

The new customer journey

*My customer journey is the process through which a potential customer becomes aware of, engages with and interacts with my products/services. I strive to provide a positive and seamless experience at each step to attract and retain customers. My **GREEN** point of difference is not just looking for that one-off sale; I am creating a fun family of loyal Button Studio Collectors who trust me and trust all that my products stand for.*



AWARENESS

This is the initial stage where customers become aware of Button Studio. I aim to do high quality shows & not waste energy & resources on small shows or fairs. This allows me to show my work off to the highest standard. I align myself with stockists that **uphold my values** and have made a point of enriching my relationships with local shops in order to support local livelihoods & values. I have stopped stocking shops that do not share this ethos.



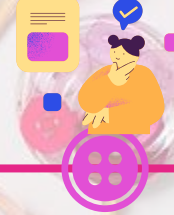
CONSIDERATION

Once customers are aware of Button Studio, I want to **gain their trust** so that they can be assured that my values are clean & my product materials are sourced in Ireland. The pieces themselves are made to a very high standard & I stand over each and everyone. When customers compare alternatives, read reviews & visit my website they become loyal fans. When those special family occasions come around requiring a personal gift, my products are the first that come to mind.



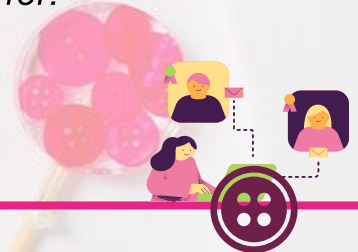
PURCHASE

Once the customer has decided to move forward & make a purchase (be it in my shops or online), I want them to feel that each step is a considered one. The packaging is Irish, Sustainable & Reusable. The information card, the personalised note & the bag of chocolate buttons all add further customer value to the purchase of the piece. Stats from my website (since 2021) sales tell me that customers are **65%** likely to return for a min of 3 sales to date.



ENGAGEMENT

This step involves the customer actively using the product that they have purchased. My frames are of exceptional quality, hang well and also stand alone. My jewellery comes with two different colour cords so that wearers can match with different outfits. **Family matters** My family pieces are made to grow with your family. I will update a family product free of charge (excluding postage) so your piece can grow with your family additions, be it a dog or the new family goldfish.



RENEWAL

Renewal is the returns, the shares & likes, the followers & the recommendations to friends. The businesses who have me on their books use my products for every occasion: new work, new baby, to the man who 'doesn't do presents' but trusts my work to deliver the required result and the service to be flawless and fuss free. My values to hold. My standards to set. **To guarantee that smile is the aim of the Button Studio Customer Journey**



BUTTON STUDIO

by Jane Walsh



Sustainable Gifting to celebrate life

buttonstudio.ie

My Customers

All people experiencing life events & occasions such as Weddings & New Baby. Customers value the product to enhance the life occasion.

Problems I solve

My Products make gifting easy, thoughtful & affordable. You also come away knowing that you are buying from a small business and making a difference.

Production Strategy

To make fun, colourful & affordable pieces in a considered & sustainable way using local materials with minimal waste.

Pricing Strategy

To be as fairly priced as I can without cutting quality or values. Upload respect for my time & skills. Educate through my products values.

Route to market

Increase my direct sales via the website. Align myself with shops I share values with. Discontinue relationships with stockists that don't uphold the same standards.



Sustainable Gifts



for happy times



Promotion
Doing the right national shows.
Word of mouth. Shop relations!
Organic social media content.

My Story
My story is ME! I am 100% part of my product and by buying my work you are buying into the whole story, history and future.

End of Life Solutions
Make inspiring pieces that don't date. Family pieces that grow with the family. All my pieces are made from high quality materials, faulty is not a thing!

Residue Resources
Buttons I can't use are sent to schools and centres. I reuse all my packaging. Leftover resin is used in a buildup project. I try to give back via teaching or donating a piece.