

AWARENESS

CUSTOMER JOURNEY

BY UNDERSTANDING YOUR CUSTOMERS' NEEDS AND PREFERENCES AT EACH STAGE, YOU CAN TAILOR YOUR MARKETING AND SALES STRATEGIES TO BETTER MEET THEIR NEEDS AND BUILD LONG-TERM LOYALTY. BRAINSTORMING IS THE FIRST STEP

AUDIENCE ANALYSIS

WHAT DO YOU KNOW ABOUT YOUR TARGET AUDIENCE?

List Details about demographics. Eg Lifestyles, interests, etc

WHAT INFORMATION ARE YOU MISSING?

List details about gaps in your customers details you feel you may be missing

HOW DO YOU PLAN ON ACCESS THIS DATA?

Do you have an idea of what platforms you could use to collect data? Do your customers have a motivation to share their info?

AWARENESS

ARE YOU BUILDING AWARENESS FOR YOUR BRAND?

List how you are doing this.

HOW ACCESSIBLE IS YOUR BRAND?

Are your customers able to make contact with you easily online or on the phone? If not, why?

DO YOU HAVE INFLUENCERS/ POSITIVE FEEDBACK THAT YOU CAN USE TO BUILD AWARENESS?

How could you motivate these influencers to promote your brand?

INTEREST & EDUCATING

HOW ARE YOU HELPING POTENTIAL CUSTOMERS TO LEARN MORE ABOUT YOUR BUSINESS?

List how you are doing this.

HOW ARE YOU EDUCATING YOUR POTENTIAL CUSTOMERS?

List what you are doing and how interactive it is.

HOW WELL DO YOU FOLLOW UP WITH POTENTIAL CUSTOMERS ACROSS THEIR PREFERRED PLATFORMS?

How could you improve on this?

EVALUATE

HOW WELL DO YOU DIFFERENTIATE YOURSELF FROM YOUR COMPETITION?

List points where you can improve on this.

HOW ARE YOUR PRICES COMPARED TO YOUR COMPETITORS?

Do you think there is additional value you can add?

HOW CAN YOU INCENTIVIZE YOUR CUSTOMERS TO ACCELERATE SALES?

Do you incentivize your customers to choose you instead of your opponents?

PURCHASE

DO YOU MAKE IT EASY FOR CUSTOMERS TO VALIDATE THEIR PURCHASE DECISION?

What can you do better to make customers feel good about buying from you?

HOW EFFECTIVE ARE YOU AT UPSELLING AND CROSS-SELLING

What can you do to encourage customers to make additional purchases at the point of sale?

AT POINT OF SALES, DO YOUR CUSTOMERS KNOW EXACTLY WHAT WILL HAPPEN NEXT?

If yes, what steps and if not, what do you think you can do to improve on this??

POST PURCHASE

DO YOU HAVE A STRATEGY IN PLACE TO STAY TOP OF MIND WITH THE CUSTOMER?

What platform would you need to keep customers connected to your brand?

DO YOU MONITOR CUSTOMER ENGAGEMENT METRICS AND PROVIDE THE CHANCE FOR THEM TO GIVE FEEDBACK?

Are you using their feedback to improve your customer's journey?

DO YOU HAVE A LOYALTY PROGRAM YOUR CUSTOMERS CAN JOIN?

What are you doing and if nothing, why not?

RE-PURCHASE

HOW OFTEN DO CUSTOMERS MAKE REPEAT PURCHASES?

Do you give them a reason to do this.

HOW TARGETED AND PERSONALIZED ARE YOUR CUSTOMER PROMOTIONS?

How effective have they been in the past?

HOW CAN YOU TURN REPEAT CUSTOMERS INTO BRAND ADVOCATES?
What can you offer them to solidify their loyalty?

LOYALTY, ADVOCACY & REFERRAL

DO YOU HAVE ACTIONABLE STEPS TO RETAIN CUSTOMERS AND BUILD LOYALTY WITH TOP ACCOUNTS?

How are you measuring the results?

WHAT CAN YOU DO TO INSPIRE MORE CUSTOMERS TO ADVOCATE YOUR BRAND?

Have you tried offering incentives for word-of-mouth referrals?

HOW DO YOU PLAN TO IMPROVE YOUR LOYALTY PROGRAM?

