

# THE 8 CRITICAL STEPS TO THE CUSTOMER VALUE JOURNEY



## 1. AWARENESS

This is when somebody becomes aware of your brand or product. A prospect sees an ad or hears about you via a referral. The goal of this stage is not necessarily to make a sale, but to generate awareness.

At this stage, you'd use tactics to amplify your exposure, such as display advertising, your social media strategy, SEO, Google AdWords, YouTube. You must figure out how to get in front of as many of your best prospects and show them your brand understands them.



## 2. ENGAGE

It's at this stage that a glance becomes a stare. It's when a prospect reads a blog post, engages on social media, watches a video, reads a case study on your website. Here you start to prove to them that your brand can help solve their problem and you are an authority in your industry or vertical.



## 3. SUBSCRIBE

A prospect takes an action and opts in to receive your content. This gives you the ability to follow up because the prospect has given you their name, contact info and permission to send them more content or offers.

You can use a lead magnet to capture a subscriber such as a free report, quick tip guide or video to provide something of higher value.



## 4. CONVERT

Something fundamental happens at this stage; there's a conversion in the relationship, a slight change as the prospect becomes more of a customer making a commitment. Whether it is time or money, there is a commitment at this stage that radically changes the relationship.

At the convert stage, your prospect makes a small purchase (trip wire), schedules a demo, signs up to attend a webinar, or books a discovery call with someone from your sales team.



## 5. EXCITE

At this stage of the Customer Value Journey, you must excite your customer by providing tremendous value from the initial transaction. You want to offer them VIP treatment by nurturing the relationship with real value. They don't need to be transformed necessarily, but something needs to happen that makes them get excited about the fact they did business with your company.



## 6. ASCEND

The ascend stage is where you will make the most of your margin for your business. Here's where you get their buy-in into your core offer. Additionally, here you will upsell and cross-promote during their customer lifetime. Nailing this stage down will bring the most immediate lift on average order value and positively impact your profitability. Since you've already incurred the cost of acquiring this customer and are increasing the sales ticket amount, you are driving the cost per acquisition down as well.



## 7. ADVOCATE

Here's when a happy, successful client gives you a testimonial or a case study. You must serve them so well that they are eager to tell others about their great experience. The testimonials you get from your happiest customers will superpower your effectiveness at moving future customers through the stages of the Customer Value Journey and will also ensure that your advocates are repeat customers.



## 8. PROMOTE

This is when your most successful customers are so happy with your brand and the experience your organization provides them, they are eager to tell their friends about you. They become a promoter of your brand and products as affiliates or resellers.