

STDC Framework

Templates en instructies

Introductie

Klantreizen

Een klantreis bestaat uit allerlei touchpoints. Wil je impact maken? Creëer dan een ideale mix van touchpoints met relevante content, catchy copy, goede customer experience en de inzet van kennis over ons gedrag. Alleen dan inspireer, motiveer en activeer je jouw doelgroepen.

The See-Think-Do-Care framework van Avinash Kaushik stelt je in staat de juiste groepen, met de juiste boodschappen en de juiste media te bereiken.



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.***

Uitleg per fase

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

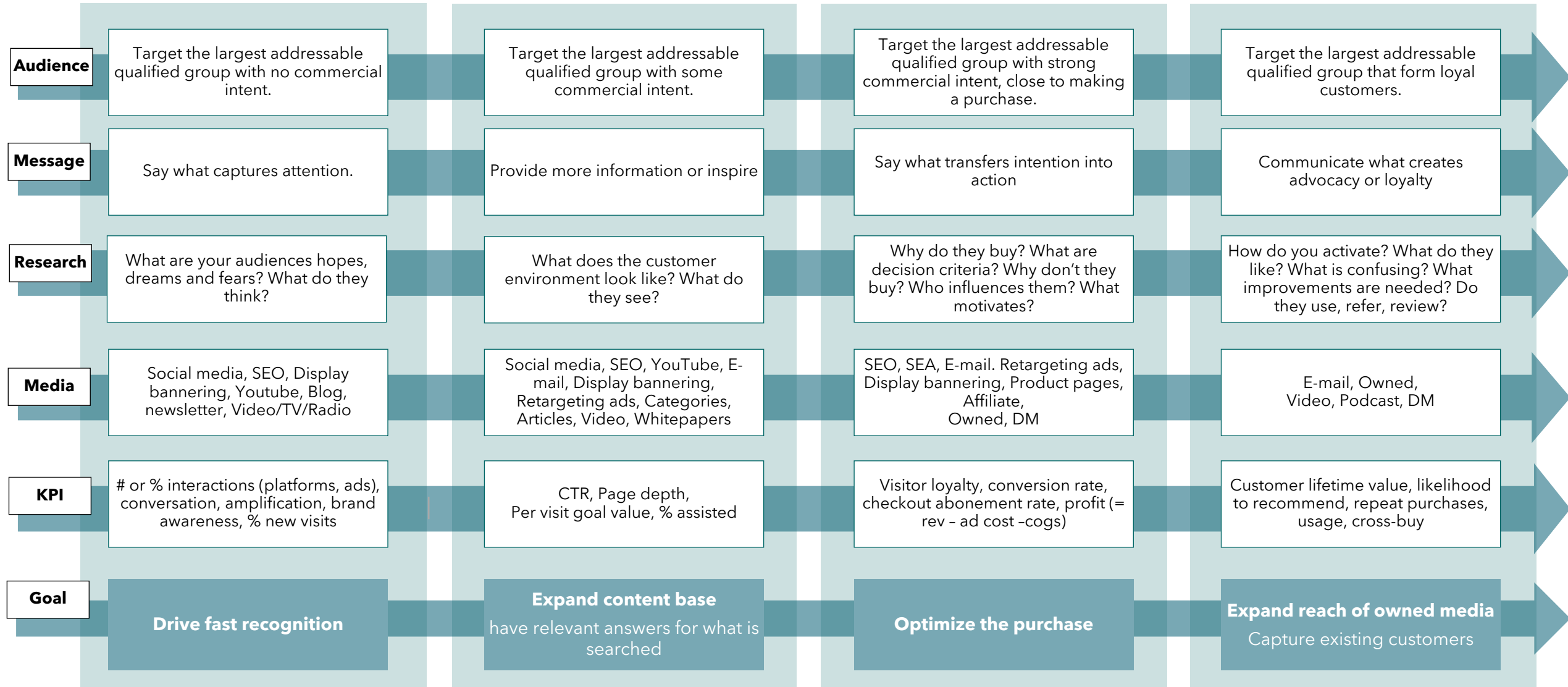
This phase is about loyalty; **turning customers in loyal customers and driving advocacy**. Loyal customers are fans of your brand/product, they talk about it and stimulate indirect sales among other people. Marketing activities and content in the CARE-phase are about customer experience, retention, 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



See
Problem aware

Think
Solution aware

Do
Product aware

Care
Create loyalty

Display advertising

Display retargeting

Social media, Affiliates

(influencer) blogs, vlogs

YouTube

YouTube

SEO, AI-tools

Google search & advertorials (SEA)

Marketing automation: e-mail, sms, banners, push notification

Newsletters, Whitepapers

Postcards, letters

category pages

service pages & processes

product pages

article pages

FAQ's, tutorials, video, services

Succes met je duurzame klantreizen 🦊



**Wil je samen aan de slag? Of
opzoek naar advies?**

Contact:
info@oursustainablejourney.nl