It's important to have a plan for continuous improvement!

CUSTOMER JOURNEY

BELOW ARE SOME QUESTIONS AND IDEAS THAT MAY ASSIST YOU ON THE GATHERING OF INFORMATION ON YOUR CUSTOMER AWARENESS JOURNEY

AUDIENCE ANALYSIS

- **Demographics:** Age, gender, income level, education level, occupation, and other demographic factors can help you understand who your target audience is and what their needs and preferences might be.
- **Psychographics:** Psychographic factors such as personality, values, interests, and lifestyle can provide insight into your target audience's motivations and behaviors.
- **Pain points:** Understanding your target audience's pain points and challenges can help you develop solutions and messaging that resonate with them.
- **Buying habits:** Understanding your target audience's buying habits, including where they shop, how they make purchase decisions, and what factors influence their buying decisions, can help you tailor your marketing and sales strategies.
- **Customer feedback:** Gathering feedback from your customers can provide valuable insights into their experiences and needs, and help you identify areas for improvement.
- **Competitor analysis:** Conducting a competitive analysis can help you understand how your target audience views your competitors and what factors influence their buying decisions.
- **Industry trends:** Keeping up-to-date with industry trends can help you identify new opportunities and stay ahead of the competition.

- **Contact information:** You may be missing important contact information such as email addresses, phone numbers, or physical addresses.
- **Demographic information:** You may not have a clear understanding of your customers' age, gender, income level, education level, occupation, or other demographic factors.
- **Psychographic information:** You may not have insight into your customers' personality, values, interests, or lifestyle.
- **Pain points and challenges:** You may not have a clear understanding of your customers' pain points and challenges, and may need to gather feedback or conduct research to identify these.
- **Buying habits:** You may not know where your customers shop, how they make purchase decisions, or what factors influence their buying decisions.
- **Customer preferences:** You may not have insight into your customers' preferences for product features, pricing, or customer service.
- **Feedback and reviews:** You may not have access to customer feedback and reviews, which can provide valuable insight into the customer experience and areas for improvement.

- **Social media:** Platforms like Facebook, Instagram, Twitter, and LinkedIn can be used to collect customer data through targeted advertising, surveys, and contests. Customers may be motivated to share their information in exchange for exclusive offers or promotions.
- **Website analytics:** Tools like Google Analytics and Hotjar can be used to track customer behavior on your website and gather data on their browsing habits. Customers may not need any specific motivation to share this information as it is typically collected automatically.
- **Email marketing:** Email marketing platforms like Mailchimp and Constant Contact can be used to collect customer data through sign-up forms and surveys. Customers may be motivated to share their information in exchange for exclusive offers or discounts.
- **Customer relationship management (CRM) software:** CRM platforms like Salesforce and HubSpot can be used to collect and organize customer data from various sources, including email, social media, and website analytics. Customers may not need any specific motivation to share this information as it is typically collected through their interactions with your business.
- **Point of sale (POS) systems:** POS systems like Square and Shopify can be used to collect customer data at the point of purchase. Customers may be motivated to share their information in exchange for loyalty rewards or discounts.
- **Customer feedback tools:** Platforms like SurveyMonkey and Qualtrics can be used to gather customer feedback and data through surveys and feedback forms. Customers may be motivated to share their information in exchange for the opportunity to provide feedback and improve the customer experience.

AWARENESS

- Are you consistently creating and sharing high-quality content that resonates with your target audience?
- Are you using social media platforms to engage with potential customers and build a following?
- Are you using paid advertising, such as Facebook Ads or Google Ads, to reach a wider audience and drive traffic to your website?
- Have you established a clear and consistent brand voice and visual identity that sets you apart from competitors?
- Are you attending relevant industry events and conferences to network and build relationships with potential customers?
- Have you developed partnerships with other businesses or influencers to increase your visibility and reach?
- Are you actively seeking out and responding to customer feedback to improve your products or services and better meet their needs?

