MARKETING HELIX · MODEL HISTORY

After the Purchase

The Post-Purchase Helix and what a customer does next

> This document is part of the Marketing Helix development history. It is preserved as an exploration or earlier version, not as the current canonical model. The current model is at marketinghelix.com/principles/.

10 drawings, 20 pieces of replaced text. Each is dated and marked Current, Superseded, Archived or Exploration.
The Marketing Helix was developed by Mike Millett. marketinghelix.com/model-history/
Compiled October 10, 2026.

After the Purchase: what it was, and what became of it

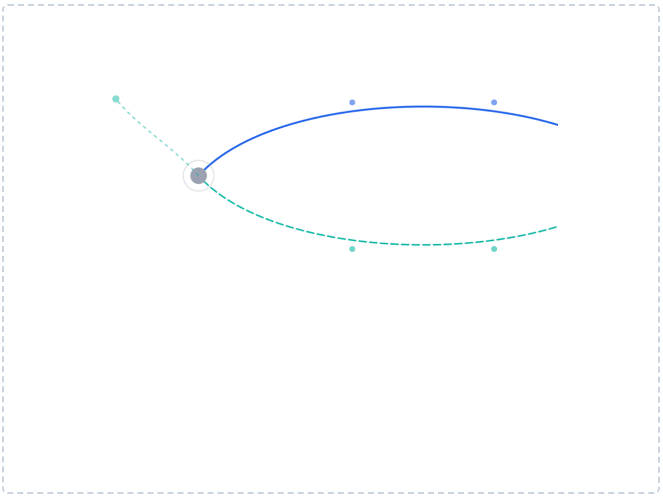
The purchase was never the end of the model. The first drawing of it was an advocacy loop; the name was the Post-Sale Helix.

From October 1, 2026 it was drawn upright, the three strands continuing above a ring marked purchase, with trust reaching new customers. On October 10 it was turned left to right and the name became the Post-Purchase Helix.

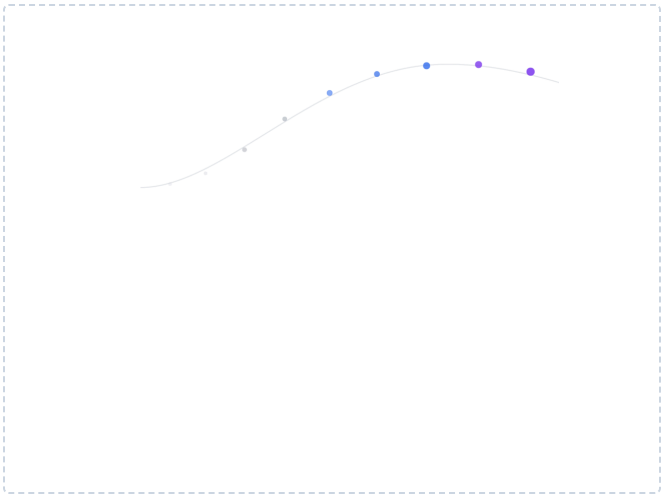
What became of it: the funnel ends at the purchase, the customer keeps moving, the message stays close, and a review or a referral, which is the customer's own act, can reach the next customers.

