

# YOUR CUSTOMER'S PURCHASE JOURNEY

		YOUR ACTIONS TO CUSTOMERS	YOUR COMPETITION	IMPROVEMENT OPPORTUNITIES
PRE-PURCHASE	<i>Awareness</i> FIND YOU			
	<i>Consider</i> EVALUATE			
POST-PURCHASE	<i>Purchase</i> CHOOSE YOU			
	<i>Experience</i> LIVE YOUR BRAND			
	<i>Advocate</i> LOYAL FRIEND			