

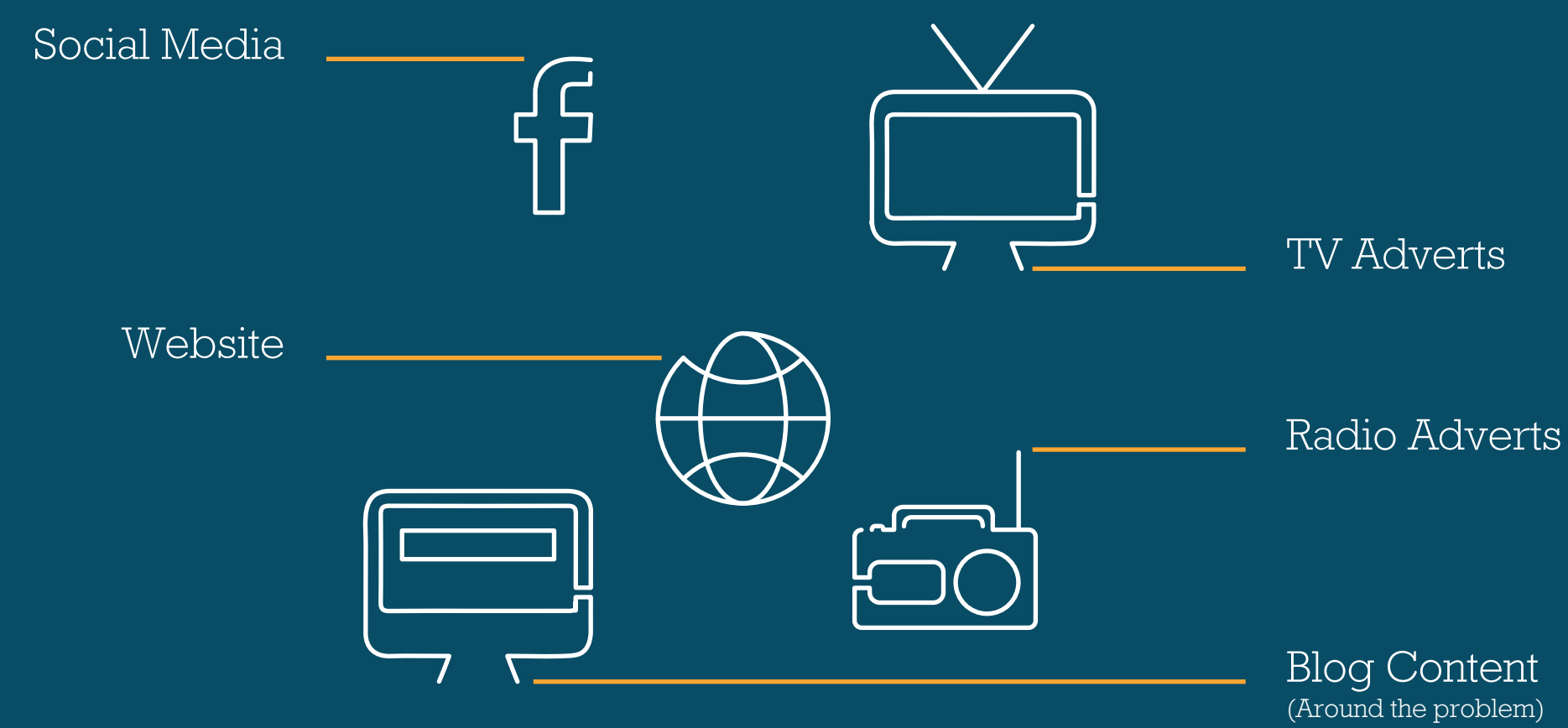
# What is the consumer journey?

The consumer journey is a **four-stage process** that a stranger takes with your brand to become one of your **biggest promoters**.