10 DRAWINGS FOLLOW, OLDEST FIRST

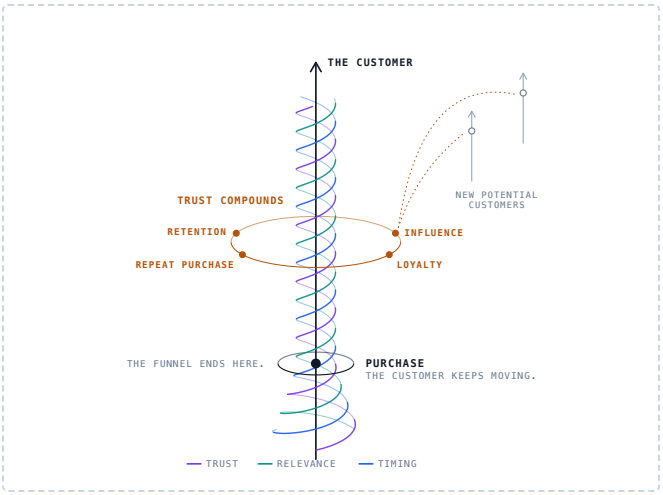
Every drawing



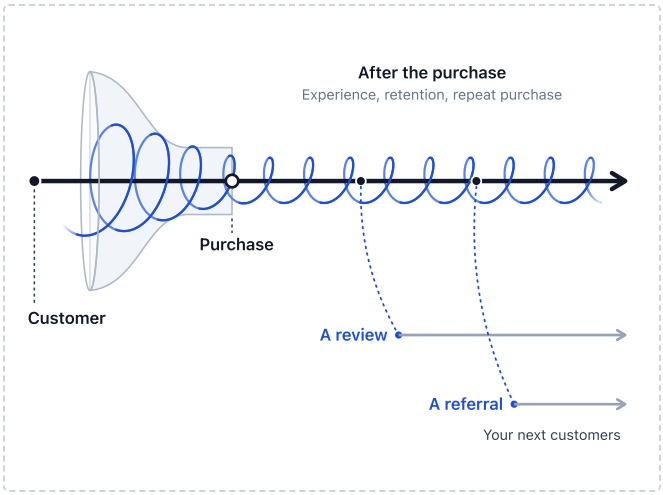
ARCHIVED **14. Advocacy loop**
From the original diagram set



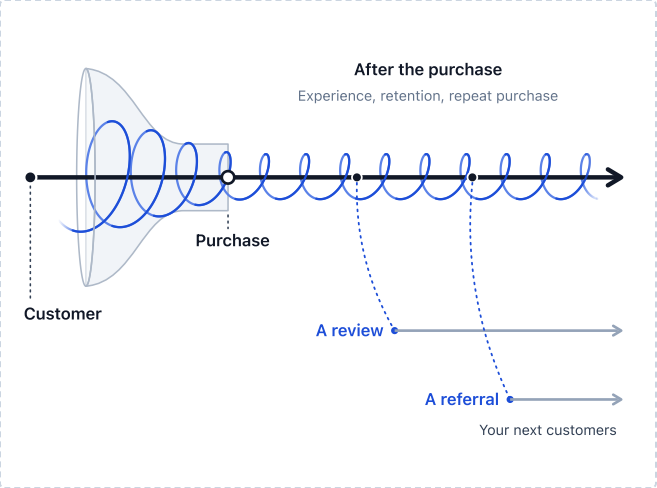
ARCHIVED **24. Momentum trail**
From the original diagram set



SUPERSEDED **Post purchase helix, version 1 of 4**
October 1, 2026, 9:28 AM
RETENTION; REPEAT PURCHASE; LOYALTY; INFLUENCE; THE CUSTOMER; PURCHASE; THE FUNNEL ENDS HERE.; THE CUSTOMER KEEPS MOVING.; NEW POTENTIAL; CUSTOMERS; TRUST COMPOUNDS; TRUST; RELEVANCE; TIMING



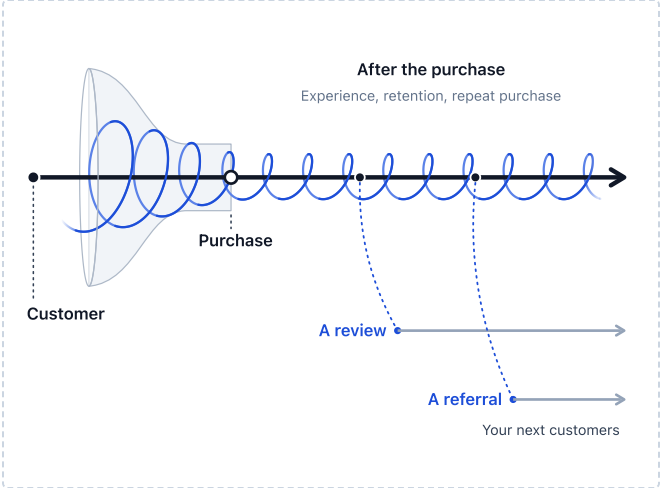
SUPERSEDED **Post purchase helix, version 2 of 4**
October 10, 2026, 12:34 PM
Purchase; After the purchase; Experience, retention, repeat purchase; Customer; A review; A referral; Your next customers



SUPERSEDED **Post purchase helix, version 3 of 4**

October 10, 2026, 2:12 PM

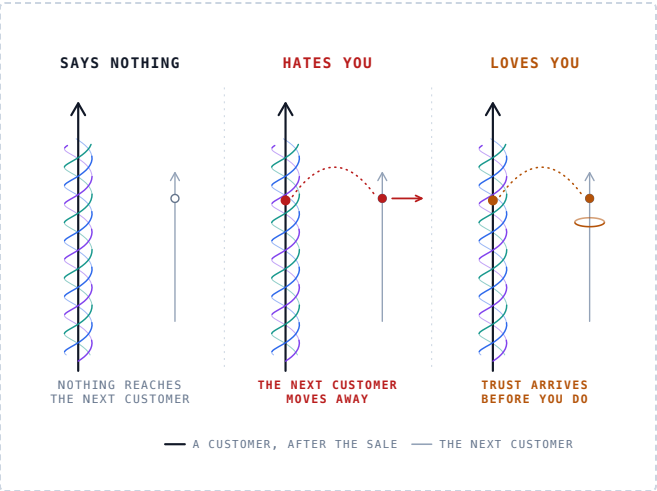
Purchase; After the purchase; Experience, retention, repeat purchase; Customer; A review; A referral; Your next customers



