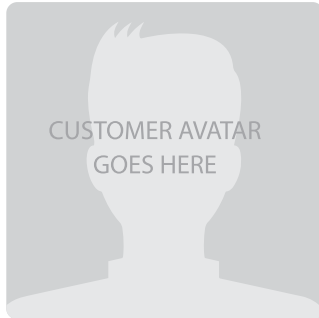


CUSTOMER JOURNEY MAP

WORKSHEET

This worksheet will help you map out your marketing messaging and content required for all the stages of your buyer's journey.

CUSTOMER PERSONA



Name:

Age:

Job title:

Behaviour:

Emotions:

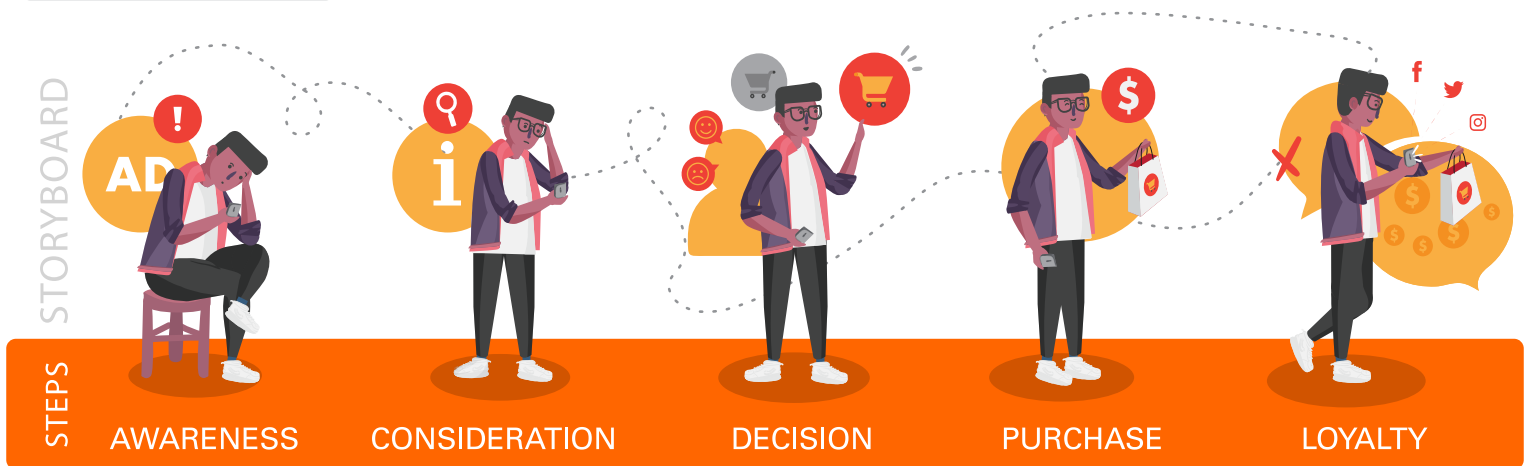
Needs:

Goals:

Motivation:

Expectations:

Pain points:



STEPS	AWARENESS	CONSIDERATION	DECISION	PURCHASE	LOYALTY
MESSAGE	<p>The buyer realizes that they have a problem or they are missing something</p> <p>(Moment of inspiration)</p> <p>Informative, helpful & educational</p>	<p>Actively searching for a solution. First to review are the top-of-mind brands. They also ask their network for recommendations.</p> <p>Solution review, overall benefits, options available.</p>	<p>They narrow down their favourites, previous customer experiences, comparing pros & cons, fact-checking.</p> <p>Uses & applications, comparison charts & testimonials.</p>	<p>Interested in how they can acquire your solution, future add-ons and after-sales support.</p> <p>Hyper personalized content.</p>	<p>Help them become successful, offer upgrades, join community</p> <p>Hyper personalized recommendations and product add-ons.</p>
CONTENT	<p>Social media posts & stories</p> <p>Brand awareness videos</p> <p>Thought leadership content</p> <p>Infographics</p> <p>Blogs & lite eBooks</p> <p>Free DIY tools & resources</p>	<p>Explainer videos</p> <p>Promotional content</p> <p>Interactive videos</p> <p>Webinars & Podcasts</p> <p>Cost & ROI calculators</p> <p>Reports with original research</p> <p>Pricing & packages</p>	<p>Case Studies</p> <p>Testimonials</p> <p>Product Video</p> <p>Product decks</p> <p>Deep-dive content</p> <p>Technical sheets</p> <p>Behind the scenes</p> <p>FAQ's</p>	<p>Personalized content</p> <p>Sales toolkit</p> <p>How to get started guides</p> <p>Setup video tutorials</p> <p>Customer onboarding content</p> <p>Community invite</p>	<p>Customer success content</p> <p>Exclusive content</p> <p>Personalized recommendations</p> <p>Useful add-ons</p> <p>Referral programs</p>

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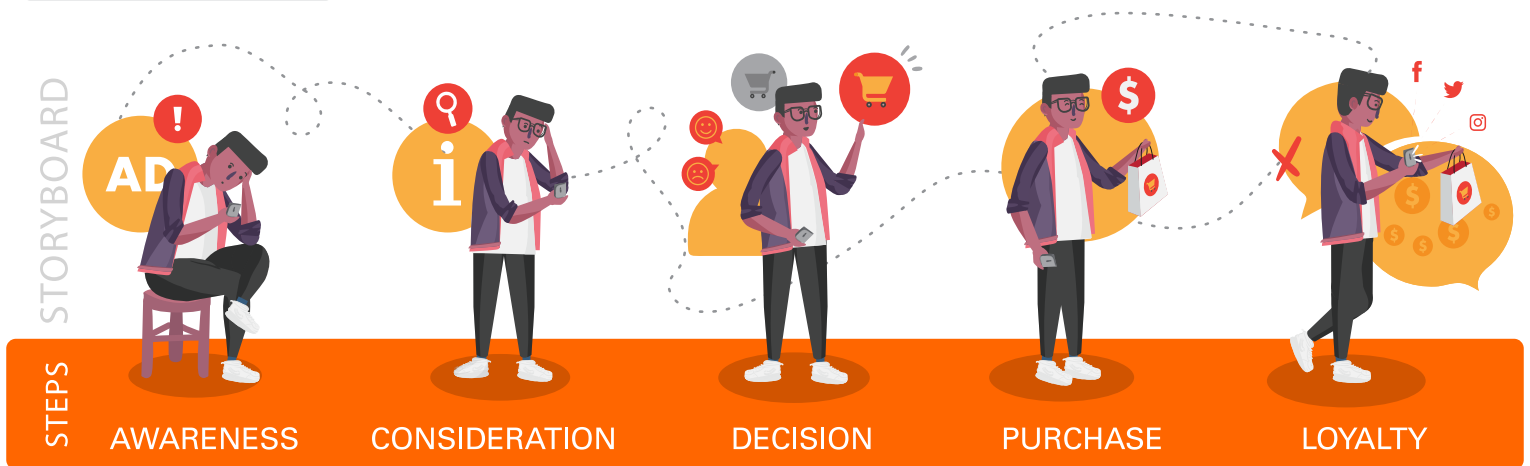
Needs:

Goals:

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MESSAGE

CONTENT