

## Your Audience

## Your Actions

### UNAWARE

Prospect is in a state of ignorant bliss - they don't realise they are experiencing a problem or pain.



Make them aware of the problem or pain. Content that highlights how this problem is showing up in their life and preventing them from having what they want. E.g. Paid Facebook campaign to reach new audiences

### PROBLEM AWARE

Prospect discovers a problem and becomes aware of their pain, but they don't know what to do about it. Conducts research to understand more about their problem & pain.



Education of the problem and the impact on their life if they don't do anything about it. E.g. blogs, checklists, eBooks.

### SOLUTION AWARE

Prospect has clearly identified their pain or opportunity and researches solutions.



Education of solutions, methods and/or approaches. Exhibit the benefits the prospect will receive if they decide to work with you. E.g. webinars, case studies, demonstrations.

### EVALUATION

Prospect has decided on the solution and is researching brands and vendors to deliver that solution, with the intent to purchase from the appropriate provider.



Education of business/brand, and benefits of choosing you and your solution. Make it easy for the prospect to process and validate the reasoning to choose you. E.g. trials, testimonials, comparisons.

### EXPERIENCE

With great customer service, the customer can easily become loyal to the brand.



Continuous value and learning to make them feel special. E.g. post-purchase satisfaction email automation, explainer videos for products, loyalty program.

### RE-PURCHASE

With a great continued experience, customer may become interested in repurchasing goods/services.



Continuous touch points and value with opportunities to upgrade, expand or add new products. E.g. personalised email automations, Facebook retargeting, Organic social media.

### ADVOCACY

Customer becomes an advocate of the brand/product/service and refers others.



Opportunities and incentives to talk about brand/product, review and recommend. E.g. Organic social media, Testimonial program, referral program.