

THE CUSTOMER VALUE JOURNEY

The Customer Value Journey is the systematic process that every prospect takes to become a customer (and later, a promoter) for your brand. Implementing this marketing strategy will create a predictable roadmap for you to build trust and engagement with subscribers & move them to each step that naturally results in a sale. The Customer Value Journey is a must-have for any digital marketer who wants to increase revenue & improve retention and customer happiness through marketing & sales.

I didn't create the Customer Value Journey. It's a marketing technique that has been in the online marketing space for years. It has been an instrumental tool for my clients to understand the importance of a well-thought marketing strategy that puts the customer first through results-driven relationships. I hope you find as much value and success in following this roadmap as my clients have when they've implemented it!



1 AWARENESS

The first step is all about creating brand visibility and awareness through social media, paid advertising and other top of funnel initiatives to increase visit to your website. This is always your first point of contact with potential buyers.

2 ENGAGEMENT

Creating content that will spark engagement and community among visitors with the intent to share value, knowledge, information is necessary because it will instantly position you as a leader in your industry.

3 SUBSCRIBE

Arguably the most important step is extending the invitation to visitors to give their contact information to you in exchange for free content, products, etc. Once you have their information, & permission, you can begin directly sharing value.

4 CONVERT

Once your subscribers have built trust and confidence in your brand, they convert from a prospect to a buyer after exposure to your promotional / launch content. Typically the first sale would be a lower priced option, not a high-ticket item that requires a lot of financial and time commitment from the buyer.

5 EXCITE

This step delivers a phenomenal experience post-sale. This step is where buyers may begin to think about additional purchases from your brand, depending on how well you execute this step.

6 ASCEND

Following through with the excitement derived from the previous step, this step is the point at which your buyer is ready to buy more. This is where Upsell Campaigns should focus on relevant "next step" offers that should be a natural transition for your buyers.

7 ADVOCATE

Creating a community of happy customers who have received value, results and success from your offers is critical to helping scale the business through customer-driven feedback. Advocates are not necessarily promoting your brand and offers directly, but they are responding favorably when asked about their experience. They're also happy to be featured as Spotlight Members, provide testimonials for use on social media and other public channels, and will engage positively when asked to participate.

8 PROMOTE

This final step of the Customer Value Journey is different from the previous step because these customers are actively seeking opportunities to share about your brand and offers. They are willing to take a more proactive approach to community-led promotions through joint partnership or affiliate marketing. When you have an active robust group of promoters for your brand, you will see an increase in revenue, more qualified prospects generated through affiliate outreach, and higher retention for memberships.