

A background image showing a person's hands sewing a white shirt on a sewing machine. The image is slightly blurred and has a dark overlay to make the text stand out.

Customer Journey | *Step 6: Advocate*

From *loyal* customer to brand *advocate*

Encourage your customers to share, recommend, and help grow your brand.



Purchasing is
just the beginning.
The true customer
experience comes
afterwards.

Beyond just the purchase, it's the quality of service, personalised care, and attention to the little things that build an **emotional connection** and leave a **lasting impression**.

This connection is key to turning a one-off purchase into the start of a **long-term relationship**.



A positive customer review
is the first step that sets
your brand's reputation
in motion.

Feedback



How was your purchase?



An incredible experience from start to finish. Not only is the product high quality, but the customer service is exceptional. Highly recommended!

Send



Whether through social media, reviews, or direct recommendations, testimonials add credibility and builds trust with potential customers, drawing them in to learn more about your brand.

Satisfaction becomes an essential tool for organic growth for any brand.



As more people are attracted by these positive reviews, *the community around the brand expands.*

Initial loyalty multiplies, creating a network of devoted customers who, feeling part of something bigger, **become advocates** who passionately and authentically promote the brand.

When a customer becomes an advocate, their voice becomes **the brand's greatest asset for sustained growth.**



motivoit
INSPIRING ENGAGEMENT

Ready to turn every customer
into a powerful advocate?

A happy customer doesn't just come back,
they become your *brand's best advocate*.
Every positive review and shared story builds
a strong foundation of trust.
It's not just about selling; it's about creating
experiences worth having.

Find more about *Customer Engagement*
on www.motivoit.net