CURRENT **Post purchase helix, version 4 of 4**

October 11, 2026, 1:54 AM

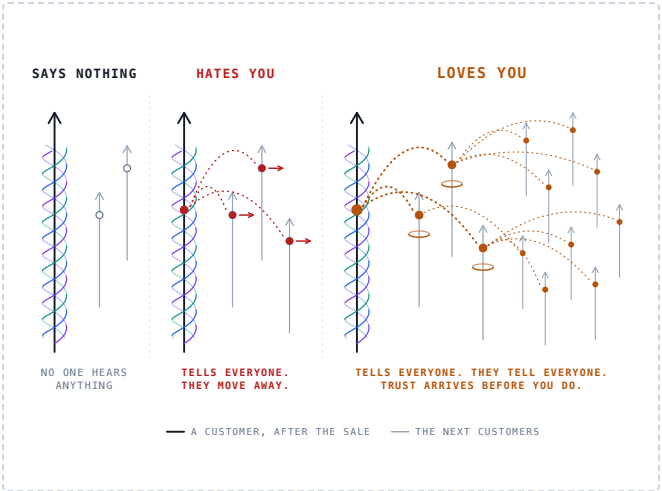
Purchase; After the purchase; Experience, retention, repeat purchase; Customer; A review; A referral; Your next customers



SUPERSEDED **After the sale, version 1 of 4**

October 1, 2026, 9:39 AM

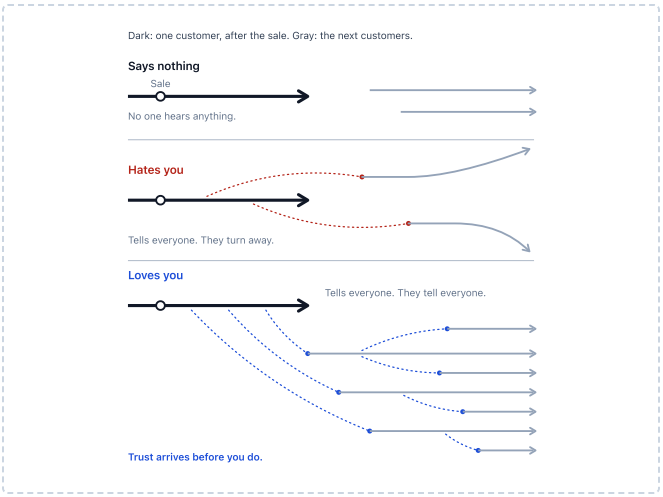
SAYS NOTHING; NOTHING REACHES; THE NEXT CUSTOMER; HATES YOU; THE NEXT CUSTOMER; MOVES AWAY; LOVES YOU; TRUST ARRIVES; BEFORE YOU DO; A CUSTOMER, AFTER THE SALE; THE NEXT CUSTOMER



SUPERSEDED **After the sale, version 2 of 4**

October 1, 2026, 9:55 AM

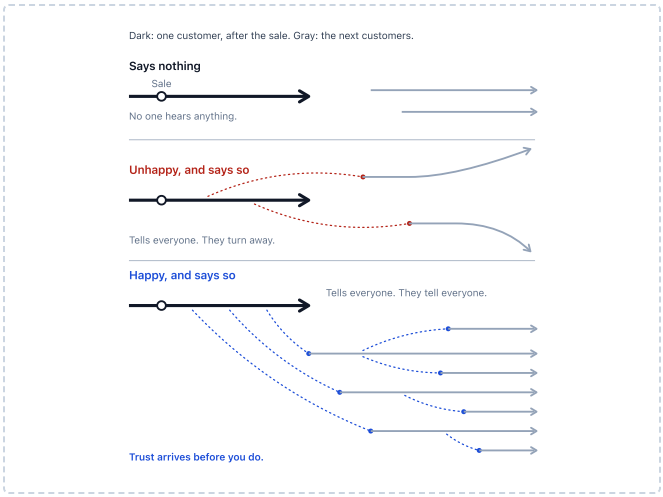
SAYS NOTHING; NO ONE HEARS; ANYTHING; HATES YOU; TELLS EVERYONE.; THEY MOVE AWAY.; LOVES YOU; TELLS EVERYONE. THEY TELL EVERYONE.; TRUST ARRIVES BEFORE YOU DO.; A CUSTOMER, AFTER THE SALE; THE NEXT CUSTOMERS



SUPERSEDED **After the sale, version 3 of 4**

October 10, 2026, 12:34 PM

Dark: one customer, after the sale. Gray: the next customers.; Says nothing; Sale; No one hears anything.; Hates you; Tells everyone. They turn away.; Loves you; Tells everyone. They tell everyone.; Trust arrives before you do.



