

CUSTOMER JOURNEY MAP

BUYER PERSONA					
 Name	Demographics	Professional Role	Buying Decisions	Resources and Influences	Values and Goals
	BUYER'S JOURNEY				
AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE	
Actions					
Questions and Thoughts					
Touch Points					

CUSTOMER JOURNEY MAP

BUYER'S JOURNEY

	AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE
Opportunities					
Content Needed					
Notes					