

# Understanding & Mapping Your Customer Journey



## CUSTOMER JOURNEY MAP

Who. Buyer Persona



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

Rebecca's  
fiery red hair.

Rebecca's  
football number.

**R** **RED** 66  
MARKETING

We are passionate  
about marketing!

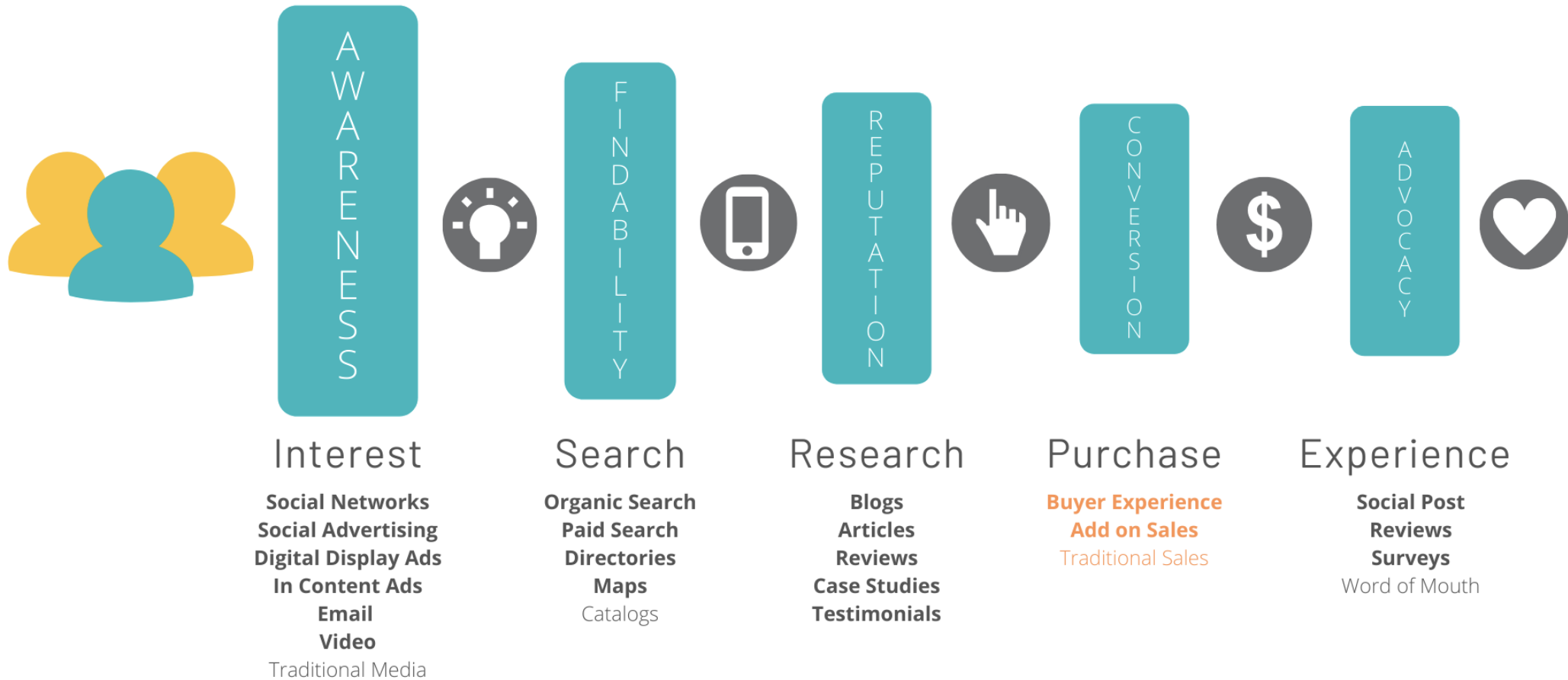


# Marketing Has Changed

4 p's are now 7  
+people  
+process  
+proof



# The Modern Customer Journey



# Top Takeaways



Key points and considerations for your customer journey



How and what to create at each stage of the journey



Considerations to connect the dots across multiple touchpoints

# Considerations for Customer Journey Mapping

5 W's

Who

What

Where

When

Why.





What is the  
experience like for  
your customers?







A hand is pointing to a complex, multi-colored map with various lines and paths. The map is filled with overlapping lines in shades of blue, orange, green, and purple, creating a dense network of paths. The hand is positioned in the lower-left quadrant of the image, with the index finger pointing towards the center of the map. The background is slightly blurred, emphasizing the map and the hand.

