

Customer Journey Map

	Awareness	Consideration	Decision	Delivery & Use	Loyalty & Advocacy
Customer Goals What are they trying to do?	ex: Get better sleep				
Customer Activities How are they doing it?	ex: Search Google, talk to friends				
Touchpoints How can they interact with you in this process?	ex: Website, social media				
Channels Where does your info need to be displayed for customers to find it?	ex: Google, website, social media				
Emotions & Thoughts How are they feeling? What thoughts are leading to these feelings?	ex: Interested, curious 1 _____ 2 _____ 3 ● _____ 4 _____ 5 _____				
Responses What are you doing now to address these customer concerns?	ex: Testimonials, social media, SEO				

HUCK YEAH

Schedule a free 20-minute consultation to learn more.