- Is your website easy to navigate and mobile-friendly?
- Do you provide multiple ways for customers to contact you, such as email, phone, and social media?
- Is your website and content accessible to people with disabilities, such as using alt-text for images or providing closed captioning for videos?
- Do you provide clear and transparent pricing and product information to help customers make informed decisions?
- Have you made efforts to reach out to underrepresented or marginalized communities to ensure that your brand is inclusive and accessible to all?
- Are you actively engaging with customers on social media and responding promptly to inquiries and feedback?
- Do you offer a range of payment options to make it easy for customers to purchase your products or services?

- Reach out to influencers in your industry or niche and collaborate with them to create content or promotions that promote your brand.
- Share positive customer reviews and testimonials on your website and social media platforms to build credibility and trust with potential customers.
- Use social proof, such as badges or awards, to showcase your brand's achievements and demonstrate your expertise in your field.
- Offer referral incentives or loyalty programs to encourage satisfied customers to share your brand with their network.
- Partner with complementary businesses or organizations to co-promote each other's brands and reach new audiences.

INTEREST & EDUCATING

- Create a clear and informative website that showcases your products or services and provides helpful resources and information.
- Offer free resources, such as eBooks or whitepapers, to educate potential customers about your industry or niche and establish your brand as a thought leader.
- Use social media platforms to share engaging and informative content, such as blog posts, infographics, and videos, that provide value to your followers and help them learn more about your business.
- Participate in industry events, such as conferences or trade shows, to network with potential customers and showcase your products or services.
- Offer free trials or demos of your products or services to allow potential customers to experience them firsthand and learn more about their features and benefits.
- Provide exceptional customer service and support to answer any questions potential customers may have and help them make informed purchasing decisions.

- Create informative blog posts that address common questions or concerns related to your industry or niche.
- Use social media platforms to share educational content, such as tutorials or how-to videos, that demonstrate how your products or services can solve problems or meet specific needs.
- Host webinars or live events that provide in-depth education on specific topics related to your industry or niche.
- Create comprehensive guides or eBooks that provide detailed information on your products or services and how they can benefit potential customers.
- Use email marketing campaigns to share educational content and provide value to your subscribers, ultimately building trust and loyalty over time.
- Offer online courses or training programs that teach potential customers how to use your products or services to their fullest potential.

- Send personalized follow-up emails after a potential customer has engaged with your brand, thanking them for their interest and providing additional information.
- Use social media messaging or chatbots to follow up with potential customers who have engaged with your brand on those platforms.
- Set up retargeting ads on social media or other online platforms that remind potential customers of your brand and offer them additional information or promotions.
- Use customer relationship management (CRM) software to track potential customer interactions across various platforms and ensure that you are following up in a timely and personalized manner.
- Conduct regular outreach campaigns that focus on providing value to potential customers, such as sending them personalized tips or resources related to your industry or niche.

EVALUATE

- Focus on your unique value proposition (UVP) - what sets you apart from your competition? Highlight this in your marketing messaging and throughout your customer journey.
- Emphasize your brand story and what makes your business unique. Share this story on your website, social media, and other marketing channels.
- Offer a unique product or service that your competition doesn't provide, or offer it in a different way that appeals to your target audience.
- Personalize your customer experience by offering customized solutions or tailoring your approach to each individual customer.
- Create a strong brand identity that stands out from your competition. This includes developing a unique brand voice, visual identity, and brand values.
- Provide exceptional customer service that goes above and beyond what your competition offers. This can include offering 24/7 support, responding quickly to customer inquiries, and providing personalized solutions.

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- Research your competitors' pricing and make a comparison chart to see where you stand. This can help you identify areas where you may need to adjust your prices.
- Evaluate the quality and value of your products or services compared to your competitors. If you offer a higher quality product or service, you may be able to charge a premium price.
- Consider the overall customer experience you provide compared to your competitors. If your business offers a better customer experience, you may be able to charge slightly higher prices.
- Determine your target audience's price sensitivity. If your target audience is price-sensitive, you may need to adjust your prices to remain competitive.
- Experiment with different pricing strategies, such as offering discounts or bundling products/services to find the optimal price point for your business.

PURCHASE

- Provide detailed product descriptions and specifications, as well as customer reviews and ratings, on your website and other marketing materials.
- Offer a satisfaction guarantee or return policy to give customers peace of mind when making a purchase.
- Create informative and engaging content that showcases the benefits and features of your product or service.
- Offer a free trial or demo of your product or service to allow customers to experience it before making a purchase.
- Provide exceptional customer service and support to help customers with any questions or concerns they may have before or after making a purchase.
- Use social proof, such as customer testimonials, case studies, and endorsements, to demonstrate the value and effectiveness of your product or service.

