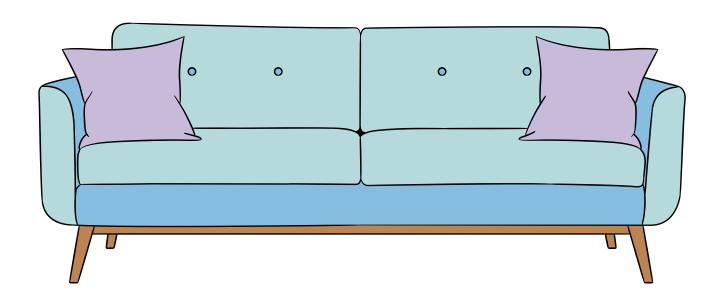
CHILLOMANIA



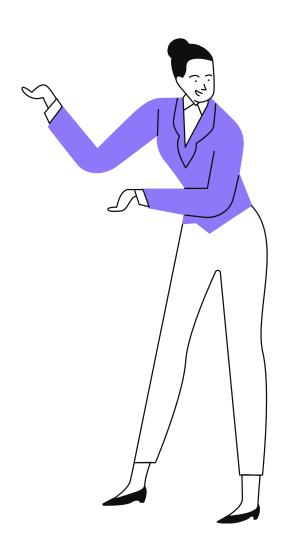
Customer Journey, Online Presence and Martech Stack

Did you know?

Only 53% of people eat at the dining room or kitchen table, 30% of people eat on the couch, and 17% of people eat on their beds. (The Atlantic)

31% of consumers will pay more than their budgeted amount if they find the perfect item.

(Small Business Trends)



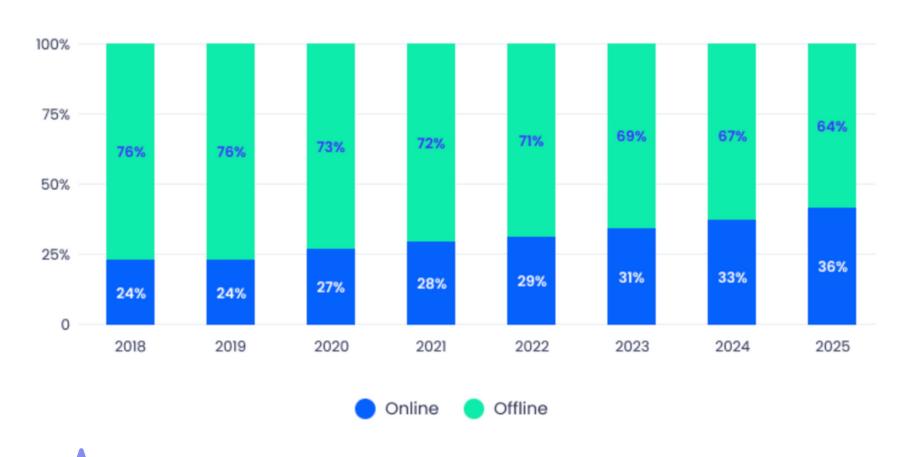
Industry Trend

2025 Global Revenue In The Home Furnishing Industry By Country



Europe's furniture industry is projected to experience a steady annual growth rate of 3.28% (CAGR 2024-2028)

Online Vs. Offline Home Furnishing Sales

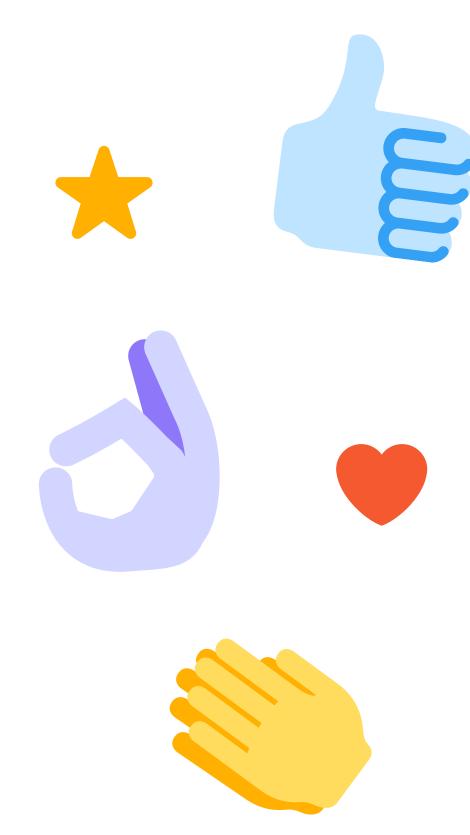


In Germany, there is a growing trend towards minimalist and functional furniture designs that prioritize quality and sustainability.

CUSTOMER JOURNEY MAP

- ★ How customers engage with our product or service
- ★ Design better experiences for them
- Creating personas that represent our different types of customers
- ★ Describing their actions, thoughts, and emotions throughout identified phases.

