

CUSTOMER JOURNEY MAP

Who. Buyer Persona



	AWARENESS buyer is exploring	CONSIDERATION buyer is weighing options	PURCHASE buyer choses to buy	USE buyer realizes value	ENGAGE customer happy with product or service
Buyer Actions	Activity - i.e. Online Search	Look at Reviews	Buy in Store, Service Done	User guide, Instructions or On Service Item	Thank you Note, Email
Touch points	i.e, Email, Website, or Store				
Sentiment What are they thinking?	Engaged - need solution				
Content What will you say	Inform, Education benefits				
Possible Solutions Ways to improve	Improve SEO, PR, New Ads				
Barriers	Competing SEO, Offers				
Metrics /KPIs	Web Leads, Phone Calls				

CUSTOMER JOURNEY MAP

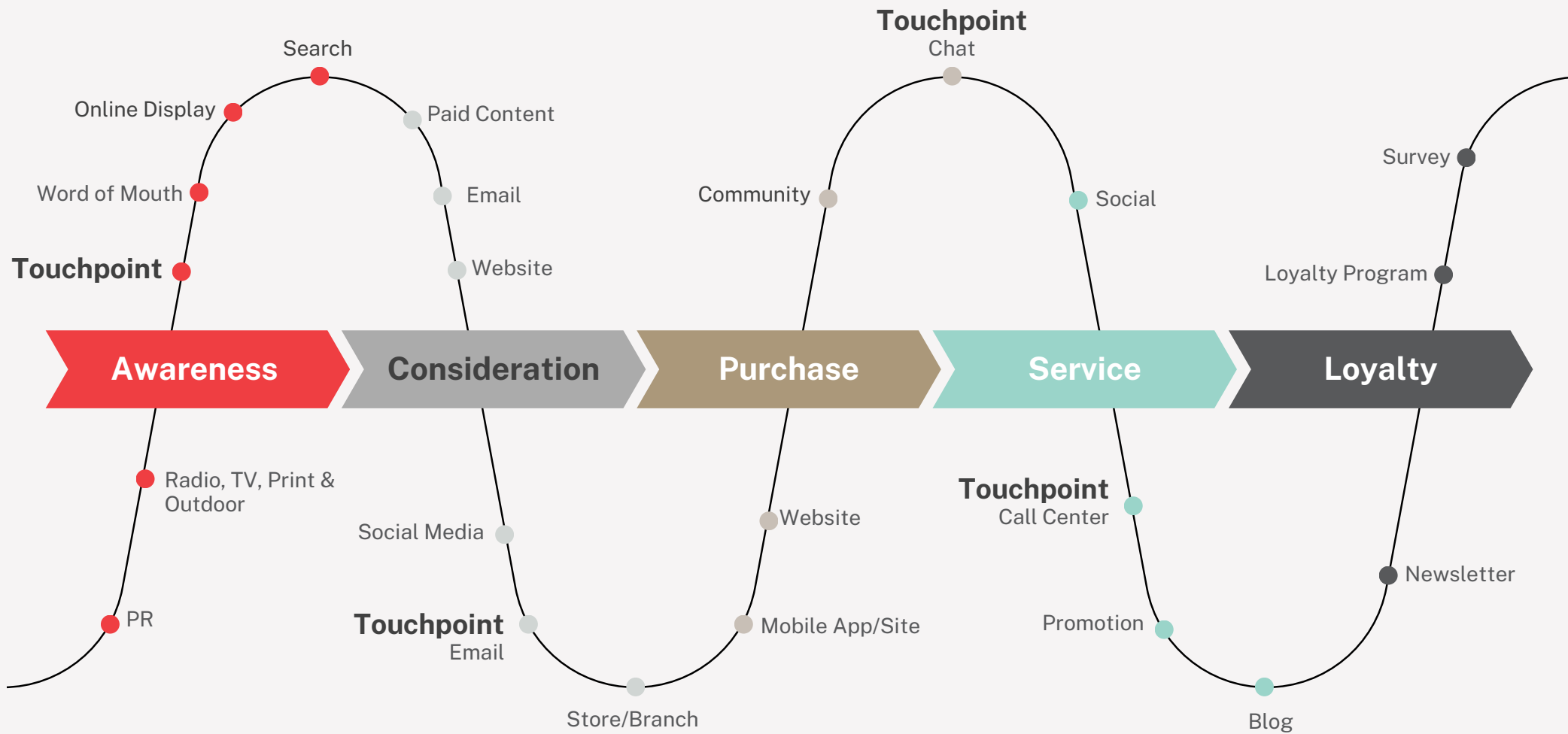
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