



5 Stages: Ladder of Loyalty



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Suspect

**No relationship,
No reason to
suggest they
would buy or not
buy**



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Prospect

**Interested shows,
like visits, free
subscriptions or
inquiries**



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Customer

**Has purchased
or has a basic
relationship
with your
business**



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Client
Repeat
customer, but
not a fan



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Advocate

Showing signs of recommendation, they would not stop shopping with you unless something drastic happens



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