



AWARENESS

RESEARCH

SELECTION

PURCHASE

SATISFACTION

LOYALTY

ADVOCACY

Universal Hardwood

UH Marketing strategy makes its appearance. Google ads and email campaigns introduce potential new customers to UH. On the other hand, our excellent SEO makes the website stand out among competition. Videos of the industry as well as youtube videos reinforce brand positioning.

UH Sales force is the MVP of this phase. Our sales representatives speak to potential customers about all the benefits of buying with UH. Past deals, Industry knowledge and product quality should be showcased here.

In this phase, it is the priority to be in constant contact with the clients and to make them feel reassured. Constantly updating them about the status of their order.

By this point, UH kept his brand promise and the client is satisfied. Now, it is the turn for the post sale service to start generating loyalty towards UH.

UH has been present in the post sale. making use of our industry expertise and helping the customer with any problem that may come up, starting to move to their top of mind

B2B

The Architect or Interior Designer has a new project that requires wood flooring.

Starts looking for options in the market. Performs online searches, refers to his top of mind, searches in local media and asks for recommendations within his social circle. Also, refers to companies that have provided them in past projects.

Architect or Interior designer narrows his choices and makes a decision on which provider he's going to buy from.

Architect or Interior Designer finalizes the deal and makes the payment

The client is satisfied with their purchase. Both product quality and customer service have been outstanding.

The Architect or Interior Designer has received the correct counseling for their installations and post sale service. In addition, they have received profits through our "Partner Program".

The customer is not only satisfied, but encouraged to recommend the brand to his friends and family. He knows from experience the brand has a great support, and won't let him or her down.

Touchpoints

Digital: Shopify Site, Youtube Video
Advertising: Google Ads, Email campaigns, Industry expert videos
Call center: Cold Calling, Customer Inquiries
Retail Store

Retail Store
Dealer
Call Center

Retail Store
Dealer

Call Center
After Sales Support

Call Center
After Sales Support

Thoughts

I am in need of wood flooring for my new project
I want/ need this specific type of flooring

Which is my best option?
Who has the best prices?
Who offers most warranties?
Who has the best service & best quality products?

This product is what I need
I am comfortable buying it from this provider
I will ask all the remaining questions I may have

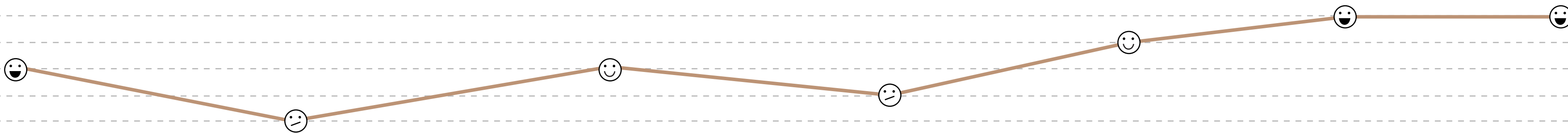
I have bought this product
I want the product to arrive ASAP

I have installed my flooring and I like the look and feel of it
It has the quality I expected or it exceeded my expectations.

The product has great quality
The company's policies are great
I like my partner relationship with UH

This brand is my top of mind
I have to recommend this to my peers
I will buy from this company again

Experience



Emotions

Excitement, happiness, caution, expectation

Doubt, Uncertainty, Caution

Reassurance, Positivity, Readiness, Willingness

Expectation, impatience, happiness

Satisfaction, Happiness, Relief.

Satisfaction, Loyalty.

Satisfaction, encouragement, loyalty