

CHANNELS IMPACTING YOUR CUSTOMER'S JOURNEY

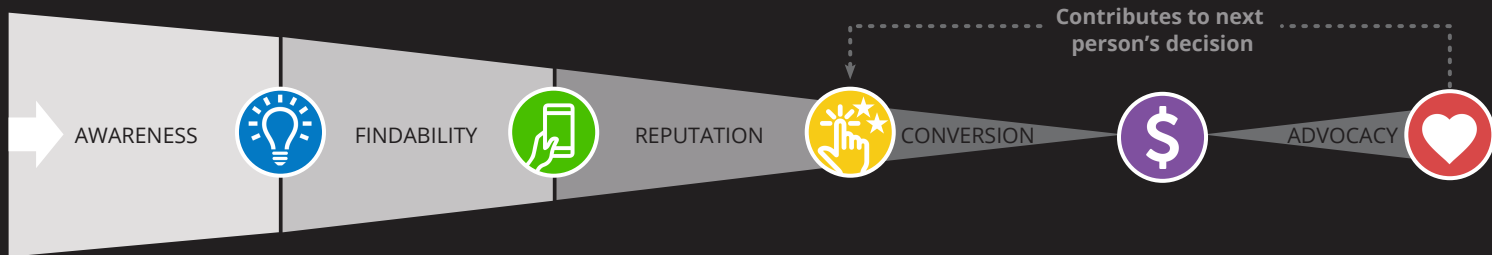
Buying decisions
are made online



Shoppers say they've
used online resources



Shoppers who visited a
store and used online
search before going in



STIMULUS

Social / search advertising
Email / text marketing
Loyalty programs
YouTube / Video ads
Television
Billboard
Online display advertising
Newspaper / Magazine
Radio
Word of mouth

SEARCH

Organic Search
PPC
Maps
Directories
Apps
"Near me"
GPS

RESEARCH

Blogs & Articles
Reviews
Social Media
Word of mouth

PURCHASE

Website
Online booking
Purchase via app
In-store purchase

Salesperson
Marketing Materials

EXPERIENCE

*Post-purchase expectations
vs. reality*
Social Post
Write a Review
Blog
Word of mouth

ASK FOR A FREE PERFORMANCE ANALYSIS FOR YOUR BUSINESS



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