## ANALYTICAL GOALS

- Gather MQLs
- Gain attention
- Promote brand awareness
- Provide helpful content that alerts people to you as a solution

## MESSAGING CHANNELS



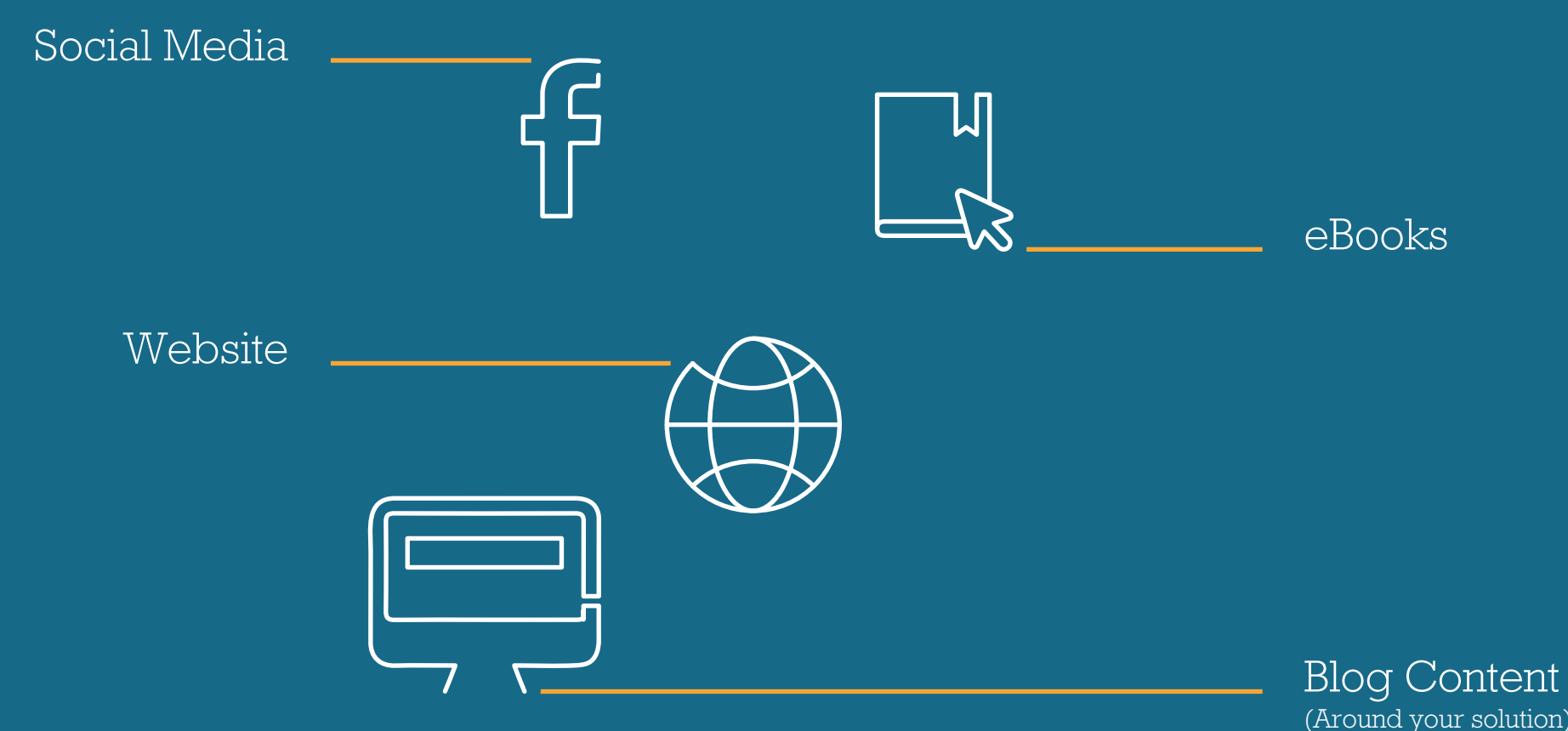
## AWARENESS

Buyers are **not aware** of their challenge yet, and are not aware **how your brand can solve their problem**.

