

Fill the table.

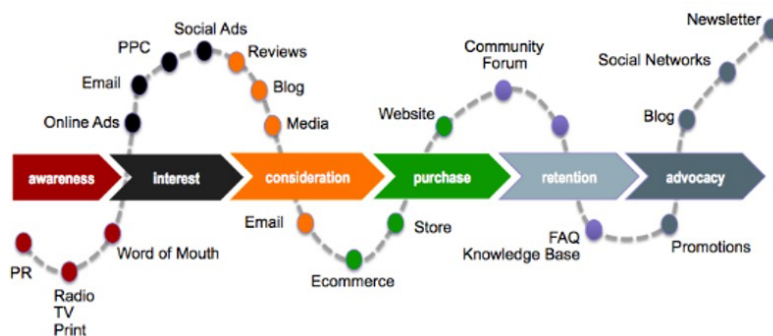
Related theoretical materials:
Customer decision making stages.



Customer Journey stages.



Communication Funnel Concept.



Content types: Rational/Emotional; Content objectives: to entertain/to educate/to inspire/to convince



Rail Europe Experience Map Example
<https://resultaatgenieters.dropmark.com/51580/611597>

Table - Communication Funnel Strategy for the AccorHotels.

	Dream	Search	Comparison	Booking	Stay	Post-stay
Stage stage of customer decision making process from the picture						
Customer behaviour problem recognition/building attitudes/gaining experience/sharing experience						
Decision type Emotional/Rational						
Company's aim create awareness/ provide information - be searchable / motivate for purchase						
Content type To entertain/To inspire/to educate/ to convince						
Touchpoints Digital Media Channels						