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.

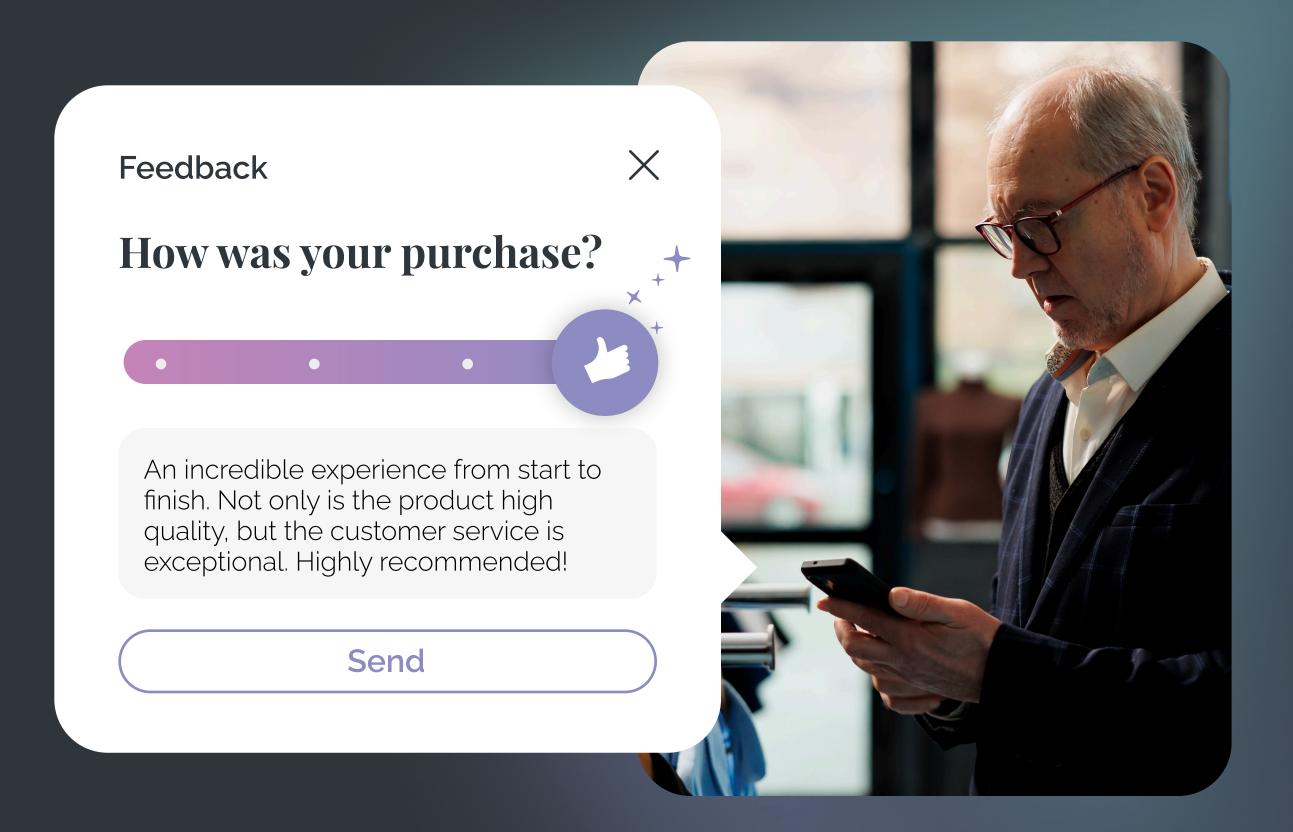
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Beyond just the purchase, it's the quality of service, personalised care, and attention to the little things that build an **emotional connection** and leave a **lasting impression**.

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.



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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.