# How to Build Your Map

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- Set your map goals
- Create your buyer personas
- Label customer touchpoints
- Map their journey
- Determine customer needs




**68%**

of customers expect  
brands to understand  
their unique needs  
and expectations



**39%**

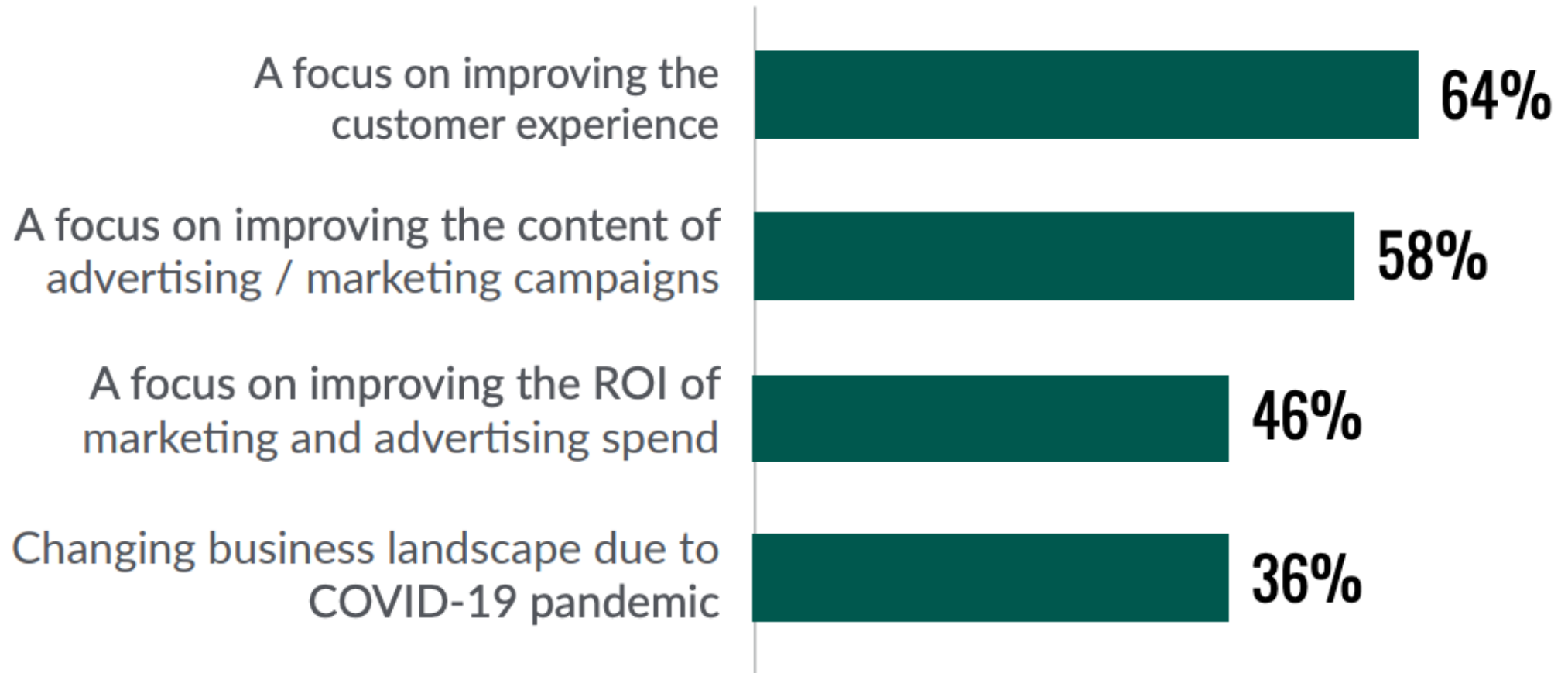
of customers feel that  
brands actually do this

