

CUSTOMER JOURNEY

AWARENESS

TOUCHPOINT: INSTAGRAM AD

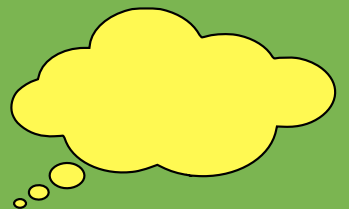


Adrianna came home after a long day. She goes to bed and has a look at her Instagram feed. She is scrolling on Instagram and comes across an advertisement: 'Where love and adventure brings people together'.

CONSIDERATION

TOUCHPOINT: WORD OF MOUTH

The next day she attends her daily yoga class. After the yoga session she sits together with her girlfriends at the lake. Her girlfriend Lima mentions that she would love to do a girlstrip. Adrianna remembers the ad from last night and starts talking about the Newpax ad.



PURCHASE

TOUCHPOINT: WEBSITE



Adrianna & Lima are looking forward to the trip so they are coming together at the sailing club to check out the Newpax website. They are completely convinced and ready to go on this girlstrip to Newpax. They contact Newpax. The girls booked their trip and are looking forward to visit Newpax.

SERVICE

It is their first trip to Newpax so we need to make sure that everything is perfect: check if everything is fine, fulfill their needs ...



ADVOCACY



After 2 weeks we send out an email where we ask the girls behind a testimonial. Afterwards we can publish this on our page.