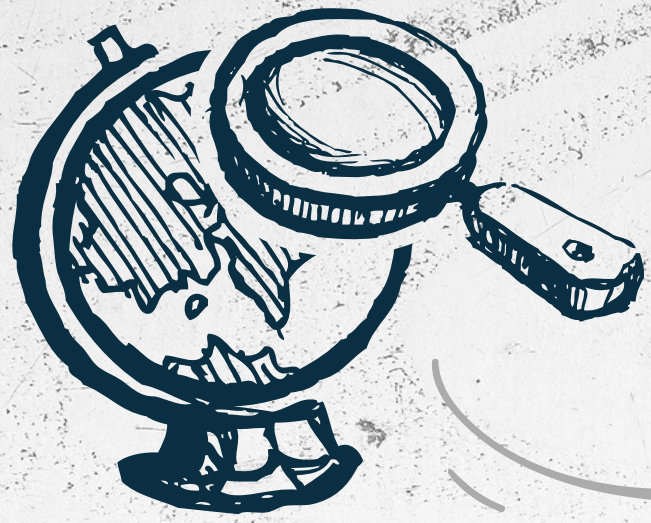




Customer Journey

TAILWERKS





The Five Stages of The Customer Journey

1. AWARENESS

"I know you exist."

A potential customer discovers your business.

2. CONSIDERATION

"Could you be the right choice for me?"

They research your business, compare options, and look for reasons to choose you.

3. DECISION

"I'm ready to choose you."

They take action: booking an appointment, making a purchase, submitting a form, calling, or walking through your doors.

4. RETENTION

"I had a good experience. I'll come back."

You deliver an experience that keeps the customer satisfied, engaged, and loyal.

5. ADVOCACY

"You should try them!"

A happy customer recommends your business, leaves a review, refers a friend, or shares their experience online.

Stage 1: Awareness

"How do people find you?"

Awareness is the first step in the journey. Before someone can become a customer, they need to know your business exists.

Common awareness channels

WEBSITE & SEARCH

- [ ] Google search
- [ ] Google Business Profile
- [ ] Organic search/SEO
- [ ] Blog content
- [ ] Service pages
- [ ] Local search
- [ ] Online directories

SOCIAL MEDIA

- [ ] Facebook
- [ ] Instagram
- [ ] TikTok
- [ ] YouTube
- [ ] Community groups
- [ ] Educational content
- [ ] Photos and videos
- [ ] Customer-generated content

OFFLINE VISIBILITY

- [ ] Exterior signage
- [ ] Vehicle signage
- [ ] Flyers
- [ ] Events
- [ ] Community sponsorships
- [ ] Partnerships
- [ ] Local networking
- [ ] Printed materials

WORD OF MOUTH

- [ ] Friends and family
- [ ] Existing customers
- [ ] Referrals
- [ ] Professional relationships
- [ ] Local businesses
- [ ] Community organizations

ADVERTISING

- [ ] Google Ads
- [ ] Social media advertising
- [ ] Local advertising
- [ ] Sponsorships
- [ ] Direct mail
- [ ] Retargeting

ASK YOURSELF:

- How are most of our customers finding us today?
- Do we know which channels generate the most leads?
- Can people easily find us when they're searching for our services?
- Does our website clearly explain what we do?
- Does our Google Business Profile accurately represent our business?
- Are our social media channels active and helpful?
- Is our physical location easy to recognize?
- Are we taking advantage of referrals and community relationships?
- Are we spending money on advertising without knowing what it produces?

Stage 2: Consideration

"Why should I choose you?"

Finding your business is only the beginning. Once potential customers know you exist, they start evaluating you.

WHAT CUSTOMERS MAY COMPARE

- [ ] Services
- [ ] Products
- [ ] Pricing
- [ ] Location
- [ ] Hours
- [ ] Convenience
- [ ] Availability
- [ ] Reviews
- [ ] Reputation
- [ ] Experience
- [ ] Credentials
- [ ] Technology
- [ ] Customer service
- [ ] Communication
- [ ] Staff
- [ ] Facilities
- [ ] Business philosophy
- [ ] Community involvement

But customers aren't only comparing what you **do.**

They want to know: **Will my pet be treated well here?**

And: **Will I be treated well here?**

Your culture can become an important differentiator.

