### Customer Journey Map 1: Small Business Owner

**Persona**: Sarah, a small business owner running an online boutique selling handmade jewelry.

1. **Awareness**
   * Touchpoint: Sees an online ad for MailChimp while browsing for email marketing solutions.
   * Pain Points: Concerns about budget and time constraints for creating and managing email campaigns.
2. **Research**
   * Touchpoint: Visits the MailChimp website to learn more.
   * Pain Points: Needs clear and concise information about features, pricing, and ease of use.
3. **Sign-up and Onboarding**
   * Touchpoint: Signs up for a free MailChimp account.
   * Pain Points: Expects a user-friendly onboarding process with guided tutorials and tips.
4. **Campaign Creation**
   * Touchpoint: Navigates through MailChimp's campaign builder to create her first email campaign.
   * Pain Points: Expects intuitive design tools and wants assistance with template selection.
5. **Segmentation**
   * Touchpoint: Learns about segmentation to target different customer groups.
   * Pain Points: Wants guidance on how to effectively segment her customer list.
6. **Content Creation**
   * Touchpoint: Drafts content for her email campaign.
   * Pain Points: Seeks best practices for writing engaging subject lines and content.
7. **Testing and Sending**
   * Touchpoint: Reviews and tests the email campaign before sending.
   * Pain Points: Expects a simple and reliable testing process to ensure emails look good on all devices.
8. **Analyzing Results**
   * Touchpoint: Checks campaign analytics in MailChimp.
   * Pain Points: Wants easy-to-understand reports to measure campaign effectiveness.

### Customer Journey Map 2: Marketing Manager

**Persona**: Alex, a marketing manager at a mid-sized e-commerce company.

1. **Campaign Planning**
   * Touchpoint: Identifies the need for a targeted email campaign to promote a new product line.
   * Pain Points: Expects advanced features like A/B testing and automation for optimal campaign performance.
2. **Data Integration**
   * Touchpoint: Imports customer data from the company's CRM into MailChimp.
   * Pain Points: Expects seamless integration and clean data transfer to avoid errors.
3. **Template Customization**
   * Touchpoint: Customizes email templates to align with the company's branding.
   * Pain Points: Expects flexibility in design options and the ability to add custom elements.
4. **Automation Setup**
   * Touchpoint: Sets up automated workflows for abandoned cart reminders and follow-up emails.
   * Pain Points: Requires detailed guides for creating and managing automation sequences.
5. **Segmentation and Personalization**
   * Touchpoint: Segments the customer list based on behavior and demographics.
   * Pain Points: Needs advanced segmentation options and merge tag functionality for personalized content.
6. **Campaign Optimization**
   * Touchpoint: Monitors campaign performance and makes adjustments as needed.
   * Pain Points: Expects robust reporting features and recommendations for optimization.