



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.

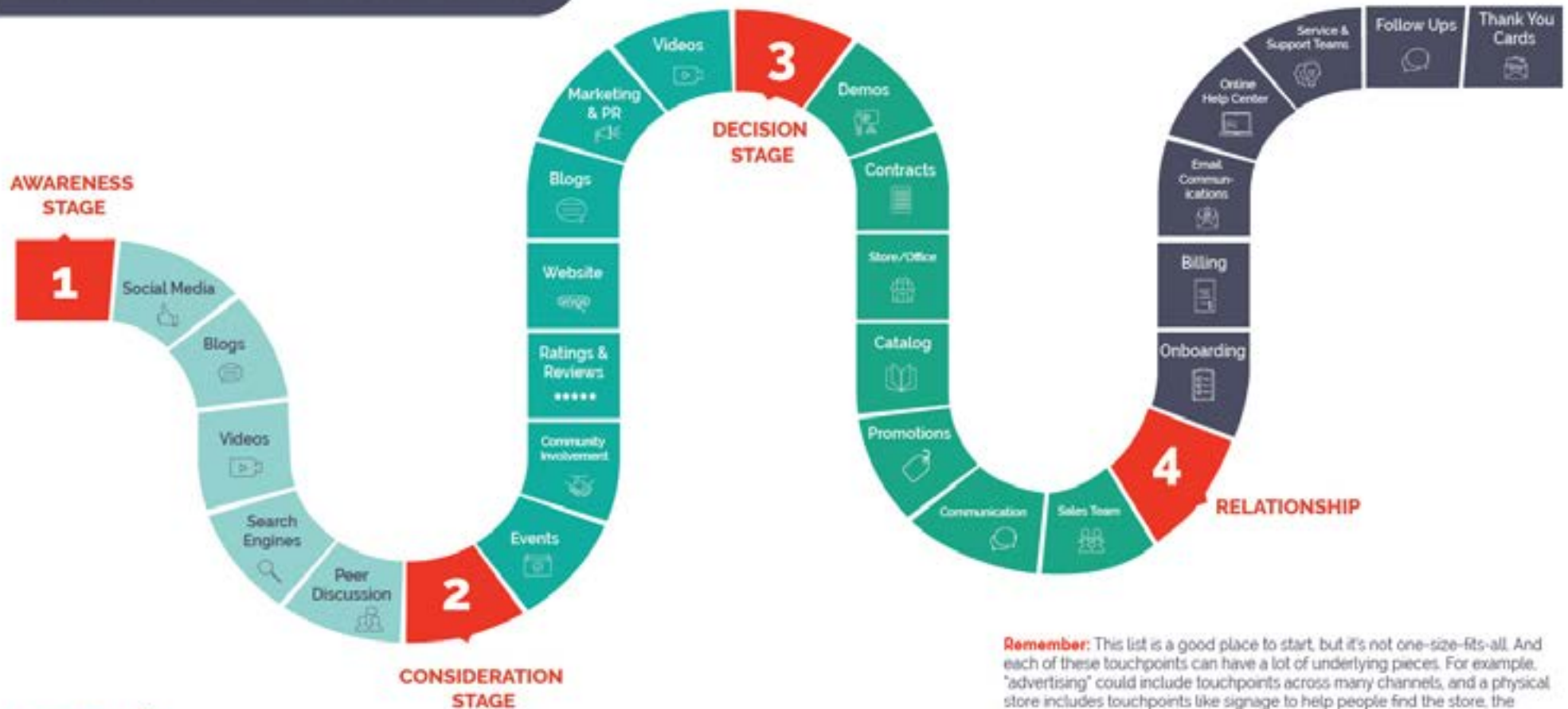
- > **What were all of the solutions available to her?**
 - Chiropractor - Yoga - Online resource for home remedies
- > **Where is she learning more about the solutions available to her?**
 - Blogs - YouTube Videos
 - Web MD (websites)
- > **Why did she consider the solution you provide to be the right 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.