Let's dive in!



Customer Journey Map for Jennifer





CONSIDERATION



PURCHASE

RETENTION



WHAT IS THE CUSTOMER

THINKING?

WHAT IS THE

CUSTOMER

1. Notices her sofa has stain and looks boring. It does not represent her.

2. Wants a stylish & functional sofa

"I know the importance of sustainable living in

creating an ideal home" "I want a new sofa that does not get stained easily" Evaluating different brands known for stylish designs and eco friendly practices, and the ones that offer stain resistance technology.

"I have narrowed down my options" "I weigh the pros and cons of different sofas"

Decides to purchase the sofa from Chillomania that meets her criteria, budget and functionality

"I know what i want & I am ready to purchase" "I need to make sure it aligns with my values"

Evaluating the quality and comfort

Share her positive experience socially online and offline.

"I feel valued as a customer with the welcome email from the brand" "I am using my new Sofa!"

"I'm genuinely satisfied with my purchase and the brand's values" "I want to share my positive experience with others"

Name: Jennifer Meyer

Occupation: Key Account Manager

Age

34 Years

Combining parenthood and self fulfillment

Living a sustainable lifestyle



3. Engages in discussion in the community

and is informed about Chillomania by a

Indecisive due to limited options

Eager and optimistic

website

the parent

Feeling of relief and satisfaction

Gratitude towards the brand and

fulfilment



VWHAT IS THE CUSTOMER DOING?

FEELING?

parent

Excited to get a new sofa

1. Browses online, social media

2. Read interior blogs for options

(instagram and pinterest)

- 1. Exploring different brands including Chillomania's values about sustainability and stain-resistant technologies
- 2. Reading customer reviews and asking opinions from previous buyers of Chillomania.
- 3. Researching about sustainable options/materials online
- 4. Compare features, prices and read about return policies.

3. Complete the payment 4. Selecting date for delivery

1. Placing the order on Chillomania

2. Uses the referral code provided by

- 1. Assess the quality of the sofa
- 2. Provides a positive rating on the Chillomania review webpage
- 3. Feeling valued as a new customer
- 4. Subscribe to the Chillomania newsletter, follow them on Instagram & Pinterest

"I write reviews and post photos"

- 1. Customer satisfaction surveys
- 2. Make another purchase
- 3. Enrols for referral program
- 4. Provide referral codes to friends and family

Pain Points:

 Finding furniture that is stylish and functional at the same time

- - "I research and browse online for options" "I read blogs and watch videos for inspiration"
- "I check more closely the shortlisted options" "I'm considering how each sofa fits in my
- "I receive the confirmation email" "I can see order tracking info and wait for the delivery"
- "I engage with loyalty programs"
- I explore additional products or services from the brand" "I refer the website to my friends and family"

1. Follow up emails for feedback

- 2. Warranty email with stain-proof guarantee
- 3. Additional product suggestion or coupon code newsletters
- 1. Referral program
- 2. Social media
- 3. Review platforms

WHAT ARE THE CUSTOMER'S TOUCHPOINTS?

- 1. Mobile/Webapps
- 2. Search engines
- 3. Lifestyle blogs/advertorials
- 4. Social MediaReview sections
- 5. Word-of-mouth recommendations.
- 1. Mobile/Webapps
- 2. Chillomania website & blog
- 3. Social Media including Chillomania
- 4. Review sections
- 5. Review websites- Reddit, Trustpilot, Trusted Shops
- 2. Payment platform (Paypal, Apple Pay,

1. Chillomania Website

- 3. Chillomania chat bot/email service

4. Word of mouth marketing

Customer Journey Map for Olaf











WHAT IS THE CUSTOMER THINKING?

WHAT IS THE

CUSTOMER

FEELING?

1. Olaf realizes his current couch falls short in terms of comfort, durability, and design, specially with a pet in the

2. He wants a hassle-free solution that caters to his needs for a long time

the necessary comforts for it."

"I want to enjoy my retirement and have all

1. Olaf is evaluating different options and discovers Chilomania with its unique and sustainably designed couches

2. He contemplates the logistics of the purchase, return and warranty policies of the options

"I really want to find the best choice and not to worry about this anymore"

He is decisive and confident in his choice after thorough consideration, but still a bit apprehensive if it was the best option.

Even though he is satisfied with the design and comfort he has doubts regarding durability and if the material is the right one for his pet.

Olaf is evaluating the quality and comfort.

"I am not entirely convinced if this was the right choice yet"

Olaf is satisfied with the post-purchase service and customer supportHe also begins to think about sharing his positive experience with others, recommending Chillomania among his circle.

