

Mapping Out The Buyer's Journey

	AWARENESS	INTEREST	CONSIDERATION AND PURCHASE	USAGE AND RETENTION	ADVOCACY STAGE
Activities	Researching a problem or need.	Exploring various solutions and products.	Comparing features and prices and buying.	Using the product or service.	Recommending the product to others.
Touchpoints	Online advertisements, social media, etc.	Company website, product reviews.	Blogs, customer support, e-commerce platforms, sales reps, etc.	Company's customer service, company website, etc.	Social media, company website.
Thinking Some questions they may ask include:	What problem or need am I facing? How important is it?	What options are available to solve my problem? Why should I explore this further?	What features are most important? How does pricing compare? Who has the highest quality reputation? Is this the right decision for me? Am I getting value for my money?	How do I integrate this into my daily life? Am I getting the benefits I expected?	How satisfied am I with the product? Would I recommend it to others?
Feelings and Needs Possible answers include:	Frustrated with a problem.	Curiosity, desire for more information.	Excitement, confidence in decision.	Satisfaction, meeting expectations.	Delight, loyalty to the brand.
Pain Points	Lack of information.	Information overload.	Uncertainty about choice, payment process issues.	Product use difficulties.	Recommending the product to others.
Opportunities for Improvement	Analyze your content to ensure it addresses the key pain points of your audience.	Create content tailored to specific segments of your audience.	If you see customers have lots of questions about how your product compares to competitors, create a simple feature matrix they can reference.	Establish a system for regular check-ins to gather feedback.	Encourage customers to share their experiences through testimonials, reviews, or user-generated content. and offer loyalty programs with exclusive perks.