

A background image of a misty mountain landscape with layers of green hills and valleys, creating a sense of depth and tranquility.

OUR SUSTAINABLE JOURNEY

OSJ | Our
Sustainable
Journey

STDC Framework

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Introduction

A customer journey consists of multiple touchpoints. You want to have an ideal mix of touchpoints with relevant content, catchy ads, CX and persuasion principles that inspire and help your audience.

Provide solutions that are relevant at the moment and place people prefer.

The See-Think-Do-Care framework by Avinask Kaushik provides a perfect approach to target the right groups with the right message through the right media.



SEE

Problem aware

*Capture attention.
Trigger emotion.*

THINK

Solution aware

*Provide more info.
Help in orientation.*

DO

Product aware

*Transfer intention into
action or conversion.*

CARE

Benefit aware

***Create loyalty and
advocate.***

***Trigger the next
action.***

What do the phases stand for and what's the goal per phase?

See

capture attention

The goal in this phase is **drive recognition** with the largest addressable qualified group with no commercial intent. The group is *problem aware*. Marketing activities are there to create reach, new visits, traffic, information, education, entertainment and inspiration to become top-of-mind

Think

Inspire/provide info

In this phase you want to target the largest addressable qualified group with some commercial intent. They are becoming *solution aware*. The challenge is that **your brand is taken serious as a consideration**. Marketing activities aim at engagement, share knowledge, inspiration and drive interaction. The main focus is to enable the group to compare between products, specs and competitors.

Do

transfer intention into conversion

This phase is **all about conversion** and targeting the largest addressable qualified group with strong commercial intent, close to making a purchase. Your potential customer has a serious intent to buy, knows what he wants and is convinced that you (or a competitor) the best option. Marketing activities in the DO-phase are about optimizing the purchase.

Care

create loyalty and advocacy

This phase is about loyalty; **turning customers in loyal customers and driving advocacy**. Loyal customers are fans of your brand/product, they talk about it and stimulate indirect sales among other people. Marketing activities and content in the CARE-phase are about customer experience, retention, surprising and spoil them, rewards and making sure they become back to buy more or become heavy users.

See

capture attention
Problem aware

Think

Orientation and provide more info
Solution aware

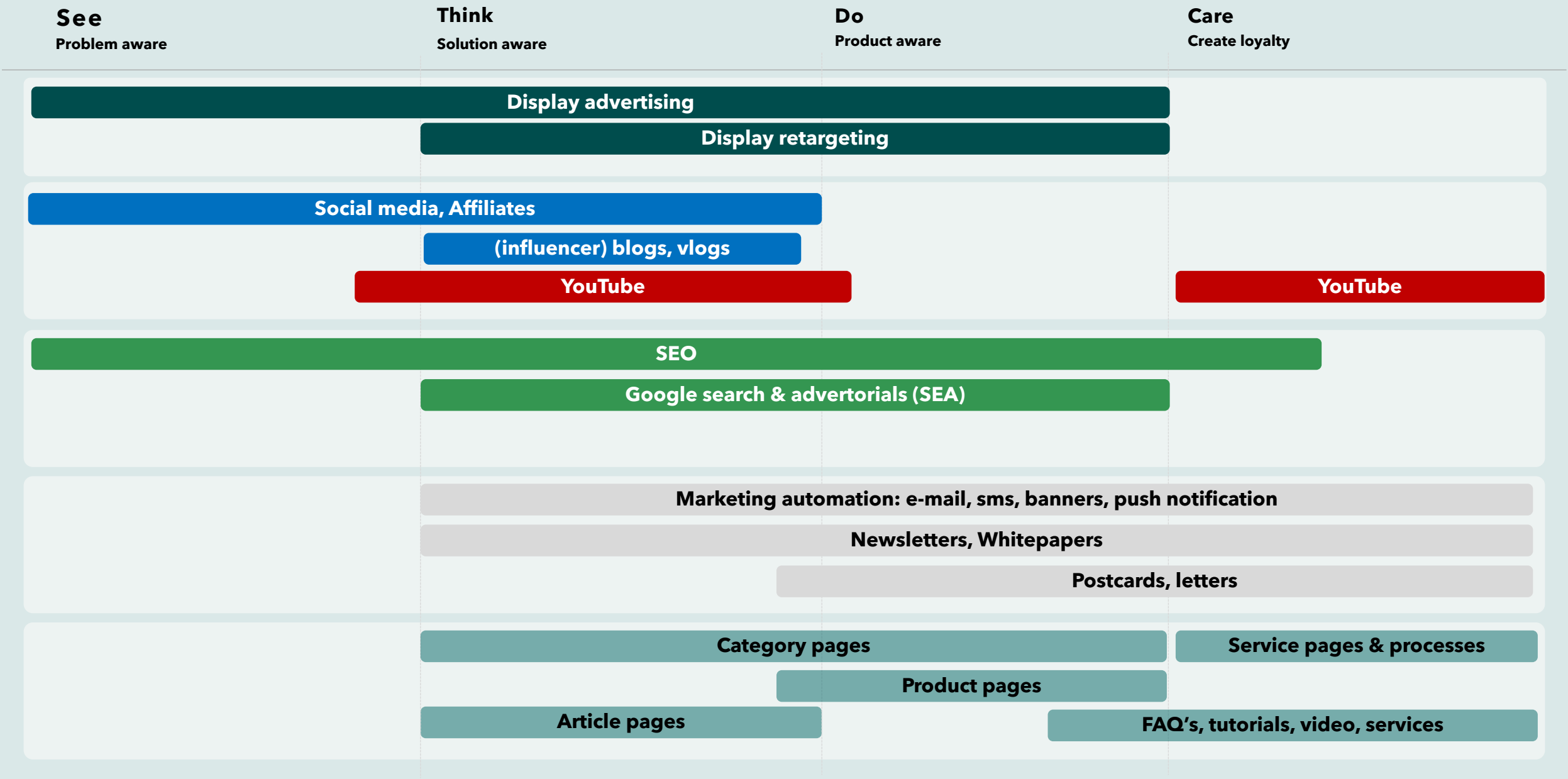
Do

transfer intention into conversion
Product aware

Care

create loyalty and advocate
Service/Help/Benefit aware





Let's create sustainable journeys

