

Launch Your Business with Customer-Focused Marketing

Every business owner benefits from customer-focused marketing. When you tailor your efforts to where prospective customers are on the customer journey, you're more likely to get the results you want. Changing up your marketing strategy at different phases of the journey is better for your customers and better for your business.

What is marketing?

1

Creating meaning
& storytelling

2

Building relationships
of trust & credibility

3

Influencing your
customers along the
customer journey

What are the phases of the customer journey?

- 1. Awareness:** People learn about your products, services, or brand.
- 2. Consideration:** They consider whether or not to do business with you.
- 3. Purchase:** Customers buy your products and services.
- 4. Advocacy:** Customers share positive sentiments and experiences with your brand.

How do you market along the customer journey?

- 1. Reach** customers where they are to create awareness.
- 2. Engage** customers with relevant, compelling content.
- 3. Convert** by making it easy and enjoyable for customers to buy.
- 4. Sustain** by nurturing customer loyalty and encouraging brand advocacy.



Google tools can help you understand and connect with your audience across the customer journey



Google Analytics

Understand visitor behavior on your website or app

g.co/analytics



Google Business Profile

Manage business info across Google Search and Maps

google.com/business



Google Ads

Deliver relevant offers to potential customers

ads.google.com

Additional Resources

Google Primer

g.co/primer

Get quick, easy lessons on your phone, on topics like creating a business plan or finding remote work. Learn whenever you have a few minutes free, even on the go.

Quick Help

g.co/grow/quickhelp

Watch short videos to understand how to use Google's tools, find answers to frequently asked questions, and learn about new features.

Grow On Air

g.co/GrowOnAir

Sharpen your knowledge with on demand classes from Grow with Google OnAir. With classes in both Ads and Analytics, you'll gain the marketing skills you need to grow your business.

