒ | Loyalty |
| Activities | Conduct Market Research, Create awareness research, Launch Marketing Campaigns | Provide detailed information, offer product comparison  | Create Personalized offer, Highlight benefits | Streamline the Purchase Process (friendly checkout)  | Provide Excellent Customer Support, Offer Exclusive Benefits, Engage on social media |
| Goals | Increase Brand Awareness, Capture Attention, build trust | Maintain interest, Educate and inform.  | Generate Purchase Desire, Build Trust and Confidence | Encourage potential customers to take the final step and make a purchase. | Building long-term relationships with customers |
| Thoughts | Customer is aware of their needs; they might have questions about their needs | Potential customers might be seeking more details about your product | Customers might be interested and motivated to make a purchase. (Considering price)  | Customers finalizing their decision, ensuring they have selected the right product/service for their needs. | evaluating their overall satisfaction and considering whether to continue their relationship with your brand |
| Emotional State | Curiosity, Uncertainty, and Seeking Information | **Excitement** - Customers potentially finding solutions. **Hesitation:** Customers needing reassurance that your product will deliver the result promised.  | **Fear** of missing out if they don't take advantage of the opportunity. | customers may feel a sense of **accomplishment** and excitement about their decision to make the purchase. | customers may feel a sense of **trust**, **connection** with your brand, and desire to maintain their relationship |
| Touchpoints & Channels | Social media ads and Search Engine Results: | Website content, Email, Live chat | Personalized Offers, Customer Support, Social Proof | Payment Methods (Offer various payment options), Order Confirmation(email) | Email Marketing (Send personalized emails with relevant offers, updates, or exclusive benefits to your loyal customers) |
| Objectives | Grab Attention, Generate Interest, Encourage further exploration  | Provide relevant info, address concerns,  | Create Desire, motivate potential customers to act and make a purchase. | Drive Conversion, Enhance Customer Experience, Increase Order Value | Nurture Customer Relationships, Increase Customer Lifetime Value |