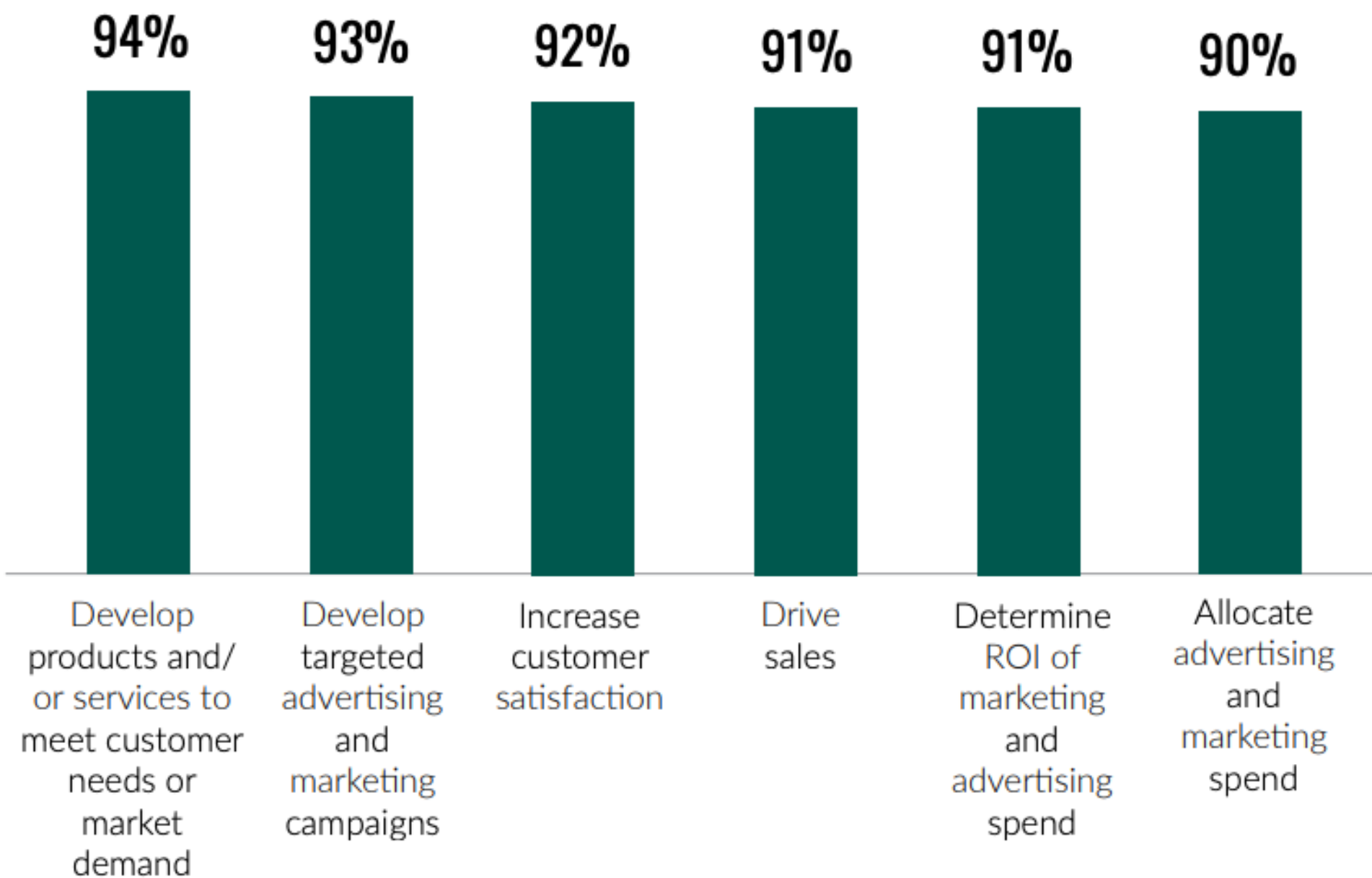


By providing a roadmap of **how customers interact** with your brand—from initial research and discovery, to purchase and retention—customer journey maps **demystify the customer experience.**

*Hanover Research*

# Why Go Through This?





90%



Measure key performance indicators (KPIs)

89%



Identify gaps in service

89%



Identify and leverage our competitive advantage

89%



Prioritize customer-centric initiatives

86%



Leverage customer sentiment in campaign

85%



Identify gaps in communication touch points





What is  
Your  
Customer's  
Experience

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Positive interactions  
lead customers to  
spend as much as  
**140% more**

*Abtasty.com*



# Buyer Journey Map Basics



Who?



Why?



When?