- Offer related products or services that complement the customer's purchase.
- Provide a discount or promotion for purchasing additional items.
- Use upselling and cross-selling techniques to suggest other items that the customer might be interested in.
- Offer a loyalty program that rewards customers for making multiple purchases.
- Provide excellent customer service to build trust and encourage repeat business.
- Use personalized recommendations based on the customer's previous purchases or browsing history.
- Create a sense of urgency by offering a limited-time discount or promotion.
- Provide clear and easy-to-understand product information and specifications to help customers make informed decisions about additional purchases.

- Lack of clarity on delivery: Make sure to communicate clearly about delivery timeframes and any potential delays.
- Confusing return policy: Clearly outline your return policy and make it easily accessible on your website and in your physical store.
- Unclear payment process: Ensure that your payment process is straightforward and easy to understand, including any fees or charges.
- No confirmation of purchase: Provide customers with an immediate confirmation of their purchase, whether it's a digital receipt or a physical one.
- Poor customer service: Make sure to train your staff to provide excellent customer service and be able to answer any questions customers may have.

POST PURCHASE

- Social media platforms: Maintaining active social media accounts can help keep customers engaged and up-to-date on your brand.
- Email marketing: Building an email list and sending regular newsletters can help you stay in touch with customers and promote new products or services.
- Loyalty programs: Implementing a loyalty program can incentivize customers to remain engaged with your brand and make repeat purchases.
- Online community: Creating an online community, such as a forum or Facebook group, can provide customers with a space to connect with each other and with your brand.
- Customer service channels: Ensuring that customers have easy access to customer service channels, such as live chat or phone support, can help build trust and loyalty with your brand.
- Mobile app: Developing a mobile app can provide customers with a convenient way to interact with your brand and access exclusive deals or content.
- Webinars or live events: Hosting webinars or live events can create a sense of community and provide customers with valuable information related to your products or services.
- Branded content: Creating high-quality, informative content such as blog posts, videos, or podcasts can help keep customers engaged with your brand and establish you as an authority in your industry.

- Conducting surveys and polls to gather feedback from customers.
- Monitoring social media comments and reviews for customer engagement.
- Providing a customer service hotline or chatbot for customers to ask questions or give feedback.
- Analyzing website traffic and user behavior to understand customer engagement.
- Offering loyalty programs to incentivize repeat purchases and increase customer engagement.
- Implementing a referral program to encourage customers to share their positive experience with others.
- Offering personalized recommendations and suggestions based on past purchases or browsing history.
- Providing a seamless and user-friendly checkout process to minimize cart abandonment and increase customer satisfaction.
- Offering post-purchase support and follow-up to ensure customer satisfaction.
- Monitoring key performance indicators (KPIs) such as customer lifetime value and customer retention rate to track customer engagement over time.

- Points program: Customers earn points for purchases and can redeem them for rewards or discounts.
- Tiered program: Customers earn points or rewards that increase in value as they move up tiers based on their spending.
- Referral program: Customers earn rewards for referring their friends and family to the business.
- VIP program: Customers with high spending or loyalty receive special perks, such as exclusive discounts, early access to sales, or personalized experiences.
- Subscription program: Customers sign up for regular deliveries of products or services and receive perks, such as discounts or exclusive content.
- Partner program: Businesses partner with other companies to offer joint loyalty programs, such as earning points for purchases at both businesses.
- Coalition program: A group of businesses offer a joint loyalty program, where customers earn points or rewards that can be redeemed at any of the participating businesses.
- Charitable program: Businesses donate a portion of sales or reward points to a selected charity, incentivizing customers to continue shopping and supporting the cause.

RE-PURCHASE

- Monthly subscriptions: If a business offers a subscription-based service or product, they can track how often their customers renew their subscription and continue to use the product or service.
- Purchase frequency: By analyzing customer purchase data, a business can see how often their customers are making repeat purchases.
- Average order value: Businesses can also look at the average value of orders over time to see if there are any patterns in customer behavior, such as increased purchasing during certain seasons or holidays.
- Customer retention rate: Tracking the percentage of customers who return to make additional purchases over a certain period of time can give insight into how often customers make repeat purchases.
- Feedback surveys: Conducting surveys with customers to ask about their purchase habits and how often they make repeat purchases can also provide valuable information.

