

Map your customer journey - 1



Consider a place you've visited or a purchase you've made over the past few weeks, and reflect on the marketing tactics the brand may have used at different stages of your decision process to help move you forwards.

1. How did you hear about it?

What brought awareness of the brand? Did someone tell you about it, or did you read about it or see an advert somewhere?

2. What did you do next?

What sparked your interest or got you considering the offer? Did you read some articles or reviews? Watch videos or sign up for a free download?

3. What made you decide to sign up/ buy?

What ultimately helped you decide to go? Was it an email and/ or a special offer?

4. What happened during and after?

How good a job did they do of securing your future business and positive word of mouth? Was the process of purchasing or signing up straightforward and enjoyable? Were there any things you especially liked? Would you tell other people about it?

Next: map your own customer journey?

Map your customer journey - 2



To drive new customers or clients you need different marketing tactics to support each stage of their journey:

1. Awareness-raising tactics: help people become brand aware
2. Consideration tactics: support people weighing up your offer
3. Decision tactics: propel people to sign up or purchase
4. Retention tactics: compel people to come back.

1. How will they become aware of you?

3. What will help them decide to choose it?

2. What will help them consider your offer?

4. What will compel them to come back?