



# A Buyer's Journey

## Awareness Stage

## Consideration Stage

## Decision Stage

**Awareness:** Researching/defining the problem

Sarah has a need and is in the awareness stage doing some "educational research" to understand, frame, and give a name to her problem. Here is what you need to know.

- > **How is she defining the problem she has?**
  - Why does my lower back hurt?
  - What are the main causes of lower back pain?
- > **What caused her to start researching solutions to her problem?**
  - Pain Persisted for more than a week
  - Pain became too much for them to deal with
- > **Where is she researching to become more aware of the solutions available to her?**
  - Using a search engine to ask questions
  - Talking with friends who have had similar pain
  - Posting on Facebook to get outside information

**Consideration:** Considering the solutions available

Sarah has defined her need/problem, and is considering the solutions available to her. Here is what you need to know.

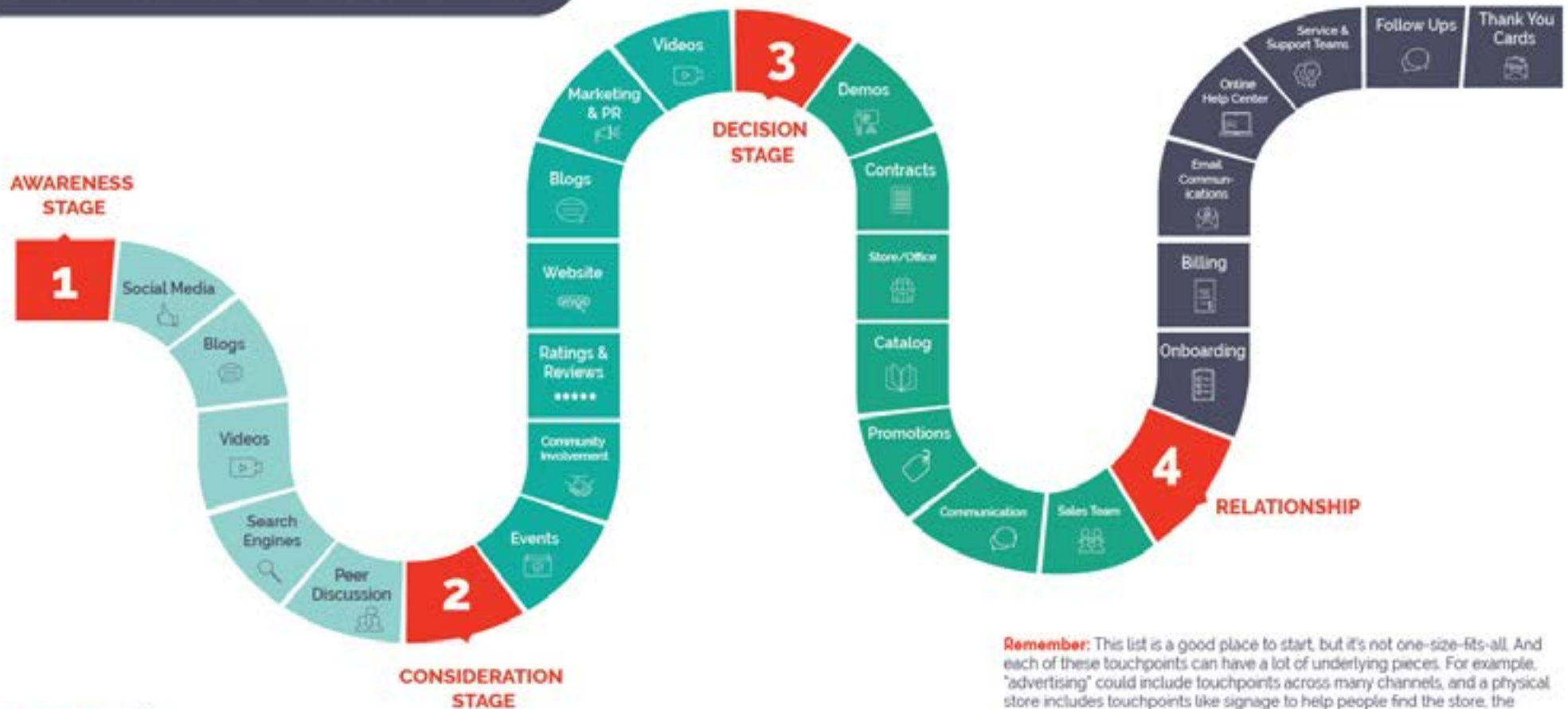
- > **What were all of the solutions available to her?**
  - Chiropractor
  - Yoga
  - Online resource for home remedies
- > **Where is she learning more about the solutions available to her?**
  - Blogs
  - YouTube Videos
  - Web MD (websites)
- > **Why did she consider the solution you provide to be the right one for her?**
  - Tried at home remedies, got no relief
  - Watched a Chiropractor video that explained her pain
  - Desire help from an expert
- > **Who is she initially considering?**
  - Chiropractor A (your business)
  - Chiropractor B
  - Chiropractor C
  - Clinic 1
  - Clinic 2

**Decision:** Chose a solution, now deciding which provider best meets their needs.

Sarah enters the decision stage of her buyer's journey. She has chosen a solution and has narrowed down her options. Why did your company make the short list? Here is what you need to know:

- > **Which solution providers is she vetting?**
  - Chiropractor A (your business)
  - Chiropractor C
  - Clinic 2
- > **What specific information helped your business stay in her vetting process?**
  - Online peer reviews
  - The resources you provided on your website
  - Price
  - Your Longevity
- > **What helped Sarah make the final decision to choose your company?**
  - A free first visit
  - The peer reviews convinced her of how good your service was
  - Certifications highlighted on your website

# Customer Touch Points



**Remember:** This list is a good place to start, but it's not one-size-fits-all. And each of these touchpoints can have a lot of underlying pieces. For example, "advertising" could include touchpoints across many channels, and a physical store includes touchpoints like signage to help people find the store, the parking lot, and the many different interactions that go on inside the store.