Mapping Customer Journey

Aim

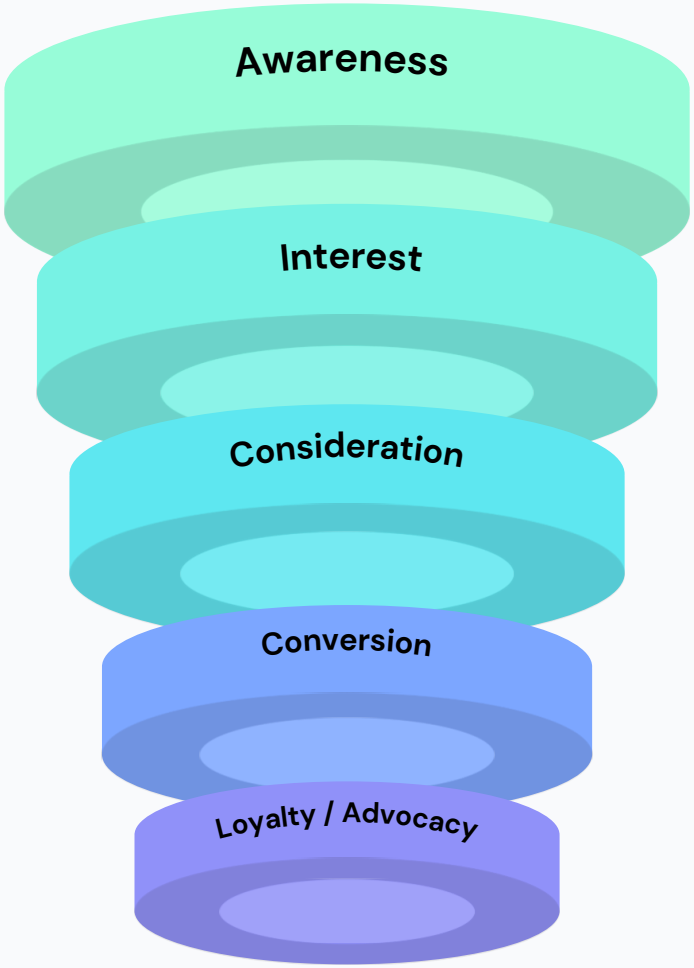
Educate, inspire, introduce, be visible, repeatedly showing up, showcase your brand voice

Spark curiosity so people start paying attention and gathering basic info about you.

Help people evaluating your product/services. Quash objections. Build trust

Turn interest into paying customers by making the “yes” easy and clear.

Maintain engagement - Turn one-time buyers into repeaters and referrers who bring in new business.



How

Content Marketing, Social Media, Blogging, Paid Advertising, Signage, Radio, In-person events

Email campaigns, webinars, social proof posts (e.g. reviews) retargeting ads, PR, free talks

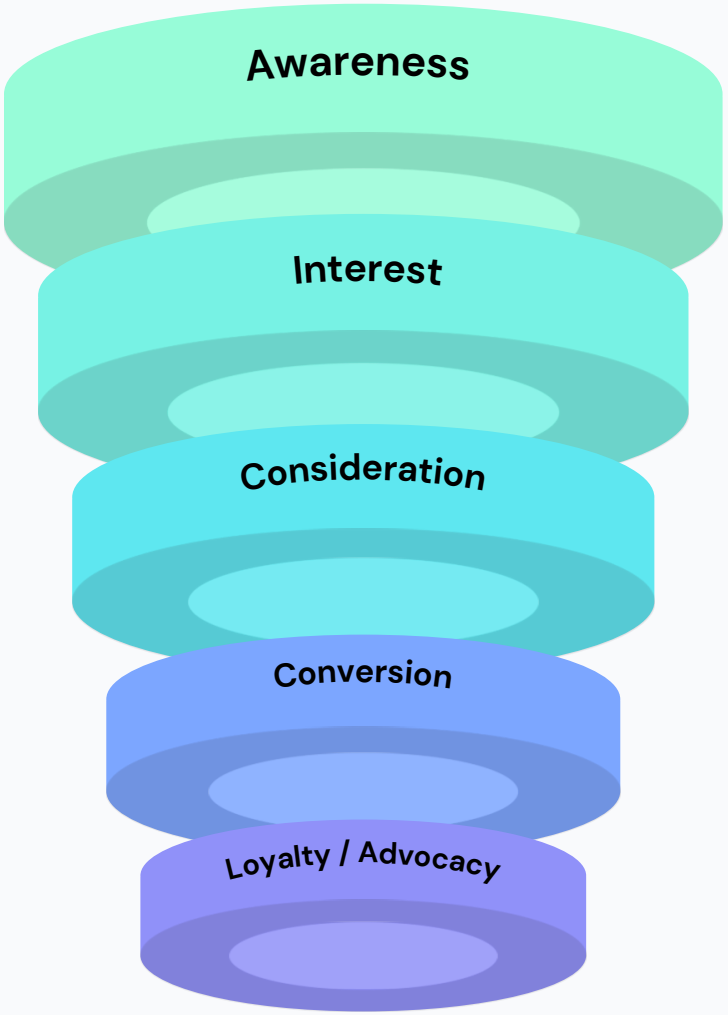
Comparison webpages / detailed pages, proof/case studies, proposals, 121 meetings, demos

Proposal tools, checkouts, chat support, phone calls, meetings

Referral incentives, handwritten thank-yous, phone check-ins, loyalty emails

ELEVATE CONSULTANCY

Mapping Customer Journey

Current Activity		Actions Needed
		

Highlight which area needs prioritising

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