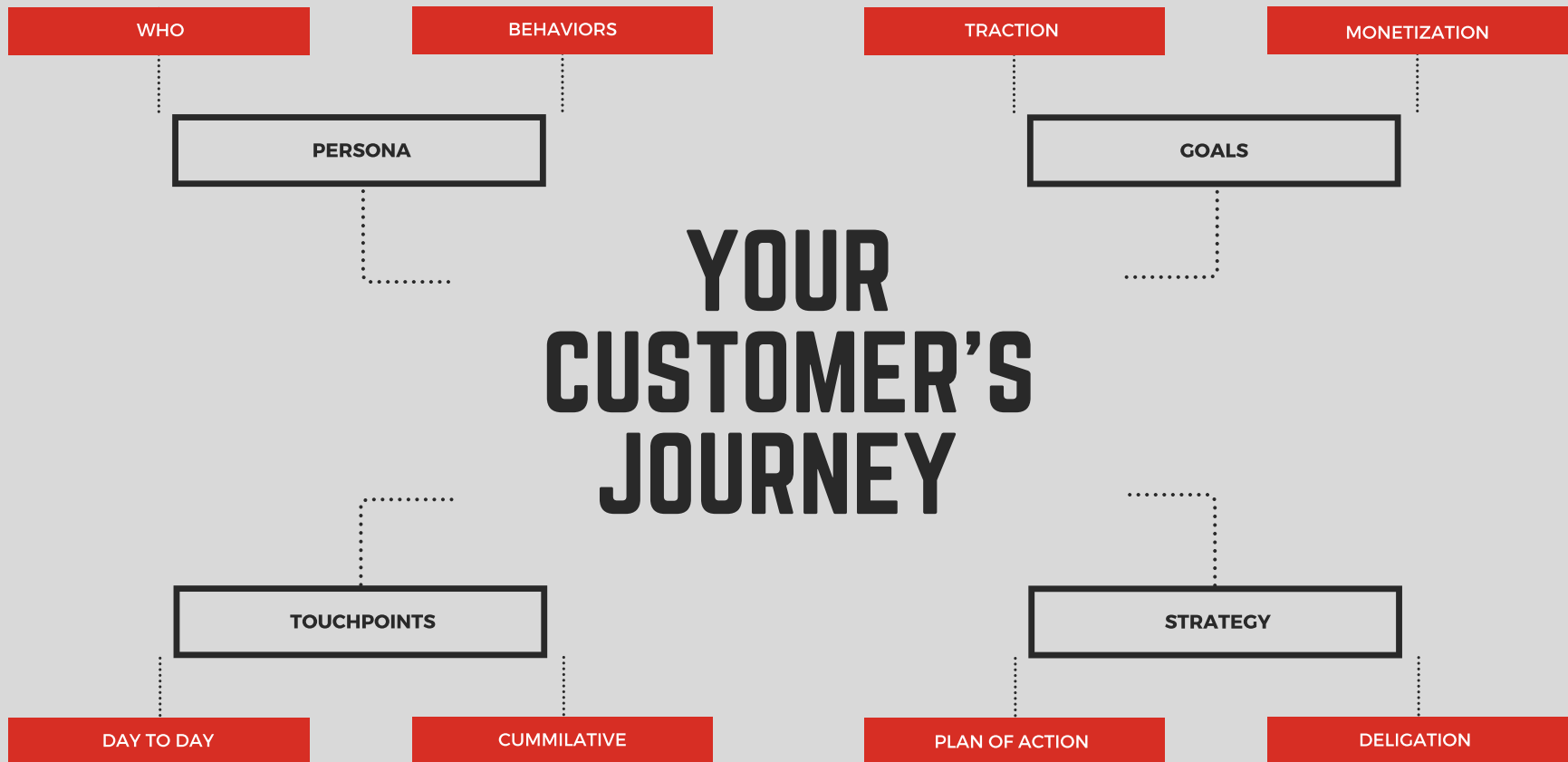


DIY CUSTOMER JOURNEY MAPPING

Customer Journey Mapping is an essential process to lay out your assumptions about your target market and begin to understand how they will become aware of your brand and begin to interact with it. As a startup, this process also serves to get on the same page with your core team so you see can create a clear go to market strategy from a marketing perspective. Once you have this process complete you can more accurately find the right kind of marketing for your startup.



PERSONA

CREATE-

- Be specific as if you are describing an actual person
- Define two variants (male/ female or two very different age demos)
- create a demo for each variant

DEMOGRAPHIC

DEFINE-

- age
- gender
- income
- location
- marital status
- profession
- personal interests
- lifestyle
- time freedom
- motivations

BEHAVIORS

DO~ SEE~HEAR-

- how do they travel to work/ school?
- what would they encounter daily (see in environment)
- what would they do during travel time (i.e- listen to music, podcasts, shop?)
- Where do they spend their time online for work/ pleasure?
- What are their market specific interests.

GOALS

DEFINE YOUR COMPANY OBJECTIVES-

Short Term (this
quarter) Long Term
(this calendar year)

- Tangible milestones for each of the following
- Consequences of not meeting them

TRACTION

DEFINE-

- # of followers for each social platform (discovered in behaviors)
- # of views to content
- # of unique visitors per month
- # in email list
- # of leads per X

MONITIZATION

ASSIGN VALUE-
based on how your
funnel is set up and
your revenue model
what is each action
worth?

- Social Media
- SEO gained from content views
- direct visits to your site
- emails captured
- leads captured

***these numbers maybe arbitrary but understanding what kinds of activities will support your company to create a value structure helps to prioritize marketing activities. and spend.

TOUCH POINTS

WHERE TO FOCUS-
What platforms will help to create brand awareness and move them through the funnel to convert them to leads?
Based on their behaviors where will you most likely capture your demo's attention?

TIMELINE

MAPPING-
It may not be a straight line but this is where the "mapping" part comes in. From your observations create a timeline from "1st touch" of awareness to beginning to engage with your website to sharing their contact details to the sale and referral.

EMOTIONS

PAIN POINTS-
Address what drives them to need you!

- Define their "why"- what solution do you offer?
- What emotions are they feeling that you can alleviate or support with your products/ service?

***This step is crucial and often over looked. Once defined, you can use this to define the messaging in your ads, content and collateral.

STRATEGY

BIRD'S EYE VIEW-
Widen your scope
and look at it from a
top level view-
observe patterns and
commonalities.

PLAN OF ACTION

WHERE ONLINE-
will they organically
find you?

- should you create youtube content?
- should you write white papers, blogs or infographics?
- should you develop a social following, if so where?
- Who can you partner with to create content?

DELIGATION

ACT-

- Where do you spend marketing \$\$\$ to effectively drive leads that support you to test your value prop and track?
- How can your organic activities be tracked so you can pay to re-market to them so they will convert?

***This is where your marketing professional will need to step in to define your marketing activities.