OUR SUSTAINABLE JOURNEY

OSJ | Strainste

STDC Framework

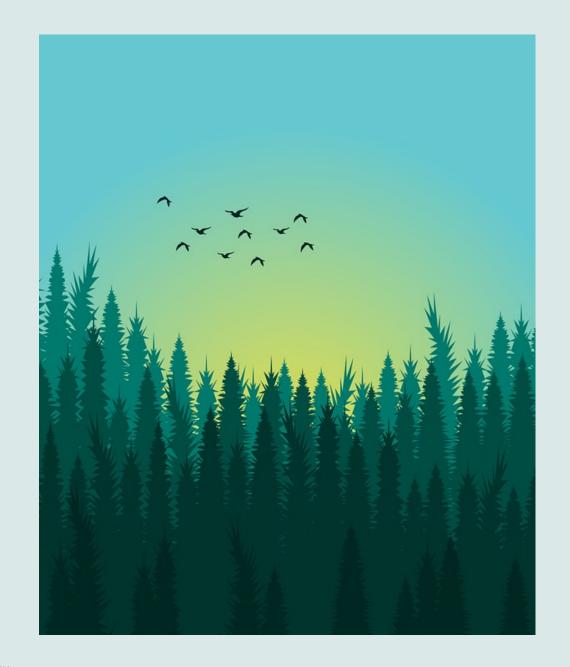
Roel Koolen

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.



SEEProblem aware

THINKSolution aware

DOProduct aware

CAREBenefit aware

Create loyalty and Provide more info. Transfer intention into Capture attention. advocate. Help in orientation. action or conversion. Trigger emotion. 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
Audience	Target the largest addressable qualified group with no commercial intent.	Target the largest addressable qualified group with some commercial intent.	Target the largest addressable qualified group with strong commercial intent, close to making a purchase.	Target the largest addressable qualified group that form loyal customers.
Message	Say what captures attention.	Provide more information or inspire	Say what transfers intention into action	Communicate what creates advocacy or loyalty
Research	What are your audiences hopes, dreams and fears? What do they think?	What does the customer environment look like? What do they see?	Why do they buy? What are decision criteria? Why don't they buy? Who influences them? What motivates?	How do you activate? What do they like? What is confusing? What improvements are needed? Do they use, refer, review?
Media	Social media, SEO, Display bannering, Youtube, Blog, newsletter, Video/TV/Radio	Social media, SEO, YouTube, E- mail, Display bannering, Retargeting ads, Categories, Articles, Video, Whitepapers	SEO, SEA, E-mail. Retargeting ads, Display bannering, Product pages, Affiliate, Owned, DM	E-mail, Owned, Video, Podcast, DM
КРІ	# or % interactions (platforms, ads), conversation, amplification, brand awareness, % new visits	CTR, Page depth, Per visit goal value, % assisted	Visitor loyalty, conversion rate, checkout abonement rate, profit (= rev - ad cost -cogs)	Customer lifetime value, likelihood to recommend, repeat purchases, usage, cross-buy
Goal	Drive fast recognition	Expand content base have relevant answers for what is searched	Optimize the purchase	Expand reach of owned media Capture existing customers





Let's create sustainable journeys





