

The 6-Stage CX Mapping

1. Discovery

Goal: Spark curiosity and early trust through visible, credible touchpoints.

Execution:

- **Social Media Teasers:** Short, curiosity-driven reels (e.g., “Why are people mixing this blue drink every morning?”), before-after vitality testimonials, health myths debunked.
 - **Micro-influencers & Health Advocates:** Partner with lifestyle influencers (not just doctors), especially those focused on wellness, moms, and fatigue recovery. Let them share *personal use moments*, not just benefits.
 - **Pharmacy + Wellness Booths:**
 - Set up “Scan to Learn” kiosks with QR codes that open quick videos/stories of how Cellmaxx supports real health journeys.
 - Sampling events with biometrics checks (e.g., energy or stress scans) to create curiosity through *personalized experience*.
 - **Google/Youtube Ads:** Retarget people who interact with the above — lead them into Stage 2.
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2. Consideration

Goal: Shift interest into belief via education and low-risk engagement.

Execution:

- **Lead Magnet Mini Guide:** “How to Activate Your Body’s Natural Repair System” (PDF + email opt-in).
- **Interactive WhatsApp Flows:** Let users ask “Is Cellmaxx for me?” and get personalized health use cases (fatigue, aging, skin repair, etc.).
- **Free Sample Strategy:**

- “3-Day Repair Challenge” pack with short instructions (build habit via WhatsApp).
 - Sample paired with short-form education (e.g., “Why stem cells matter at 30+”).
 - **Comparison Content:**
 - AFA vs spirulina vs chlorella
 - Cellmaxx vs synthetic multivitamins
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3. Purchase

Goal: Make checkout smooth and the buyer feel validated and excited.

Execution:

- **Mobile-First Checkout Page:** Simple Shopee/Lazada experience with bundled offers (e.g., “Start Strong Pack” with 10 sachets + guide + bonus).
 - **Smart Upsell:**
 - “Upgrade to 30-day energy reboot” after cart add.
 - Incentivized bulk orders (e.g., family packs).
 - **Welcome Touchpoint:**
 - Instant WhatsApp or email with “Your Body’s Repair Timeline – What to Expect in 3, 7, 30 Days”.
 - Set clear expectation: “You won’t feel magic overnight. But your cells will.”
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4. Unboxing

Goal: Make the product feel like a *ritual* and reinforce trust.

Execution:

- **Premium Feel Packaging:** Clean, minimal, therapeutic color tones (cool blue/white/gold).
 - **Guided Onboarding Inside:**
 - Booklet titled: *“Your Cellular Reset Starts Here”*
 - QR code to welcome video from a Cellmaxx Health Coach
 - **Habit Tracker Card:** 10-Day ritual card to track mood, energy, and sleep.
 - **Community Invite QR:** Join the “MaxxWell Circle” – a private group for users to share progress.
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5. Retention

Goal: Turn trial into transformation. Drive consistent usage and engagement.

Execution:

- **WhatsApp Health Companion:**
 - Automated check-ins: “Day 3 – How’s your energy?”
 - Ask user to track and share small wins.
 - **Email Series (Value-Based):**
 - Topics like: “How cells affect skin + immunity”, “Your 7 signs of cellular fatigue”, “What to eat to support AFA”.
 - **60-day Reorder Nudges:** With new testimonials and optional loyalty rewards.
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6. Advocacy

Goal: Convert happy customers into vocal promoters.

Execution:

- **Referral Engine:**

- “Share your Cellmaxx journey & gift a friend RM10 off”
 - Simple WhatsApp-based invite with personal link
 - **UGC Campaign:**
 - “How Cellmaxx Changed My Day” video testimonials from users (with gift box rewards).
 - **Surprise & Delight:**
 - On 2nd or 3rd purchase, send a handwritten note + mini gift (e.g., wellness tea or branded spoon).
 - **Exclusive Community Events:**
 - Invite top customers to Zoom wellness talks or private Facebook groups with health experts.
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