



# CUSTOMER JOURNEY

## 1 AWARENESS

To catch the attention of Solvaria's people, we start by flying a plane over their country with a banner. The banner will be visible from the ground, advertising that we have something special for their animals – a unique medicine only available in Libertasia. This advertisement will raise awareness and spark curiosity among Solvaria's citizens about the opportunity to help their animals live healthier, longer lives.



## 2 ENGAGEMENT

As the plane flies over, we will also drop flyers across the area. These flyers will contain more detailed information about the medicine and how Solvaria's people can come to Libertasia to help their animals. In addition, a large billboard will be placed in a high-traffic area where locals gather, such as food and drink markets. The billboard will provide essential information, like the location to find more details, and give a clear call to action on how to start the journey for their animals' treatment in Libertasia. This will allow Solvaria's people to take the next step and learn more about the life-changing medicine we offer for their animals.

## 3 CONVERSION

Once the inhabitants of Solvaria's have become curious, we encourage them to travel to Libertasia to obtain the unique medicine for their animals. The flyers include an invitation designed to inspire Solvarians to consider making the trip to Libertasia. Before the purchase takes place, we offer them a guided tour of our exclusive flora. During this tour, we provide detailed explanations about the ingredients of the medicine, which can only be found in our country. This step builds trust in our product. After the tour, visitors have the opportunity to purchase the medicine directly at our designated sales locations.

## 4 RETENTION

After providing the promising medicine, we focus on aftercare to strengthen our relationship with customers. We stay in regular contact to ensure their satisfaction and offer additional supplements when necessary, such as if a specific animal might benefit from an added ingredient. By gaining insight into the animals' needs, we can also suggest other medicinal supplements or exclusive care products tailored to deliver the best results for their beloved animals. This approach not only enhances trust but also opens opportunities for future collaboration.



## 5 ADVOCACY

Thanks to the noticeable improvements in their animals, we are confident that word-of-mouth recommendations will naturally spread. Animal organizations, related groups, or stores in Solvaria are likely to recommend our product to their clients, restarting the customer journey for new potential visitors. This cycle ensures that our product becomes an essential part of the lives of animal owners in Solvaria, increasing its visibility and importance in their community.