

## Project Design Phase

### Determine The Requirements

# Customer Journey Map

**AWARENESS**

- Use your brand name in all of your marketing materials.
- Create a professional email signature that includes your brand name and logo
- Partner with other businesses in your industry to cross-promote your brands

**REPUTATION**

- Be consistent.
- Be responsive.
- Be transparent.
- Be involve

**SEARCH**

- Use your brand mail in your email signature and on your website.
- Use your brand name in your website title, domain name, and meta description.

**CONVERSION**

- Monitor your brand reputation online.
- consistent brand experience for your customers and build trust.
- Time management

**EXPERIENCE**

- Use your brand name a of your touchpoints.
- Personalize your comm their name in your ema This will help to make c appreciated.
- Be responsive to custo When customers reach promptly and professio
- Go the extra mile for yo involve offering free sh gift wrapping.