



Interest & Awareness

- Social/search advertising
- Email/text marketing
- Loyalty programs
- Youtube/Video ads
- Television
- Billboard
- Online display advertising
- Newspaper/Magazine
- Radio
- Word of mouth

Search

- Organic search
- PPC
- Maps
- Dictionaries
- Apps
- "Near me"
- GPS

Research

- Blog & Articles
- Reviews
- Social media
- Word of mouth

Purchase

- Website
- Online booking
- Purchase via app
- In-store purchase
- Salesperson
- Marketing materials

Experience

- Post-purchase expectations vs. reality
- Social Post
- Write a Review
- Blog
- Word of mouth