Discover

Explore

Buy

Use

Engage



What:  
questions



What: content

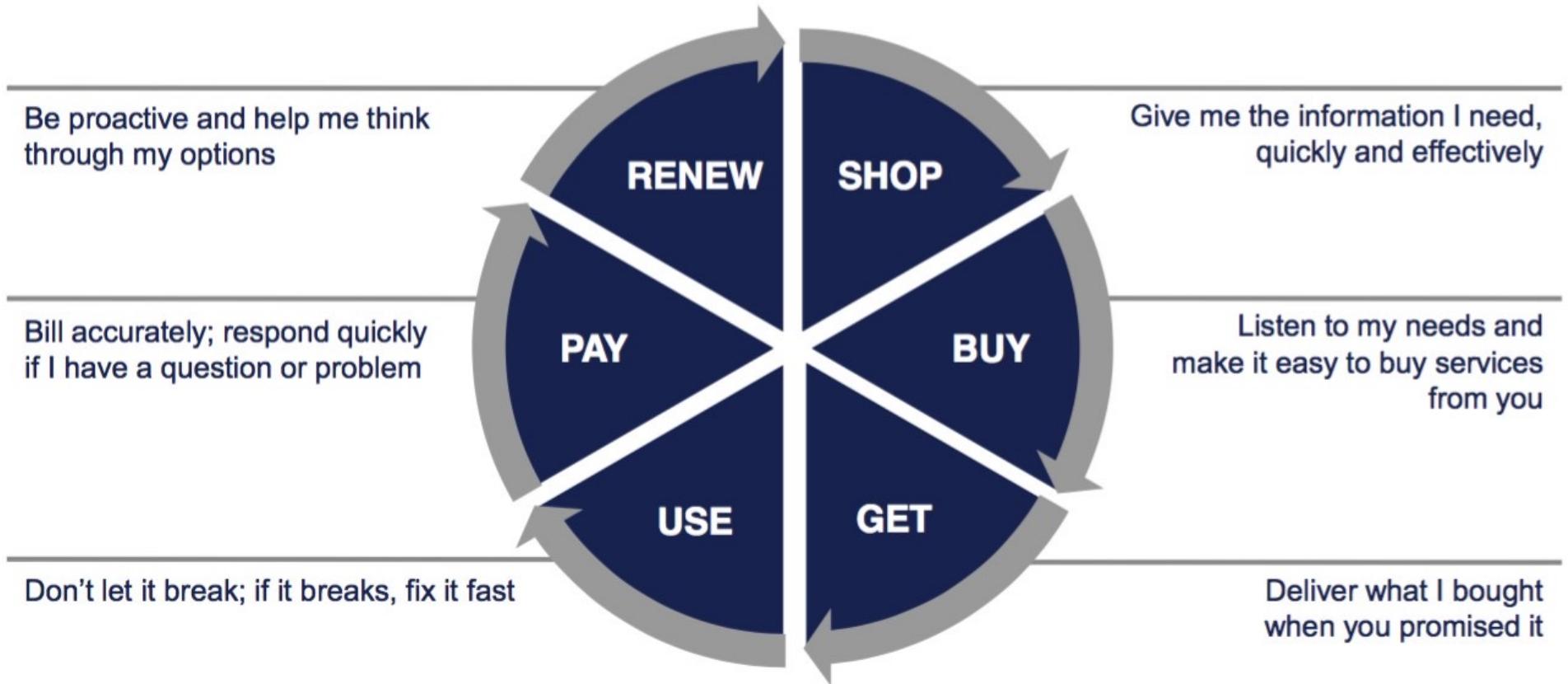


Where:  
channel

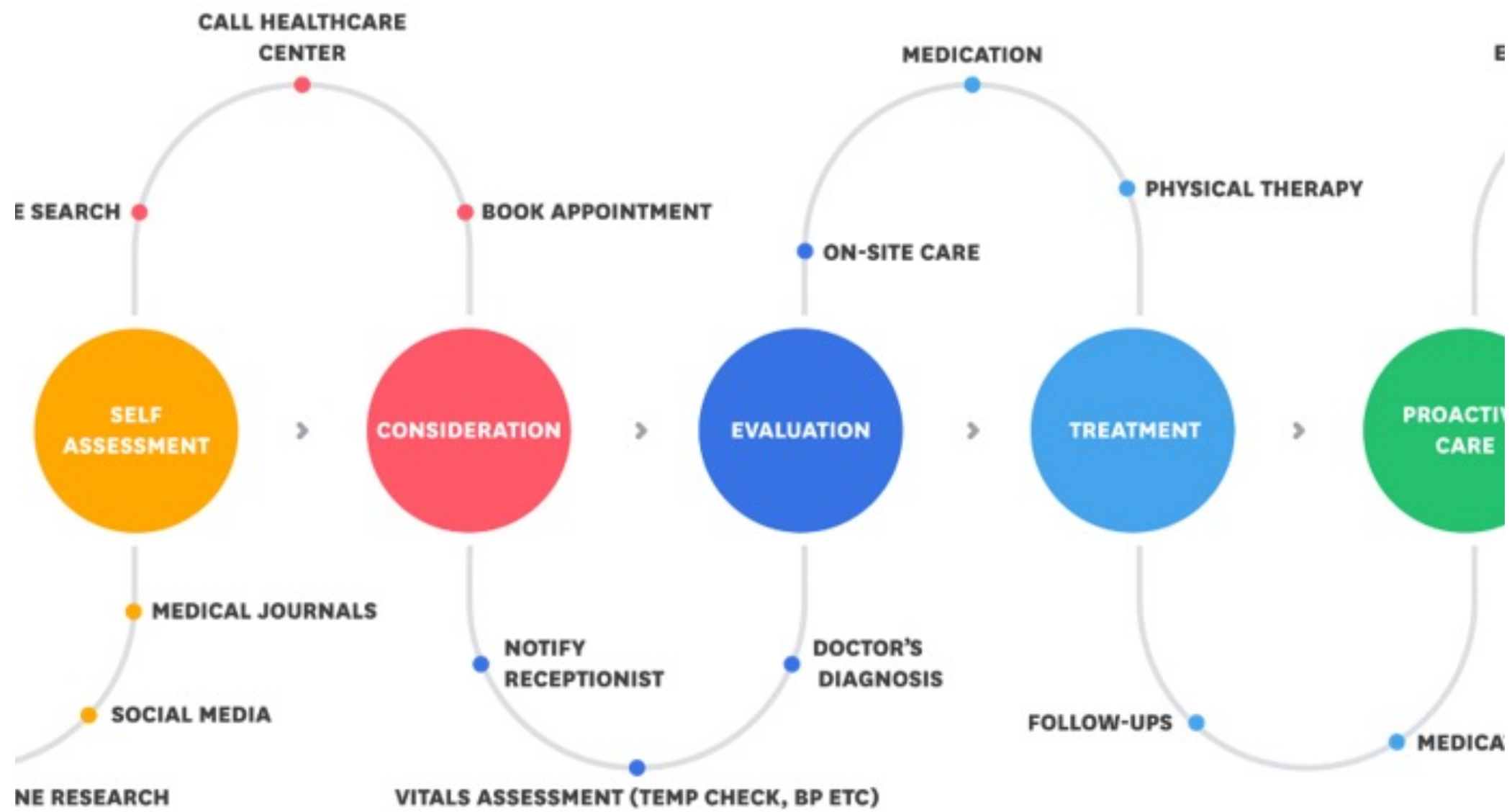


# Focusing on What Matters Most

Delivering what the