

Customer Path Analysis - From Ignorance to Advocate

Everyone was once familiar with critical path analysis, though it's probably been burried in new terminology for our jargonistic times.

Probably the most critical path for any business is the customer path - how a prospect progresses from blissful ignorance of your existence to eventually becoming an advocate for your products or services.

This is a genuine voyage of discovery for the prospect - and a voyage of discovery too for the business that critically analyses this process. Getting this right will lead to more sales for your business.

Wearing The Hat's flagship service, Customer Path Analysis, provides an in depth understanding of who your customer is, their purchase motivations, and how to help them make progress along their journey based on response hierarchy models such as AIDA (Awareness - Interest - Desire - Action). Customer Path Analysis considers at each of these stages how to interact with the prospect, the hidden agendas of the Decision Making Unit, what marketing channels and messages to utilise, and what marketing communications collateral is needed for the job.

The end result is a roadmap for the business, detailing how to wield the tactical marketing tools to achieve sales success.

For a no obligation discussion of how Customer Path Analysis can deliver your business success, please submit our enquiry form or call us.