

CUSTOMER JOURNEY MAP

This template is designed to identify the journey that your customers take, from first impressions of your brand, to becoming loyal advocates. The ways in which your customers/clients are purchasing at present is likely to be a little different.

Review what channels and marketing activities you do currently and then consider how these may have now changed. This way you can adapt the way that you communicate with your audience and can ensure that the journey through to purchase is still a smooth one.



1	2	3	4	5
AWARENESS	EVALUATION & COMPARE	PURCHASE	USE	ADVOCACY
<p>This is the first stage of the customer journey/purchasing funnel. It's the point at which your customers become aware of your brand and make a first impression of it. i.e social media, direct mail, paid advertising and signage.</p>	<p>This stage is where potential customers will consider purchasing through you, usually over another company. Research into your business is done at this stage and can require a number of touchpoints. i.e online portfolio or case studies, reviews, accreditations and customer service.</p>	<p>This is the point at which potential customers convert to a sale. It is important to understand the value of post-purchase customer touch points as well as pre-purchasing stages. A customer's journey should not end here! i.e purchasing experience and order confirmation</p>	<p>During the 'use' stage, you should aim to maintain communication with customers. They are formulating lasting opinions on the product which is a great opportunity to build relationships. They may go on to become loyal customers who refer new clientele. i.e follow-up communication and product experience</p>	<p>Advocates of your business are very powerful. A brand advocate is often described as the strongest form of marketing, and loyal customers themselves the most valuable customer type. i.e word of mouth, reviews, referral scheme and testimonials.</p>
CURRENT MARKETING ACTIVITIES	CURRENT MARKETING ACTIVITIES	CURRENT MARKETING ACTIVITIES	CURRENT MARKETING ACTIVITIES	CURRENT MARKETING ACTIVITIES
HOW MIGHT THIS NOW BE DIFFERENT?	HOW MIGHT THIS NOW BE DIFFERENT?	HOW MIGHT THIS NOW BE DIFFERENT?	HOW MIGHT THIS NOW BE DIFFERENT?	HOW MIGHT THIS NOW BE DIFFERENT?
NEW MARKETING ACTIVITIES	NEW MARKETING ACTIVITIES	NEW MARKETING ACTIVITIES	NEW MARKETING ACTIVITIES	NEW MARKETING ACTIVITIES