Customer journey

They are not buying a cake, they are buying the shared happiness from celebrating life's moments and milestones with friends and family .

They are buying the acknowledgment of the passing of time and recognition of the important things in their lives

This stage here is where the cake builder will vastly improve the experience

Tap into the emotional reason why people like to celebrate life's big moments and milestones

Tap into the sense of excitement people get from parties

Demonstrate how Sally's cakes will turn their event into a special occasion

Back and to

1. Mark a significant event with a celebration

2. Celebrate by having a party with family and friends

3. What turns an event into a celebration?

4. How the host entertains the guests

5. Establish a rough idea of what they want

6. Find a suitable cake seller

7. Submit rough requirements

8. Establish final brief

9. Agreement and deposit

10. Collect cake