

CUSTOMER JOURNEY

Bob Michael citizen of Santa Purica

AWARENESS

Bob woke up and is about to start his day by feeding the animals but before that he reads the paper. In the paper, there's a flyer that talks about world farmers day in Novustika There's a discount for big families.



CONSIDERATION

The next day his kids come home from school with the news that they've seen posters throughout the city of Novustika's 'Farmer's day'.

Bob is interested because he likes spending time with his family. Especially his kids. During the family day, they can take long walks trough the capital/nature to see the land, animals and other farmers.



ACTION

A couple of days later there's again a flyer in the newspaper. Now it is one to register your attendance. He fills in the papers and tells his wives to book him and the kids a 2 day trip to Novustika.



RETENTION

When they arrive, Bob meets several other farmers and they share tips and tricks of their job. Later they all enjoy several walks.

LOYALTY

2 weeks after their trip, Bob receives a letter with pictures of other farmers land that is better thanks to Bob's tips and tricks. The kids are following some other kids from farmers on social media.

