



Map Your Customer's Journey

Worksheet



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Answer the questions below for each phase of the customer journey using the target audience you developed for your selected business

Phase	
Awareness	<p>When is my target most receptive?</p> <p>The target audience is receptive during leisure hours, evenings, and weekends for content exploration. Key decision times include evenings and weekends, with peak social media times effective for advocacy.</p>
Interest	<p>How can I relate my product to my target's needs?</p> <p>Align product's unique features with your target audience's specific needs and preferences. Showcase how your product addresses their challenges or desires, emphasizing its benefits. Use tailored messaging and visuals to create a direct connection between your product and fulfilling their needs.</p>
Desire	<p>How can I show my target my product really fits in their life?</p> <p>Illustrate product's seamless integration into daily routines with relatable scenarios, user-generated content, and before-after comparisons. Engage in interactive conversations and share testimonials to solidify the genuine value your product offers in enhancing their lives.</p>
Conversion	<p>How can I get my target to take action?</p> <p>Motivating your target by highlighting the immediate benefits and solving their pain points with your product. Craft clear and compelling calls-to-action that emphasize urgency, exclusivity, or limited-time offers. Leverage persuasive storytelling, captivating visuals, and social proof to install confidence and inspire action.</p>
Advocacy	<p>How can I make my target into an advocate?</p> <p>By Turning satisfied customers into advocates by incentivizing social media sharing and referrals. Spotlight their stories and foster a supportive community where they feel valued and inspired to promote your brand.</p>

Mapping the customer journey involves understanding the various stages a customer goes through from initial awareness to making a purchase and becoming a loyal advocate. Identifying when the target audience is most receptive is crucial for effective engagement and conversion. Here's a simplified map of the customer journey and when the target audience is most receptive:

Awareness Stage: Target is introduced to Handcrafted Haven through social media posts, online ads, or word-of-mouth. Target is most receptive during leisure hours, when browsing social media or exploring new interests online.

Interest and Consideration Stage: Target engages with captivating social media content showcasing unique handcrafted products. Target is most receptive in the evenings or weekends when they have more time to explore and consider purchasing options.

Decision Stage: Target visits the Handcrafted Haven website, explores product categories, and reads product descriptions. Target is most receptive during weekdays, especially after work hours, as they make informed decisions.

Purchase Stage: Target adds products to the cart, proceeds to checkout, and completes the purchase. Target is most receptive during convenient times, such as lunch breaks or evenings, when they can focus on completing the transaction.

Post-Purchase Stage: Target receives order confirmation and shipping updates. Target is most receptive to follow-up emails or social media updates showcasing related products or sharing customer testimonials.

Advocacy Stage: Satisfied customers leave positive reviews, share their purchases on social media, and recommend Handcrafted Haven to friends. Target is most receptive to engaging with referral programs or incentives to become brand advocates during peak engagement times. By understanding the customer journey and identifying when the target audience is most receptive at each stage, Handcrafted Haven can tailor its marketing efforts and engagement strategies to maximize effectiveness and conversion rates.

