

# customer journey

## answer

beantwoord consumenten-  
behoeften en -vragen.

- website
- SEO
- SEA
- mobiele apps
- sociale media
- klantendienst

## educate

onderwijs de consument  
op vlak van merk en  
product.

- bannering / boosting
- productinhoud
- merkinhoud
- educatieve campagnes
- gebruikersinterface
- inhoudsboom
- richtlijnen
- inhoudspijlers
- programmatic buying
- virtual reality

## inspire

zorg ervoor dat de  
consument online meer tijd  
met je merk spendeert.

- sponsoring assets
- partnership assets
- productgerelateerde  
inhoud / actualiteit
- inhoudspijlers
- promotionele campagnes
- bloggen
- vloggen
- native advertising
- programmatic buying
- nostalgic marketing
- virtual reality

## motivate

voeg echte waarden toe  
om de consument te  
inspireren, maak het echt.

- life reporting events
- wees onder de mensen
- breng online / offline
- combineer je real life  
values in on- en offline
- nostalgic remarketing
- virtual reality

## activate

laat de consument  
het product kopen.

- duidelijke informatie over  
concurrenten om de koop  
te halen
- eerst vertrouwen, dan  
verkopen
- promotionele campagnes

# customer journey

## answer

consumer needs  
& questions

- websites
- SEO
- SEA
- mobile apps
- social media profiles
- customer service

## educate

consumer on brand  
& product

- bannerings/boosting
- product content
- brand content
- educational campaigns
- user interface
- content tree
- guidelines
- content pillars
- programmatic buying
- virtual reality

## inspire

let consumer spend more  
time with your brand online

- sponsoring assets
- partnership assets
- product related  
content/actuality
- content pillars
- promotional campaign
- blogging
- vlogging
- native advertising
- programmatic buying
- nostalgic marketing
- virtual reality

## motivate

add real life values to  
inspire the consumer -  
make it real

- life reporting events
- be amongst people
- bring: online / offline
- real life values we will  
combine in on- & offline
- nostalgic remarketing
- virtual reality

## activate

let the consumer  
buy the product

- clear C.I to get the sale
- first trust then sell
- promotional campaign