



CUSTOMER JOURNEY TEMPLATE

Template by Boost Media Group

What's In Store For You

YOUR CUSTOMER JOURNEY MAP TEMPLATE



Here's an easy guide to a 5-step customer journey mapping. We cover the phases of **Awareness**, **Searchability**, **Reputation**, **Conversions**, and **Advocacy**.

Customer journey will help you identify some of the key elements of your target audience:

- What steps do customers take before making a decision
- Where they seek information
- Who they consult before deciding
- What motivates them to switch from one brand to another





How to use the template

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CUSTOMER INSIGHT

Speak with users to identify their needs and current experience when it comes to the problem you are trying to solve. Record all the feedback across the customer journey steps.

STRATEGY

Based on user feedback, map the touchpoint (channels) as your users move from one step of the decision journey to another. What content are they looking for and engaging with?

PLAN

Make an action list of items you need to make in order to address your users in each step of their customer journey. How can you improve their current experience?



Customer decision journey



The first step in the customer journey is awareness. To build awareness you need to understand what your audience is interested in and where they hang out online.

Interests of your audience:

Where they hang out online? (i.e. which social platforms they use)



Customer decision journey



The businesses that are most easily found online are the ones that will succeed in today's marketing world. It's important to optimize your website so that your audience can find you.

What words or phrases will your audience search online to find a product/service like yours?

What platforms will your audience be using to search for you? Be sure to include not just search engines like Google/Bing, but other platforms like Yelp, Amazon, or NextDoor, etc.



Customer decision journey



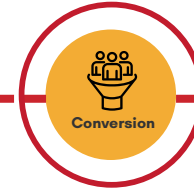
Having a strong reputation online is important, since the word of others can be an influencing factor in whether someone chooses to buy from you or use your service.

What platforms are you currently listed on where someone could leave a review of your product or service? What platforms should you join where you are not yet?

How will you garner more reviews? I.E. Asking for reviews in your email, in person, or on your social platforms.



Customer decision journey



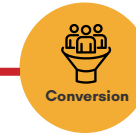
Conversion tracking is the process of monitoring the actions taken by web visitors that could lead toward the completion of a business goal.

What actions would a web visitor take on your site that should be tracked?

Have you enabled conversion tracking on Google Analytics as well as advertising platforms?



Customer decision journey

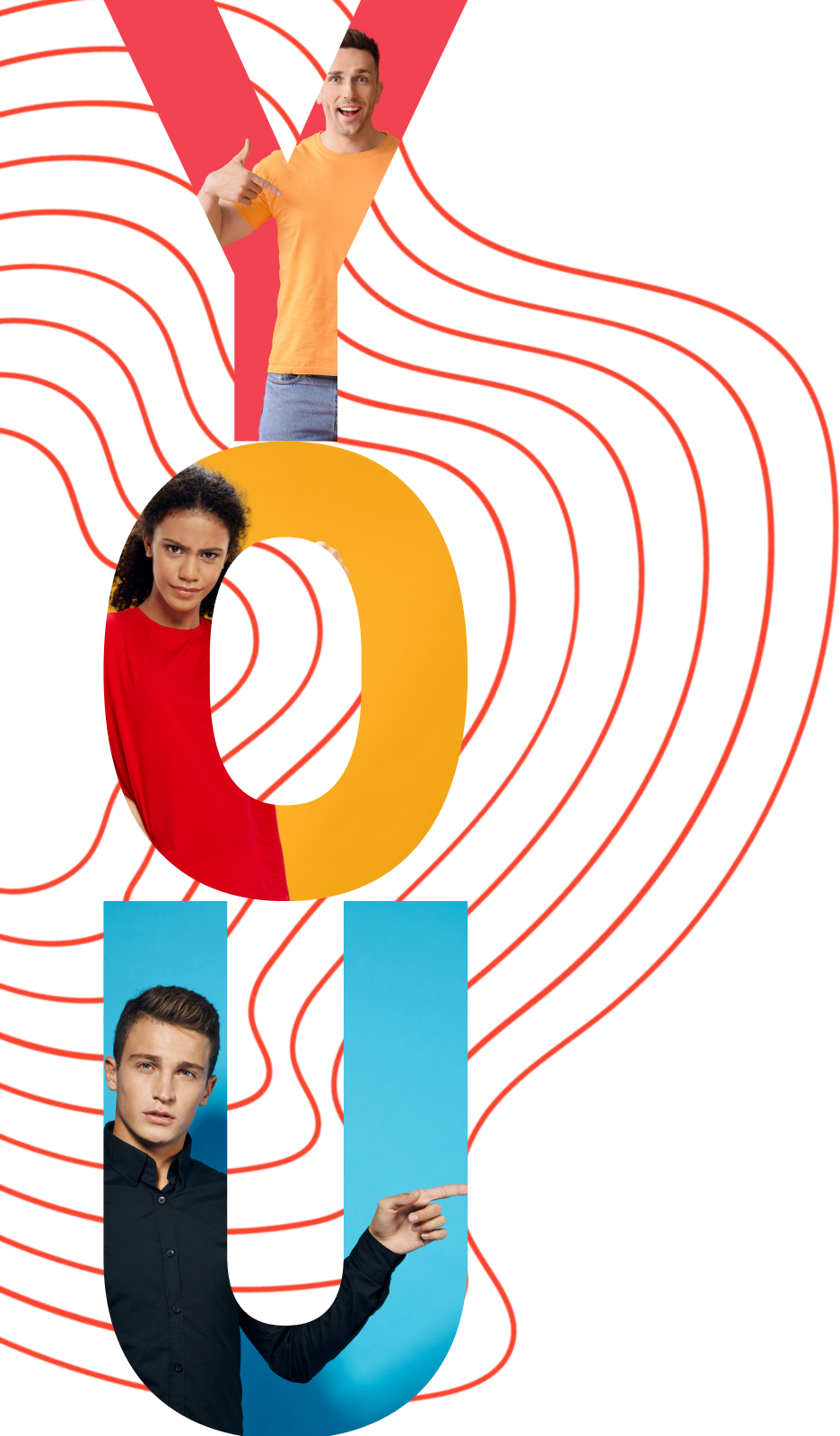


To build advocacy with your customers you need to not only provide a stellar buying experience, but continue to build a connection post sale.

What are some ways you will build a deeper connection with your customers post sale?

What benefits can you offer to those who share your business with their family and friends?





Over to you!

If you enjoyed this template, share it with your friends and colleagues!

