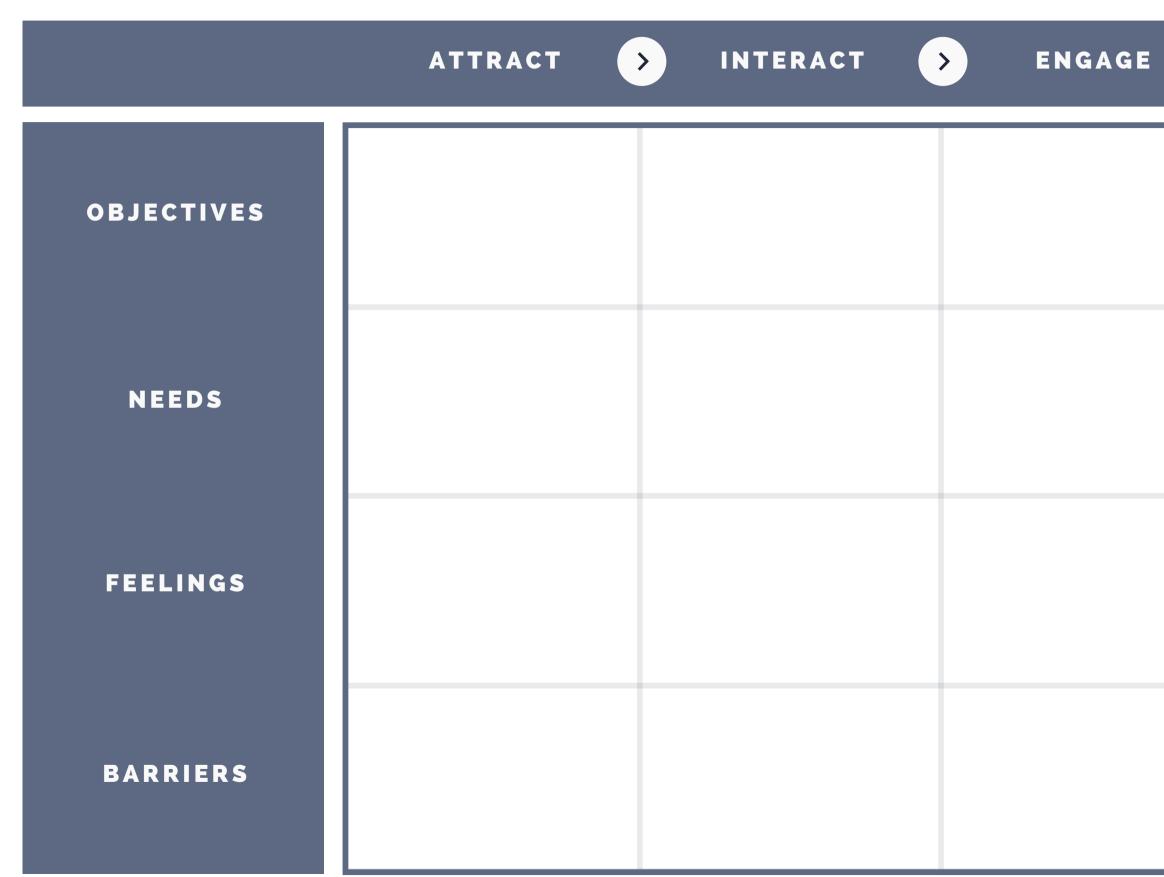
CUSTOMER JOURNEY MAP





>

CONVERT

ATTRACT Why do they need you?

INTERACT How do you tell them they need you?

ENGAGE How do you get their attention?

CONVERT What will make them purchase your product?