customer needs throughout the journey



“ And throughout our relationship, give me good, quality information when I need it. ”



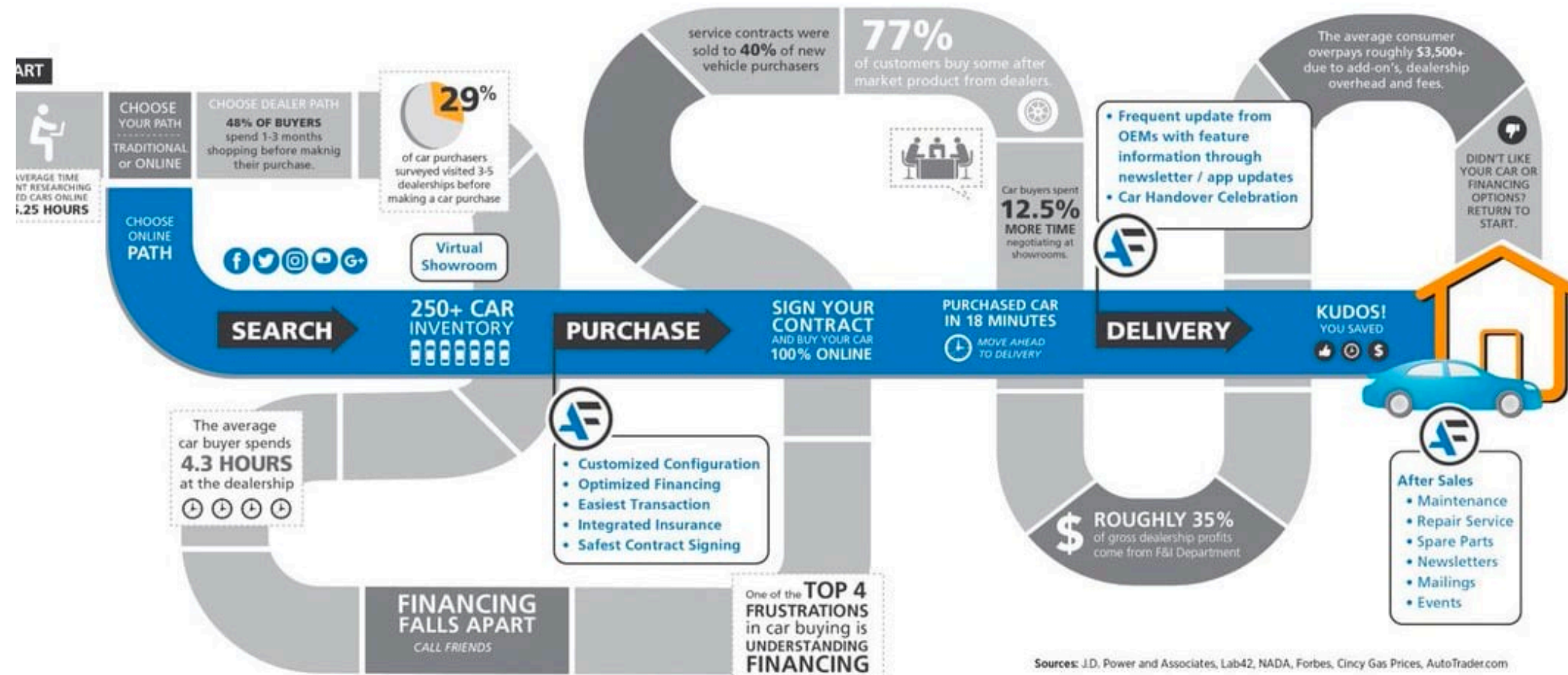
Buyer

# Car Buying Journey

Simplified. Optimized. Delighted.

