



Map Your Customer's Journey

Worksheet



Map Your Customer's Journey

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>When browsing for photographers and people who can take photographs during wedding time.</p>
Interest	<p>How can I relate my product to my target's needs?</p> <p>Providing insight on the website regarding the photoshoots and showcasing the portfolio of certain works that have already been done. Reviews also help providing clarity.</p>
Desire	<p>How can I show my target my product really fits in their life?</p> <p>The chance to capture goofy moments with friends and family as well as the personality that is brought out with each picture can greatly help bring a sense of individuality with each picture taken.</p>
Conversion	<p>How can I get my target to take action?</p> <p>By ease of access for booking and providing contact details that the customer can use to book appointments and hire the photographer.</p>
Advocacy	<p>How can I make my target into an advocate?</p> <p>By applying for a review online or by word to word advocacy that we ensure the customer satisfaction that they desire during their special wedding day.</p>

