

WHIPS - Page Awareness

Window Shopper

Is interested in purchasing something - but it might not be from you!



WHIPS - Page Awareness

Help Me

- Aware of their issue, but not how to overcome it.
- Searching for a solution.



WHIPS - Page Awareness

Inform Me

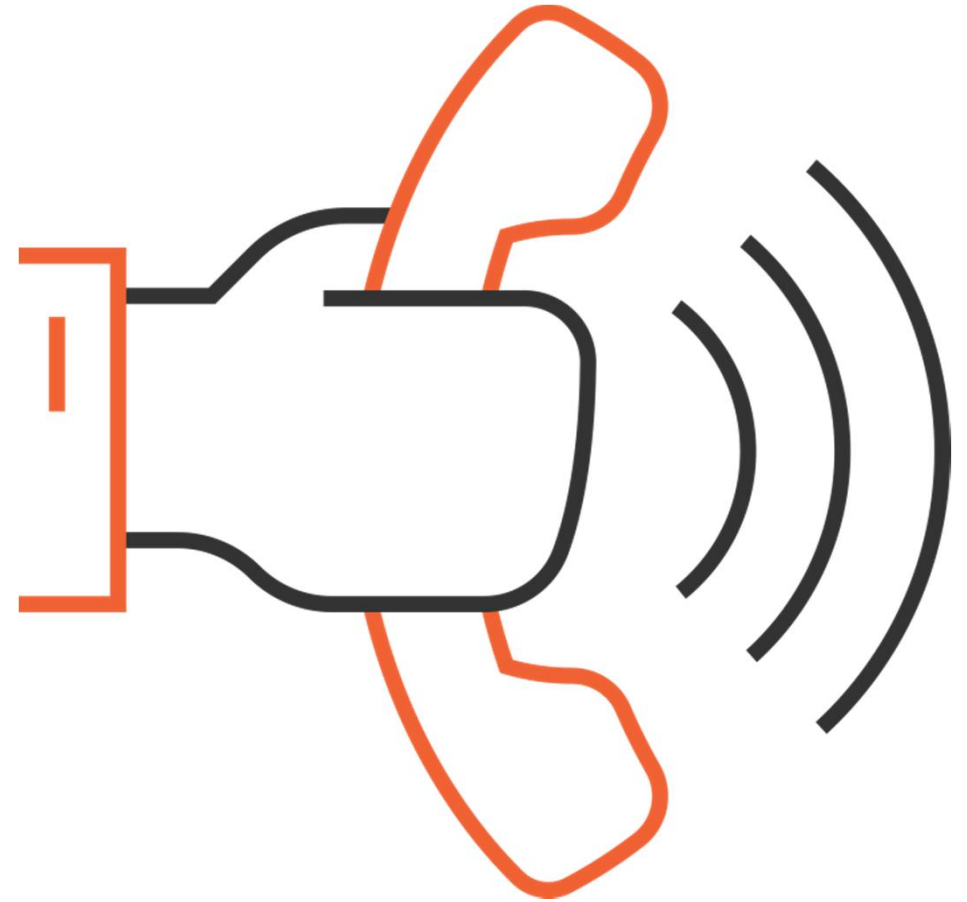
- Aware there is a solution but not where to get it.



WHIPS - Page Awareness

Persuade Me

- Knows about a product or service [and your competitors!]
- Is deciding who to buy from



WHIPS - Page Awareness

Show Me

- Knows about your specific product or service
- Needs that final push

