

Offer Strategy Evaluation

Using this matrix, you can pinpoint where to enhance your offers to guide customers organically to higher levels of engagement and investment, crafting a compelling offer at every stage.

Customer Journey Stage with Corresponding Ascending Offers	Customer Needs	Your Offers	Competitor A Offers	Competitor B Offers
Awareness - Lead magnet offer				
Consideration - Initial offer				
Conversion - Primary offer				
Post-purchase - Exclusive VIP offer				