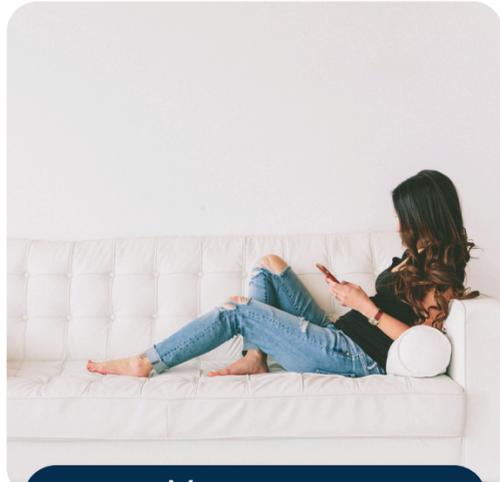


The Consumer Journey



Unaware

Difficult to Reach

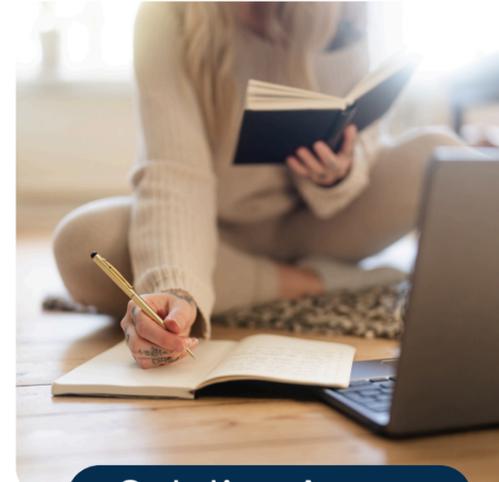
Only learns about what you offer through a secondary means.



Problem Aware

Difficult to Reach

Begins to research online, ask friends, seek to understand their problem.



Solution Aware

Inbound Marketing

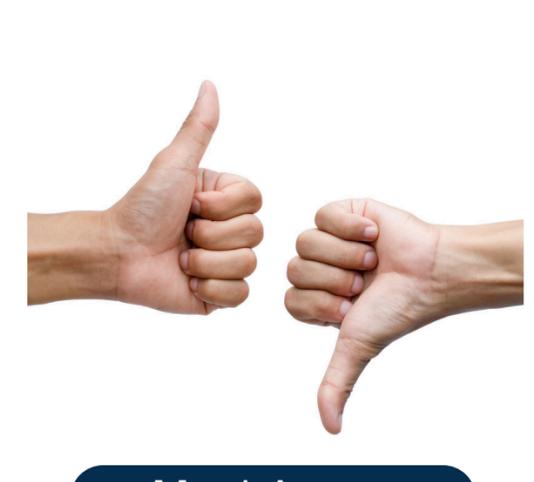
Actively seeking a solution, reading blogs, Googling, etc. Lead magnet prospects.



YOUR Solution Aware

Email Marketing & Sales

In discovery mode to determine next steps.



Most Aware

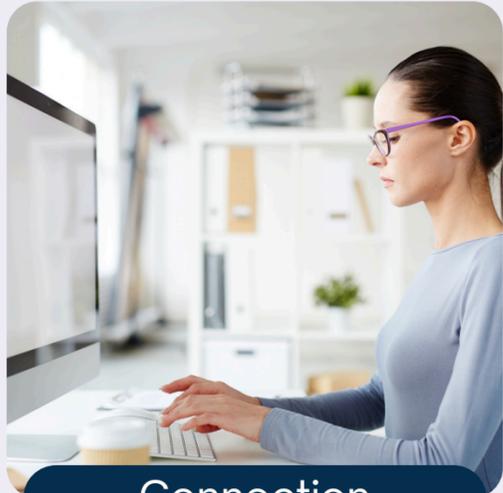
Email Marketing & Sales

Decides if your business is or is not for them.

How do people discover and learn about your solution?

Eugene Swartz, 1966

The Customer Journey



Connection

Beginning the Process

Reaches out to you to begin the process of knowing more.



Consideration

Weighing Options

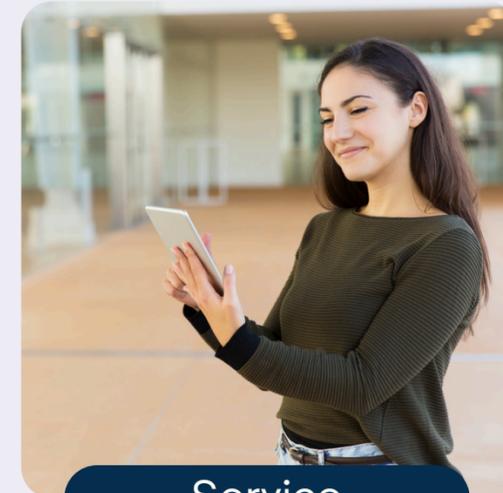
Comparing your to other options and working through their own process.



Conversion.

Decision Made

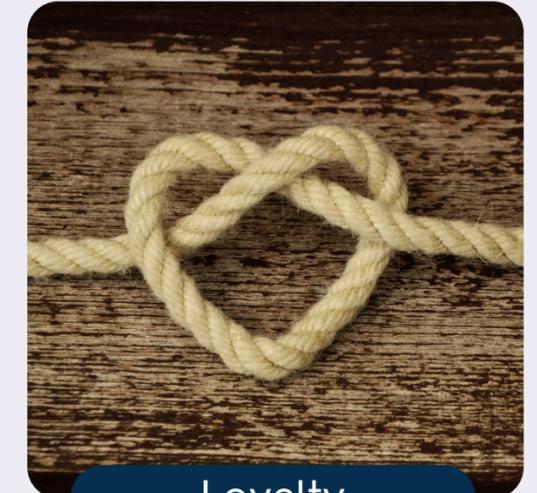
Ready for to move through the sales process.



Service

The Making of a Happy Customer!

It's time to deliver your product or service! Wow them!



Loyalty

The Real Relationship

You support them and they support your business back.

How do you move people through your business?

BeMOREBusiness

BeMoreBusiness.com