

CUSTOMER JOURNEY PLAN

Make impactful actions at each step of a customers journey with your company.

	PROSPECT		LEAD		CLOSE		RETAIN	
	AWARENESS	CONSIDERATION	RESEARCH	SELECTION	ACQUISITION	DELIVERY	SERVICE	LOYALTY
CUSTOMER GOALS	None	Do I need a product like this?	Is this the best product?	Choose best product	Purchase	Implement & train	Customer support (duation of contract)	Recommendations & renewal
YOUR GOAL	Brand awareness	Highlight features & benefits	Establish brand as market leader	Pitch to best serve prospects needs	Contract	Ensure smooth transition	Market leading customer support	Recommendations & renewal
TOUCH POINTS	<ul style="list-style-type: none"> Recommendations Print media Social media PPC Partner assets Industry events Brand marketing Speaking engagements 	<ul style="list-style-type: none"> Website Microsite Remarketing PPC Partner events Blogs Webinars Industry specific content 	<ul style="list-style-type: none"> Demos Case studies eBooks Product data Company Literature Reviews Prospect emails Sales team emails Sales team calls 	<ul style="list-style-type: none"> Advanced demos Meetings & presntations Trials Sales team emails Sales team calls 	<ul style="list-style-type: none"> Contracts Pricing References ROI Sales team emails Sales team calls 	<ul style="list-style-type: none"> Face-to-face user training program Online user training Installation support Training team mails Training team calls Service team mails Service team calls 	<ul style="list-style-type: none"> Ongoing support Service manager (emails & telephone) Customer events Newsletters Update emails Support website Webinars 	<ul style="list-style-type: none"> Ongoing support Service manager Customer events Newsletters Update emails Recommendation incentives
YOUR KPI'S	<ul style="list-style-type: none"> PPC click through Social media interactions Event contacts 	<ul style="list-style-type: none"> Web visitors 	<ul style="list-style-type: none"> Demo requests Content downloads Direct email opens 	<ul style="list-style-type: none"> Conversion target % of demos 	<ul style="list-style-type: none"> Contract value 	<ul style="list-style-type: none"> Time to onboard Customer feedback of process 	<ul style="list-style-type: none"> No. service tickets Product use statistics 	<ul style="list-style-type: none"> Recommendations value Advocate for brand