

Jennifer Meyer & Olaf Carl's Journey to Chillomania Purchase and Beyond



Anokhi, Haanim, Saran, Clement

Jennifer Meyer's children have destroyed the couch.



Jennifer
Meyer



Awareness

Chillomania Website
Trust Pilot
Amazon Reviews
Blogs

Purchase

Trust Pilot
Chillomania website (tracking)
Delivery personnel
Hard copy thank you note
(discount voucher)

Advocacy

Consideration

Retention
(Post-Purchase &
Product Arrival)

Google Ads
Pinterest
Youtube Ads
Tik Tok Ads/ Profile
Instagram Ads/ Profile
Chillomania Website

Chillomania Website
Confirmation email
Invoices

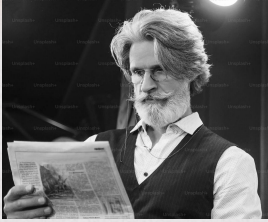
Chillomania website.
Thank you note
Vouchers
Use of product



Olaf's couch is now almost as old as he is.



Olaf Carl



Awareness

Chillomania website
Chillomania customer
service

Consideration

Purchase

Chillomania Website
Confirmation email
Invoices

Trust Pilot
Delivery personnel
Hard copy thank you note
(discount voucher)

Retention
(Post-Purchase &
Product Arrival)

Advocacy

Chillomania website.
Thank you note
Vouchers
Use of product



content content

copy.ai

Google
Trends

Google
Keyword Planner

Screening
FROG

 **Hootsuite™**


MailChimp

 **ChatGPT**

 **shopify**



data and measurement

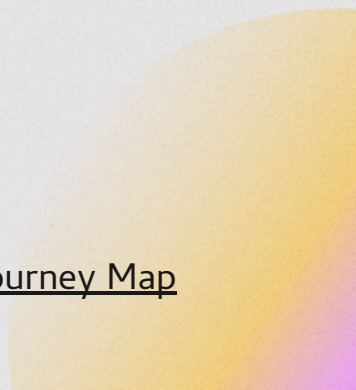


CUSTOMER RELATIONSHIPS





IN CLOSING



Customer Journey Map

Q&A ?