- Using customer data to tailor promotions: Analyzing customer data, such as purchase history and preferences, to create targeted promotions that are relevant to individual customers.
- Personalized email marketing: Crafting personalized email marketing campaigns that address the customer by name and offer promotions based on their interests and purchase history.
- Customized offers: Offering customers customized promotions that are based on their purchase history or preferences, such as a discount on their favorite products.
- Personalized recommendations: Using algorithms and customer data to provide personalized product recommendations to customers, which can increase the likelihood of a repeat purchase.
- Retargeting ads: Using retargeting ads to show customers personalized ads for products they have shown interest in or have purchased in the past.
- VIP programs: Creating a VIP program that rewards loyal customers with exclusive discounts and promotions, providing them with a personalized experience that makes them feel valued.
- Referral programs: Offering personalized referral programs to customers, providing them with incentives to refer friends and family to your business, such as a discount on their next purchase.

- Offer referral programs: Encourage repeat customers to refer their friends and family to your business in exchange for a discount or other rewards.
- Provide exceptional customer service: Make sure your repeat customers feel valued by going above and beyond to help them with any issues or concerns they may have.
- Offer exclusive content: Provide your repeat customers with exclusive content, such as access to new products or services before they are available to the general public.
- Engage with them on social media: Interact with your repeat customers on social media by responding to their comments, reposting their content, and creating personalized messages.
- Create a loyalty program: Offer rewards and incentives to your repeat customers, such as discounts or free products, to encourage them to continue doing business with you.
- Show appreciation: Send personalized messages to your repeat customers thanking them for their loyalty and offering special discounts or promotions.
- Share their success stories: Share stories and testimonials from your repeat customers on your website or social media channels to showcase their positive experiences and encourage others to do business with you.

LOYALTY, ADVOCACY & REFERRAL

- Regular check-ins: Schedule regular check-ins with your top accounts to discuss their needs and ensure that they are satisfied with your products or services. This will show them that you value their business and are committed to meeting their needs.
- Personalized communication: Tailor your communication to each individual account, using their name and referencing past interactions with your company. This will make them feel valued and show that you are paying attention to their unique needs.
- Special offers: Offer special discounts or promotions to your top accounts, as a way of thanking them for their business and encouraging them to continue working with you.
- Invitations to events: Invite your top accounts to exclusive events, such as product launches or industry conferences. This will give them the opportunity to network with other top customers and to learn more about your company.
- Customer feedback: Solicit feedback from your top accounts to better understand their needs and to identify areas where you can improve your products or services.
- Loyalty programs: Consider creating a loyalty program for your top accounts, where they can earn rewards or special privileges for their continued business.
- Regular reporting: Provide regular reports to your top accounts to demonstrate the value that your products or services are providing, as well as the ROI that they are receiving.

- Encourage customers to share their positive experiences on social media and review platforms.
- Provide incentives for customers who refer friends and family to your business.
- Create a loyalty program that rewards customers for repeat business.
- Offer exclusive discounts or early access to new products or services to customers who advocate for your brand.
- Host events or webinars that educate customers about your business and provide opportunities for them to connect with your team and other customers.
- Share customer success stories on your website and social media channels to showcase the value of your products or services.
- Respond promptly and effectively to customer feedback and concerns to demonstrate your commitment to customer satisfaction.

- Offer personalized rewards based on a customer's purchase history or preferences.
- Implement a tiered loyalty program with different levels of rewards and benefits.
- Provide exclusive access to new products or services for loyal customers.
- Use social media and email marketing to communicate loyalty program updates and promotions.
- Solicit customer feedback and use it to improve the loyalty program experience.
- Host customer appreciation events or exclusive sales for loyal customers.
- Collaborate with other brands to offer joint loyalty rewards and promotions.
- Use gamification techniques to make the loyalty program more engaging and fun.
- Provide additional perks and benefits to customers who refer friends to join the loyalty program.
- Offer bonus rewards for customers who reach certain milestones or make a certain number of purchases.