



# Consumer Triggers & Support Responses

*Trigger — what moves them to the next stage?*

*Response - How can I support them?*

**Unaware**

**Problem  
Aware**

**Solution  
Aware**

**My  
Solution  
Aware**

**Most  
Aware**



# Customer Triggers & Support Responses

*Trigger — what moves them to the next stage?*

*Response - How can I support them?*

**Connection**

**Consideration**

**Conversion**

**Service**



# Loyalty Motivations & Support Plans

*Trigger — what is their motivation?*

*My Support Plan*

**Return**

**Referral**

**Recommendation**