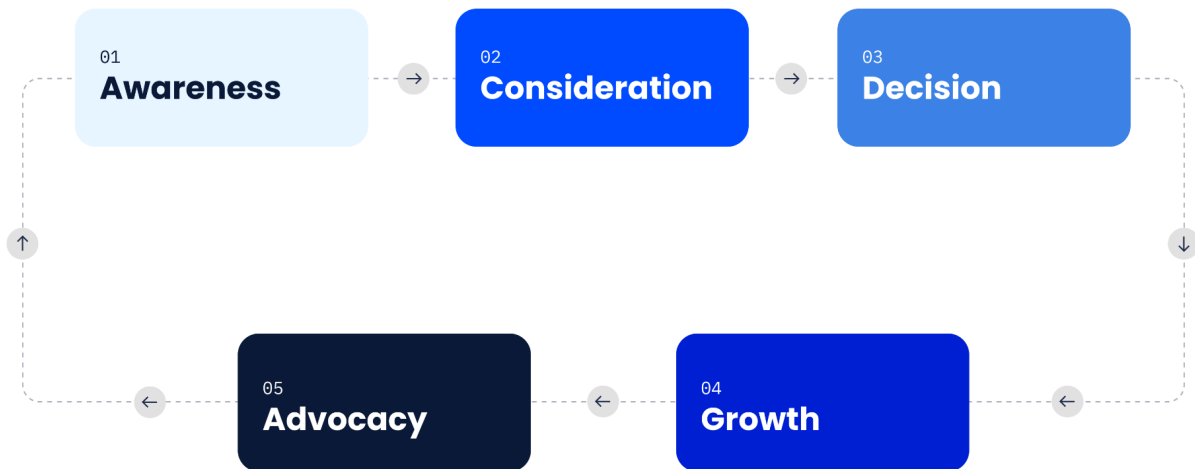


# The Customer Journey

A customer journey map is a visual representation of how a customer engages with your business throughout the entire customer lifecycle.

Giving you a bird's eye view of your business from the customer's perspective, you'll know precisely when, where, and how your brand engages with customers.



## What's happening in each stage?

- Awareness: Lead becomes aware of your business
- Consideration: Lead evaluates your business alongside competitors
- Decision: Lead is ready to purchase
- Growth: Customer needs the right messaging and resources to grow with you
- Advocacy: Loyal customer shares their positive experience with others

## Helpful Resources

- [Blog Post: What is the Customer Journey?](#)
- [Register now: Customer Journey Workshop](#)

Awareness	Consideration	Decision	Growth	Advocacy

**Want to learn more?**

This is an excerpt from Study Hall, our multi-day, in-person training workshop where you can learn the tools and principles required to run successful marketing and sales automation strategies for your business.

You can learn all about the Customer Journey and so much more by attending a Study Hall near you -- AND you can use promo code **ACTIVE** for 25% off the cost of the two-day workshop ticket fee!

[Get your tickets for Study Hall now!](#)