CURRENT **After the sale, version 4 of 4**

October 10, 2026, 6:54 PM

Dark: one customer, after the sale. Gray: the next customers.; Says nothing; Sale; No one hears anything.; Unhappy, and says so; Tells everyone. They turn away.; Happy, and says so; Tells everyone. They tell everyone.; Trust arrives before you do.

The words that went with it

Captions, titles and headings that were replaced, exactly as they read.

- `/essays/fly-by-gravity-to-marketing-helix/`
  The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers. Every prior name in the lineage is contained in this one picture.
- `/essays/funnel-to-gravity-funnel/`
  One entry at the top. Sequential stages. A narrow exit at purchase. The model assumes customers enter in order, progress in sequence, and leave at the sale. It measures the end. It does not describe what determines the end.
- `/essays/`
  The complete Marketing Helix. The customer is the straight line through the middle, and it moves up, while trust, relevance, and timing wind around it and close in until a message is pulled into active consideration. The funnel ends at the purchase; the customer does not. Everything the earlier names reached for is contained here.
- `/helix-art.html`
  The funnel assumes every customer comes in the same door and moves through the same stages in order: awareness, consideration, decision, purchase. Drawn here as a store with one set route, up floor by floor to a single till. Baskets are left behind at every stage. The model is linear, sequential, and controlled by the marketer. Most customers never reach the till.
- `/helix-vs-funnel/`
  The funnel assumes customers enter at the top and fall through stages: awareness, consideration, decision, purchase. Each stage filters out more. The model is linear, sequential, and controlled by the marketer. Most customers never reach the bottom.
- `/helix-vs-funnel/`
  The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers. Entry happens at any point, from any angle.
- `/`
  The funnel ends at the sale. The customer doesn’t.
- `/`
  Before a purchase, trust , relevance and timing circle the customer and move closer as they align. The funnel stops at the purchase. The customer keeps moving, the three forces stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy. The model → After the purchase →
- `/`
  The funnel assumes linear, brand-controlled progression. Customers enter at the top and fall toward purchase. Most never reach the bottom. There is no motion: only attrition.
- `/`
  After the sale, customers say nothing, hate you, or love you.

- `/`
  Three customers after the sale. One says nothing: no one hears anything. One hates you and tells everyone: they move away. One loves you and tells everyone, and they tell everyone: influence multiplies, and trust arrives before your first message does.

- `/marketing-helix-diagrams.html`
  The complete model. The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers.

- `/marketing-helix-diagrams.html`
  The funnel assumes customers enter at the top and fall through stages: awareness, consideration, decision, purchase. Each stage filters out more. The model is linear, sequential, and controlled by the marketer. Most customers never reach the bottom. There is no mechanism for non-linear entry, trust accumulation, or post-purchase re-entry.

- `/marketing-helix-diagrams.html`
  After the purchase the customer keeps moving. Where trust keeps growing, a purchase can become retention, another purchase, loyalty, or influence, and influence reaches new potential customers as trust before the first message does. A well-served customer makes the next customer easier to align.

- `/model/buying-journey.html`
  Two pictures of the same purchase

- `/model/buying-journey.html`
  Above, the tidy sequence a stage model draws. Below, the path the same customer actually took: doubling back, pausing, re-entering. Both describe one purchase. Only one of them was available before it happened.

- `/model/`
  The customer is the straight line through the middle, and it moves up. Trust (purple), relevance (teal), and timing (blue) wind around the customer: far out at first, where most messages drift past, and closer as they align. The funnel ends at the purchase. The customer does not: the three forces stay close in the Post-Purchase Helix, and trust reaches new potential customers.

- `/model/`
  A single entry point at the top. Sequential stages below. A narrow conversion event at the bottom. The model assumes customers enter in order, progress in sequence, and exit at purchase. It does not account for customers who enter from any direction, for trust accumulated outside marketed contexts, or for what happens after purchase.

- `/model/`
  The funnel ends at the purchase. The customer keeps moving, and trust, relevance, and timing stay wound around them. Where trust keeps growing, a purchase can become retention, another purchase, loyalty, or influence. And trust compounds: customers who trust you influence new potential customers.

- `/post-purchase/`
  The funnel narrows to the purchase and stops there. The customer keeps moving. Trust , relevance and timing stay close, and trust compounds into retention, repeat purchase, loyalty and advocacy. Everything to the right of the purchase is the subject of this page. The whole model →