

UNDISCOVERED FOLLOWER

BRAND LOYALTY JOURNEY

FIVE STAGES TO CONSUMER ENLIGHTENMENT

01

AWARE

The consumer knows you're on the mountain, but doesn't know if you're leading the trek to the top or cleaning up the base camp.

ESTABLISH A POSITION



02

ATTRACTED

The consumer has started the climb with you. Make sure you don't fail to meet expectations, or s/he may fall into a brand crevasse never to be seen again.

BE AUTHENTIC!



03

DEVOTED

The consumer sees himself as key to the success of the expedition, but the journey can get difficult. Be sure to bring extra supplies to instill confidence.

GIVE NEW REASONS TO LOVE THE BRAND!



04

ADVOCATE

The consumer has been with you on a long journey, and is now willing to take the lead. Encourage that leadership. Hand him the flag to raise as he nears the summit.

OFFER EXCLUSIVE BENEFITS



05

GURU

Gurus (or Doplebranders) are those whose identity is tied up in your brand. It's more than a brand advocate, and like a Himalayan Yeti, it is very hard to find.

ADORE



AT ONE WITH THE BRAND