Seller

Right Car + Right Price + Right Merchandising =  
**Influence Purchase**




Sources: J.D. Power and Associates, Lab42, NADA, Forbes, Cincy Gas Prices, AutoTrader.com

# TrendSpot | Online Shopping

## Customer Journey Map

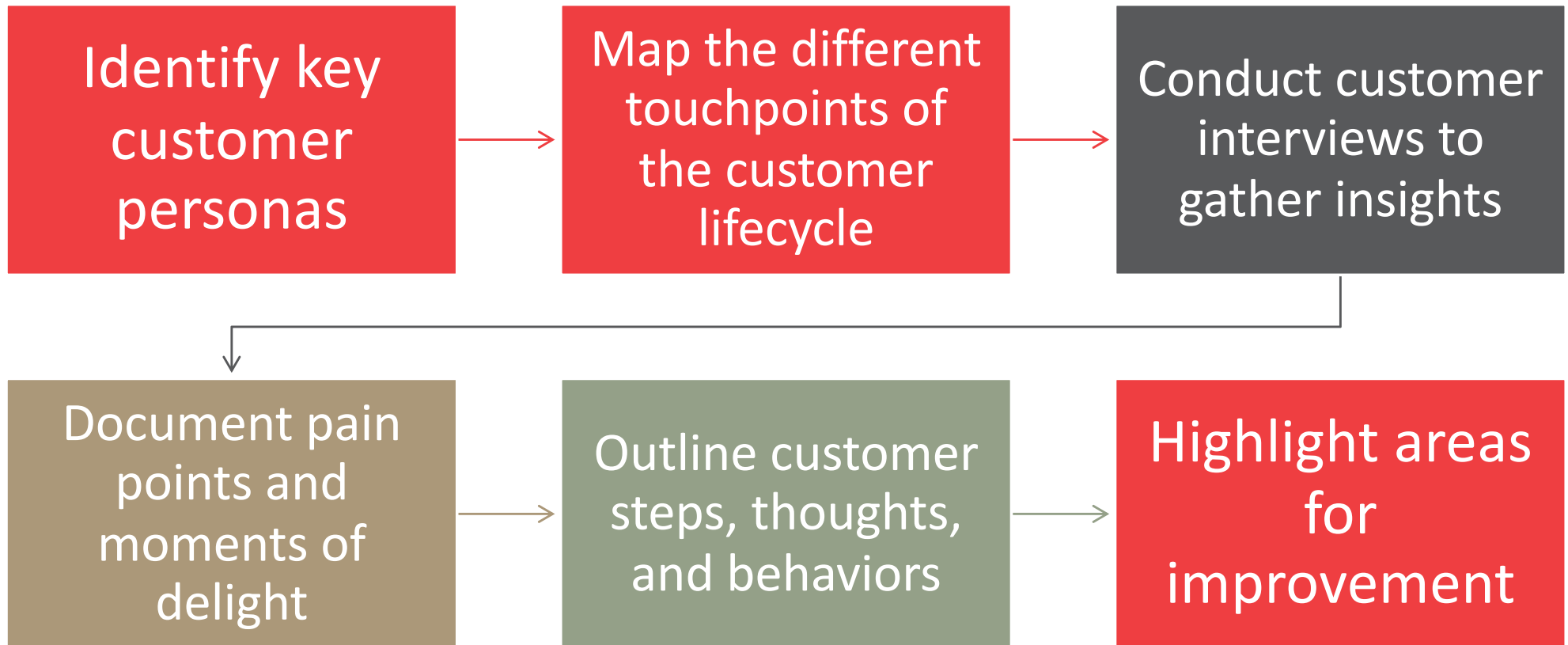
Phases	Phase 1 Motivation	Phase 2 Website Search	Phase 3 Clicks on the First Result	Phase 4 Checks the Website	Phase 5 Product Evaluation	Phase 6 Payment
Activities Performed	Wants to purchase an item for somebody	Searches the products on various websites	Post search, customer clicks on the first ad.	Customer goes online again and clicks the first proper website	Opens a page to check product details. Checks other products for proper comparison.	Makes the payment for the preferred product.
Emotions	Happy and Excited	Happy as the customer finds numerous options	Disappointed as the first ad result came up with no results	Very happy as he goes online and finds leading gifting websites in top SERPs.	Happy! Clicks on the website and find the favorite products on sale.	First disappointed as the website only has BTC payment option. Contacts helpline and completes the transaction with the credit card mode.
Overall Experiences	Good	Good	Bad	Good	Good	Average as customers time gets wasted
Customer Expectations	Easy availability of the websites, products, and discount options	An easy to use search engine that can make the website search process easy	No advertisements in the top search results	A website with an intuitive interface	Higher quality products in the top categories	Numerous payment options and an easy checkout process

