eCUSTOMER PURCHASE PATH

DISCOVERY (↓CAC) (↑AOV)

Your customer discovers you for the first time, and learns that you can get them from pain to gain.

Your customer is researching you, ultimately vetting you for fit, asking themselves - can you deliver on their transformation?

Your customer makes the commitment and purchases from you for the first time. They believe you are going to deliver on their transformation.

EXPERIENCE (♥)

Your customer is in a heightened state of anticipation while waiting for your product(s) to arrive in the mail.

Your customer receives your product, unboxes it, and experiences it for the first time. This is the reveal, the "unboxing," the ultimate test of your value.

Your customer judges, to themselves or publicly, whether or not your product/brand lived up to their expectations. Validation or separation?

LOYALTY (↑CLV)

Your customer purchases more products from you, and completes their transformation.

Your customer is your evangelist who loves everything you do, and screams your name from the rooftops.

$0

ATTENTION → CONSIDER → TRANSACT → SHIP → UNBOX → REVIEW → REPEAT PURCHASES → FANATIC

You win your customer's attention on one of your channels:

- FB/IG, Google TikTok, Snapchat, Pinterest, YouTube
- Affiliates, influencers
- Pop-up shops, wholesale, brick and mortar stores

You prime your customer to buy. You excite, educate, and handle objections through content and offers:

- Website: homepage, product pages, reviews, social proof, videos, photos
- Social media rabbit hole
- Opt-in to access offers, join email and/or SMS list
- Welcome and abandoned cart flows (email, SMS)
- Retargeting pixel, receive dynamic ads
- Remarketing to everyone after this point

The perceived value of your offer ultimately outweighs the cost, and your customer purchases:

- Offer attributes value stack testing/validation
- Front-end offer market fit
- AOV offers: bundles, BNPL, Free shipping, post-purchase upsells (onsite, email, ads)
- Offer merchandising
- Checkout onwards experience

You ship the order, as efficiently as possible, while enhancing your customer's experience while they wait:

- Shipping update emails and/or SMS
- Shipment tracking landing page that is also used for croselling/merchandising products
- Shipping times

Your product arrives and it's the first time your customer makes physical contact with your brand. Every aspect of the experience matters, in order to excite and retain:

- Shipping update emails and/or SMS
- Shipment tracking landing page that is also used for croselling/merchandising products

You prioritize collecting reviews from customers to leverage as social proof in all areas of your marketing campaign:

- Email and on-site automations to collect reviews and user-generated content (UGC)

You focus on campaigns that increase retention and grow Customer Lifetime Value

- Loyalty programs
- Campaign emails
- VIP segmentation and offers
- "Hot ads"
- New product launches

You facilitate and incentivize fanatics to share the love:.

- Referral marketing
- Customer social sharing
- Friends and Family codes