CONSIDER WHETHER YOUR MARKETING SHOWS:

- [ ] How your team interacts with pets
- [ ] How you care for customers
- [ ] Your team's personality
- [ ] Your values
- [ ] Your approach to pet care
- [ ] Your community involvement
- [ ] Your workplace culture
- [ ] Behind-the-scenes moments
- [ ] Customer success stories
- [ ] Real people rather than only polished promotional content

Your consideration checklist

ASK YOURSELF:

- What makes us different?
- Is that difference obvious to customers?
- Can someone understand our value when visiting our website?
- Do our reviews support the experience we promise?
- Does our website answer common customer questions?
- Are our services easy to understand?
- Do our photos accurately represent our culture?
- Does our social media show our personality and culture?
- Are we giving customers reasons to trust us?
- If a customer compared us with three competitors, why would they choose us?

Stage 3: Decision

"How easy is it to choose you?"

You've attracted someone. You've convinced them that you're worth considering. Now they're ready to act. This is where even strong marketing can fail.

COMMON CALLS TO ACTION

Depending on your business, the next step might be:

- [ ] Request an appointment
- [ ] Book an appointment
- [ ] Call us
- [ ] Request pricing
- [ ] Sign up
- [ ] Contact us
- [ ] Visit our location
- [ ] Download a resource
- [ ] Send a message



THE FRICTION TEST

Try completing your own customer journey as if you've never used your business before.

1. Go to your website.
2. Find a service.
3. Try to book it.
4. How many clicks does it take?
5. What questions come up?
6. Where do you hesitate?
7. Where could you get frustrated?

EVALUATE YOUR BOOKING EXPERIENCE

ASK:

- [ ] Can customers easily find the next step?
- [ ] Is the booking button obvious?
- [ ] Can customers book online?
- [ ] Does the booking process work well on mobile?
- [ ] Are there too many steps?
- [ ] Do customers know what information they need before booking?
- [ ] Do they receive confirmation?
- [ ] Are reminders provided?
- [ ] Can customers easily contact someone if they have questions?
- [ ] Are there unnecessary barriers between "I want this" and "I'm doing this"?

The quickest way to lose a potential customer?

A poor phone experience.

Service Delivery

Getting a pet owner through your door is a great milestone, but the real opportunity is getting them to return. This is where understanding where their journey started, and what matters most to them and their pet, can help you create an experience that keeps them moving through the rest of the journey.

MAKE THE FIRST IMPRESSION COUNT

- [ ] Make the environment welcoming, clean, and comfortable.
- [ ] Greet the pet owner and their pet warmly and promptly.
- [ ] Use the pet's name whenever possible.
- [ ] Introduce yourself and explain your role.
- [ ] If there is a wait, acknowledge it and communicate what to expect.

DELIVER THE EXPERIENCE THEY EXPECTED

Everything the pet owner saw before walking through your door helped shape their expectations. Your website, reviews, social media, advertising, referrals, and conversations all made a promise about what their experience would be.

Now it's time to deliver on that promise.

JOIN THEM ON THEIR JOURNEY

- **Ask the Right Questions** - Don't assume you know what the pet owner needs.
- **Practice Active Listening** - Pet owners want to know that you are listening, not just waiting for your turn to respond.
- **Communicate Clearly** - Pet owners shouldn't have to guess what happens next.
- **Make It Personal** - A pet isn't just a customer number.
- **End With a Clear Next Step** - Don't let the relationship end when the customer walks out the door.

Create a Reason to Come Back

The goal isn't simply to complete today's appointment or service.

The goal is to give the pet owner confidence that they've found a business they can trust with their pet.

Stage 4: Retention

"How do you turn a customer into a repeat customer?"

Retention is about creating an experience that makes customers want to continue doing business with you.