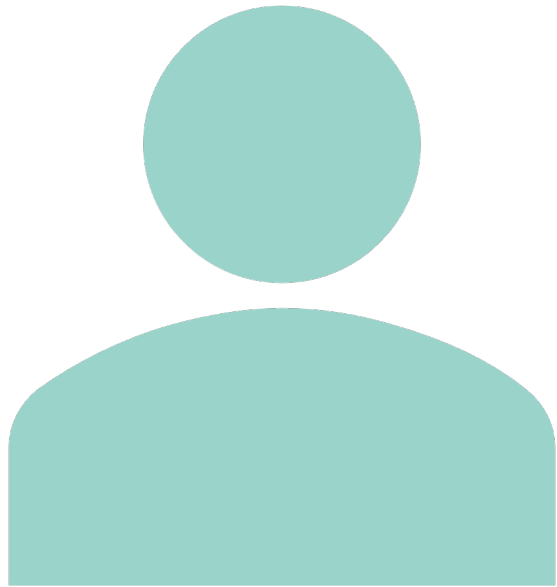
# Create Your Customer Journey Map



# Components of Customer Journey Maps

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# Identify Key Customer Personas

Who is your ideal customer

What is important to them

What is their pain point

How do they find you

What else will they find





# Buyer & Customer Touchpoints

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Website

SEO/SEM

Social

Email

Direct Mail

Sales Team

Store

Word of Mouth

Vehicles

Door Hangers

Local Search

Online reviews

Retargeting

Network

# CUSTOMER JOURNEY MAP

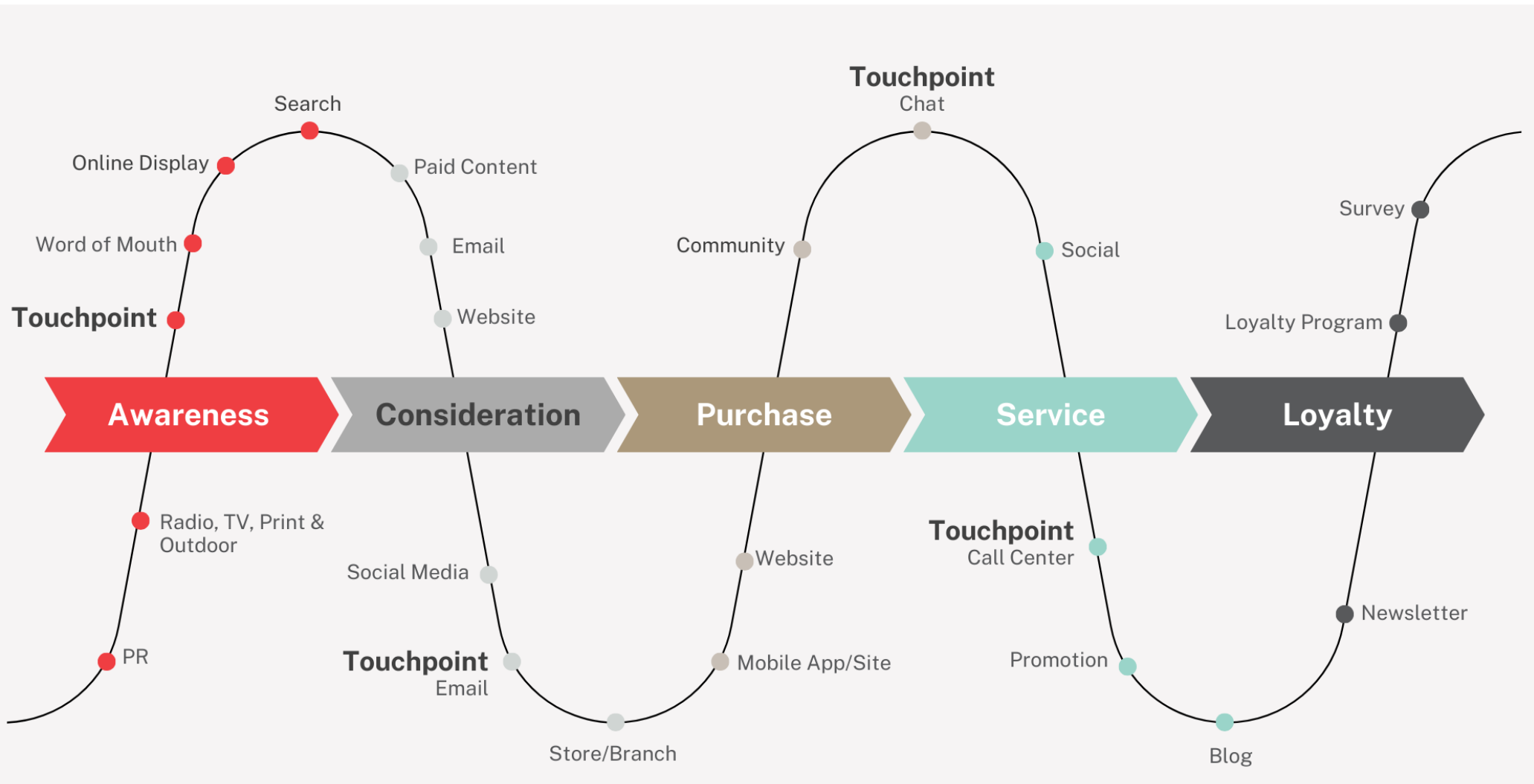
Who. Buyer Persona



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<b>Possible Solutions</b> Ways to improve	Improve SEO, PR, New Ads				
<b>Barriers</b>	Competing SEO, Offers				
<b>Metrics /KPIs</b>	Web Leads, Phone Calls				

# CUSTOMER JOURNEY MAP

Another way to think about the customer touchpoints as they move from looking for what you offer, to becoming a loyal customer.