## ANALYTICAL GOALS

- Gather and nurture SQLs through online forms and contacting the brand
- Gain web and blog traffic as you showcase your solution and set yourself up as a helpful resource

## MESSAGING CHANNELS



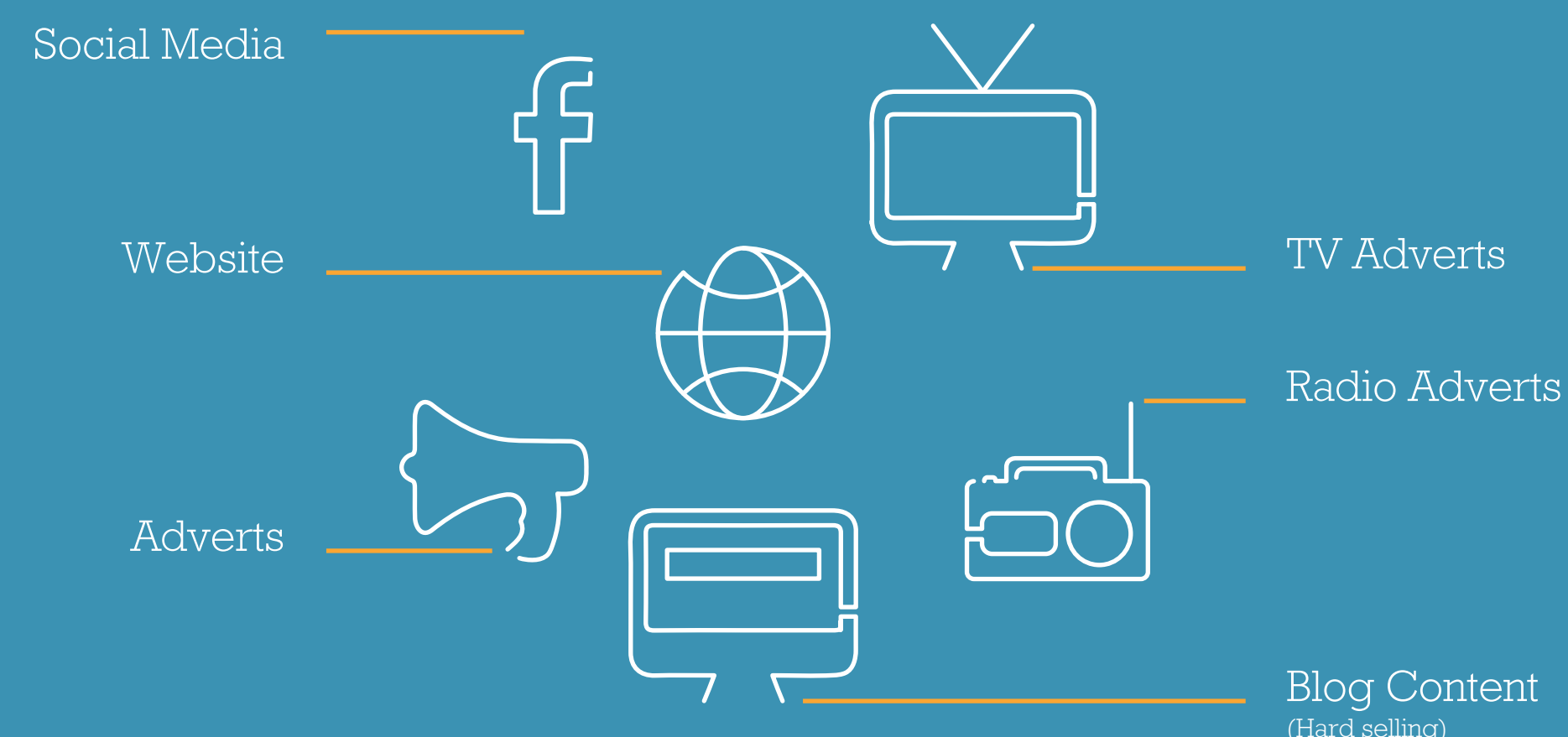
## CONSIDERATION

Buyers now **know what their problem** is and evaluate the different solutions available to them.

## ANALYTICAL GOALS

- Convert SQLs to leads
- Improve ROI with a larger customer base

## MESSAGING CHANNELS



## DECISION

Buyers are armed with knowledge about what the best solution is to their problem, and are **now looking to buy the service or product they need**.

## ANALYTICAL GOALS

- Keep existing customers
- Gain additional promoters to help share brand information



## PROMOTION

Buyers are **now customers** and through excellent customer service and continued care become **evangelists for your brand**.