Retention can include:

GREAT SERVICE

- [ ] Consistent experiences
- [ ] Friendly communication
- [ ] Personalized service
- [ ] Reliable follow-through
- [ ] Convenient scheduling
- [ ] Clear expectations

COMMUNICATION

- [ ] Appointment reminders
- [ ] Follow-ups
- [ ] Educational emails
- [ ] Text messages
- [ ] Newsletters
- [ ] Seasonal reminders
- [ ] Helpful tips

CONVENIENCE

- [ ] Online booking
- [ ] Easy rebooking
- [ ] Online purchasing
- [ ] Multiple communication options
- [ ] Convenient hours
- [ ] Easy payment

PERSONALIZATION

- [ ] Remembering customer
- [ ] preferences
- [ ] Knowing the pet's name
- [ ] Celebrating milestones
- [ ] Personalized recommendations
- [ ] Relevant reminders

LOYALTY

- [ ] Memberships
- [ ] Loyalty programs
- [ ] Rewards
- [ ] Exclusive offers
- [ ] Preferred customer benefits

ASK YOURSELF:

- What happens after a customer makes their first appointment?
- Do we follow up?
- Do we make it easy to schedule again?
- Do customers receive useful communication?
- Are we reminding them when they need our services?
- Do we recognize loyal customers?
- Do we have a reason for customers to stay connected?
- Are we making rescheduling easy?

The Retention Opportunity

A customer who already knows, trusts, and likes your business can be much easier to retain than constantly finding new customers.

Don't overlook the customers you already worked so hard to acquire. Know how to stay top of mind, so they don't get lost to your competitors.

Stage 5: Advocacy

"Would your customers recommend you?"

The strongest customer journey doesn't end with retention, it creates advocates.

An advocate is a happy customer who helps introduce other people to your business.
They might:

- [ ] Leave a Google review
- [ ] Recommend you to a friend
- [ ] Refer a family member
- [ ] Share your social media content
- [ ] Tag your business
- [ ] Post a photo
- [ ] Tell a neighbor
- [ ] Recommend you in a community group
- [ ] Participate in a referral program
- [ ] Leave a testimonial

ASK YOURSELF:

- Do we ask happy customers for reviews?
- When do we ask?
- Is the process easy?
- Do we have a referral program?
- Do we collect testimonials?
- Do we share customer stories?
- Do we thank customers who recommend us?
- Are we tracking where new customers came from?

MAKE ADVOCACY EASY

Happy customers don't always remember to leave a review. Sometimes they simply need to be asked, and make it easy for them.

Consider creating a consistent process for:

Ask → Make it easy → Thank them

For example:

1. Identify the right moment to ask.
2. Send the customer directly to your preferred review platform.
3. Thank them for taking the time.
4. Encourage them to share their experience with others.

Include links directly to review pages in emails or QR codes on invoices.

"Why should I choose you?"

TailWerks brings together marketing and pet industry experience to help businesses build strategies that attract the right customers, create better experiences, and support long-term growth.

Why TailWerks?

- **We Know the Pet Industry**

Our team brings experience across veterinary, grooming, dog training, daycare, and boarding. We understand the unique challenges of marketing a pet business because we've worked in the industry.

- **We Think Beyond Marketing**

Marketing doesn't operate on its own. Your customer experience, operations, service offerings, and marketing all work together. We look at the bigger picture to help identify opportunities for growth.

- **We're Forward-Thinking**

The way pet owners find and choose businesses continues to change. We stay focused on new technologies, evolving customer behaviors, and marketing opportunities so your business doesn't get stuck using yesterday's strategies.

- **We're Privately Owned & Customer First**

As a privately owned company, we believe relationships matter. We focus on understanding your business, your goals, and your customers before recommending a strategy.

- **We Build Strategies Around Your Business**

There isn't a one-size-fits-all marketing plan for pet businesses. Your goals, customers, competition, services, and community are unique. Your marketing strategy should be, too.

BOOK YOUR STRATEGY CALL

No two pet businesses are exactly alike. Let's talk about yours.