

# GIRLFRIDAYZ' CUSTOMER JOURNEY OVERVIEW

## HYBRID-BRAND MULTICHANNEL

Meet Girlfridayz's multichannel, where expert award-winning result orientated services are broken down and rebuilt anew. This epic expertise mapping in a way that empowers Startup & SME's to grow their business through grasping that the services work closely interlink with your customer's need.

◆ Brand visibility

◆ Prospect, Customer, entry point

 Services done for customers

# Services Buying customer Journey

<https://girlfridayz.com>

**DISCOVER**  
Social Media.  
Search, Reviews  
Word of Mouth

**CONSIDER**  
Research  
Learn, Call us  
Testimonials

**PURCHASE**  
Online purchase  
Store Purchases  
Order form Purchase

**SETUP**  
Startup Business Services  
Online Presence  
Social Media Marketing  
Admin Support  
Planning, Print Marketing  
Advertising, Directory Listing

**LEARN**  
Blog Articles, Local Event  
Business & Marketing ebooks  
Business & Marketing Self-contained Courses  
Marketing Playbooks, Cellar Membership

**ENJOY**  
Reading our Blog Articles  
Listening to our Podcasts  
Using our Business Tool Calculators

**MANAGE**  
Website Maintenance  
Yearly Website Maintenance Subscription  
Plans Updates, SEO  
Blog Updates, Creation  
Social Media Management

**SELF SERVICES**  
Online Booking Appointment  
Creating your accounts  
Sign up for Deep Pockets Loyalty Program  
Online Payment for services ordered

**EXPERT SERVICES**  
Website Design, SEO, copywriting,  
Website Migration  
Planning (Business & Marketing)  
Social Media creation and update  
Social Media Management  
Lead Generation, Business Goal  
setting, Business Support services  
Graphic Design, Admin services

**SHARE**  
Word of Mouth, comments  
Reviews, Referrals  
Social Media, Friends, Associates

**Feedback**  
Testinomial

**UPGRADE CYCLE**  
SME's Business Services, Online Presence  
Social Media Marketing, Admin Support  
Planning, Print Marketing, Lead Gen, survey  
Advertising, Directory Listing

SHOPPING STAGE

STANDALONE SERVICES