



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 company is going to launch product or analyse data but they don't have the means, technology and expertise to do it.</p>
Interest	<p>How can I relate my product to my target's needs?</p> <p>Create a solution to meet their need and reach out to them in social media</p>
Desire	<p>How can I show my target my product really fits in their life?</p> <p>The services will be advertised in company's website coupled with success stories and testimonials from customers</p>
Conversion	<p>How can I get my target to take action?</p> <p>We can offer a trial basis of the services or offer a basic service at low cost. Customers can upgrade to a full package services based on their needs</p>
Advocacy	<p>How can I make my target into an advocate?</p> <p>Besides excellent customer service provided, we encourage customer to write or post success stories using our products in social media, blogs and websites.</p>

