



THE MARKETING HOURGLASS (Customer Journey)



- ⇐ KNOW
- ⇐ LIKE
- ⇐ TRUST
- ⇐ TRY
- ⇐ BUY
- ⇐ REPEAT
- ⇐ REFER

The customer journey looks at all the touchpoints you have with your customers and identifies how you will engage them at every phase.

Marketing: Know, Like, Trust

Sales: Try, Buy

Service: Repeat, Refer