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

*Show Me (don’t tell me)*