Jot Down  
Your  
Ideas

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# Awareness

How and where to buyers find you?

What are those touchpoints?

What are they thinking

What is the content goal

Possible solutions to improve awareness

Barriers – what is keeping you from competing

Measurement – how will we measure buyer awareness



# Considerations

Your buyer is weighing options

Looking at reviews

Asking friends for advice

Searching for other solutions

They need or want what you offer

Are your reps informed, helpful, experts, building relationships

Is it worth their time

# Purchase

How easy is it to make the purchase

How fast is their delivery or service expected

Do you overwhelm them with communications

Do they feel good about it – is this something they wanted or something they HAD to do





# Use

Buyer realizes value

User guide or follow-up from the company

Demos

Training – who does it

Case Studies

Onboarding

Welcome





# Engage

The customer is happy with the purchase

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How/where do you thank them or follow up

- Emails, notecards, phone call, surveys, What will you say

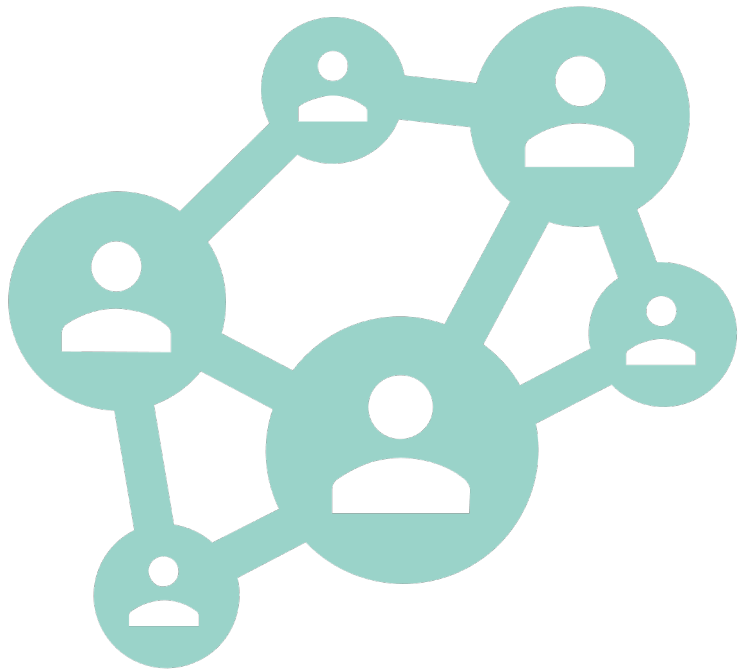
How can you improve it

Barriers – do you have time, the right service people

How will you measure repeat customers or loyalty



# Connect the Dots



- Look for gaps, inconsistencies, or opportunities along the way
- Ensure marketing, sales, and product experience are all connected
- Optimize transitions in the journey for a smooth customer experience – remember, your goal is a loyal, happy customer advocate



# Tips for Successful Journey Mapping

- TLC – think like a customer and put yourself in their shoes

- Involve more of your team in the mapping process (sales, service, marketing, others)

- Stay mindful to update regularly based on changing customer behaviors

- You can use maps to align your departments and team around customer needs

# RECAP



Key points for your **customer's journey**



How and what to create at each stage of the journey (**buying process**)



Considerations to connect the dots across the **most important** touchpoints



**Be Relevant to Your Buyer. Don't Over Market**



Rebecca Dutcher



Visit [red66marketing.com/isbdc](https://red66marketing.com/isbdc)  
for a copy of this presentation &  
worksheets

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@red66marketing

# Resources

[miro.com](https://miro.com)

[Google Image](#)

[zendesk.com](https://zendesk.com).

<https://asana.com/resources/customer-journey-map>

<https://uplandsoftware.com/kapost/resources/blog/6-different-types-of-buyer-journey-maps/>

<https://www.techmarclabs.com/blog/customer-journey-mapping-to-improve-customer-experience>

<https://www.wordstream.com/blog/ws/2022/09/19/customer-journey-map-templates>

<https://neilpatel.com/blog/buyer-persona-map/>

<https://uplandsoftware.com/kapost/resources/blog/6-different-types-of-buyer-journey-maps/>

<https://www.freshworks.com/freshdesk/customer-journey/journey-mapping-examples-blog/>

<https://www.techmarclabs.com/blog/customer-journey-mapping-to-improve-customer-experience>

<https://www.userinterviews.com/blog/best-customer-journey-map-templates-examples>

<https://www.questionpro.com/blog/car-buyer-journey/>