SOCIAL MEDIA MARKETING CYCLE

1. Brand Message
2. Category Message
3. Product/Service Message
4. Sales/Promotion Message
5. Customer Service Message
6. Loyalty Message
7. Advocacy Message

Pre-purchase
Post-purchase

Customer Journey Touchpoints

Share
Awareness
Interest
Consideration
Use
Opinion
Conversion

- Marketing
- Corp. Communications
- Public Relations
- Sales
- Customer Service
- Human Resources