'I am happy with my decision and how they cared about me"



Name: Olaf Carl

Occupation:

Retired Architect

Age 64 Years He feels a bit overwhelmed and confused about where to start looking for one and making the right decision.

Olaf experiences a mix of excitement and overwhelmness

Anticipation mixed with an expectation of reassurance for the decision.

"I really hope this was a good choice"

Neutral Feelings-Indecisive about his purchaseHe is questioning his decision and feeling uncertain

"I'm feeling unsure about this decision and I need to reaffirm that it was a good decision."

1. Feeling of relief and satisfaction. As Olaf becomes an advocate for Chillomania, he experiences a sense of pride and fulfillment.

2. He feels particularly satisfied with the ongoing customer support from the company.

3. This positive sentiment motivates him to share his experience with enthusiasm.





Goals:

Enjoy retirement

✓ WHAT IS THE **CUSTOMER DOING?**

- He actively seeks information online about pet-friendly, durable, and stylish furniture.
- Engages in discussions with people in his circle (other pet owners, family members, neighbors, friends, contacts,
- He visits physical stores

- 1. He is actively researching different brands and product offerings, exploring websites thoroughly
- 2. He reads customer reviews to gather
- 3. Olaf may also engage in online forums or social media communities to seek advice.
- 4. He may reach out to customer support for clarification on specific details.
- 1. Olaf proceeds to the Chillomania website's checkout process.
- 2. He may take advantage of any promotions or loyalty programs
- 3. Olaf double-checks his order, reviews the purchase.
- 1. Olaf reaches out to customer support for assistance where he is provided with further support
- 2. Olaf subscribes to newsletters for updates on new designs, maintenance tips, or promotions.
- 1. Olaf actively participates in Chillomania's referral program
- 2. He writes positive reviews on Chillomania's website and other platforms.
- 3. Olaf may also share his experience on social media.

Pain Points:

 Finding furniture that reflects his extroverted personality and is pet-friendly

I am going to check options online and visit some stores"

"I need to research thoroughly in order to find the best option"

"I hope my decision was good and everything goes as expected with my purchase and delivery"

"I will call them to clarify my doubts"

"I may consider buying other products and I will recommend this brand in my circle"

- 1. Websites
- 2. Google Maps
- 3.Ads 4.YouTube
- 5. Facebook 6. Physical stores
- 4. Social media 5. Review websites (Trustpilot, Trusted

1. Chillomania website

2. Competitors website

3. Online Forums

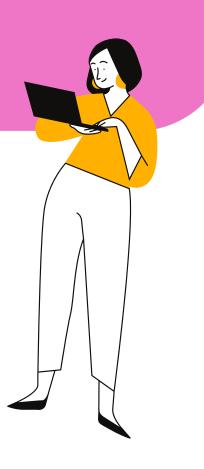
- Shops) 6. Customer Support from different brands.
- 1. Chillomania website
- 2. Customer support
- 3. Payment platform (Paypal, Apple Pay,
- 4. Order Confirmation Email
- 5. Courier service

- 1. Customer Service Channels
- 2. Review websites
- 3. Post-purchase email reinforcing the features and warranty
- 1. Review websites (Trustpilot, Trusted Shops)
- 2. Word of mouth
- 3. Social media channels



WHAT ARE THE

ONLINE PRESENCE



ONLINE PRESENCE

MUST HAVES









Google Ads



Referal Program



Customer Review Websites

ONLINE PRESENCE

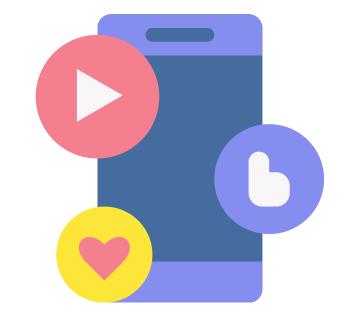
NICE TO HAVE







With promos, tips, etc.



Social Media: Company's Instagram, Facebook & Pinterest



Colabs with life-style influencers

MAR-TECH STACK



CONTENT





Website and Onlineshop







Newsletter, Blog and Social Media

Online infrastructure

Wordpress (content management) Shopify

Content Creation

chatGPT, Jasper.ai, Bard, Humanise.ai

Content Optimization

Lighthouse, Google trends, Google keyword planner

Content Creation

chatGPT, Jasper.ai, Bard, Humanise.ai

Creative Creation

Canva, AdCreative, InVideo.ai

Content Distribution

Mailchimp, Hubpot, SproutSocial, Buffer



RELATIONSHIP

Reviews

Trustpilot, Google reviews, TrustedShops, Google alerts

CRM Softwares / ChatBots

Hubspot, Intercom, Helpcrunch







MEASUREMENT & DATA







Tag Management System

Google Tag Manager

Web Tracking

Google Analytics

Ad Performance Tracking

Google Ads

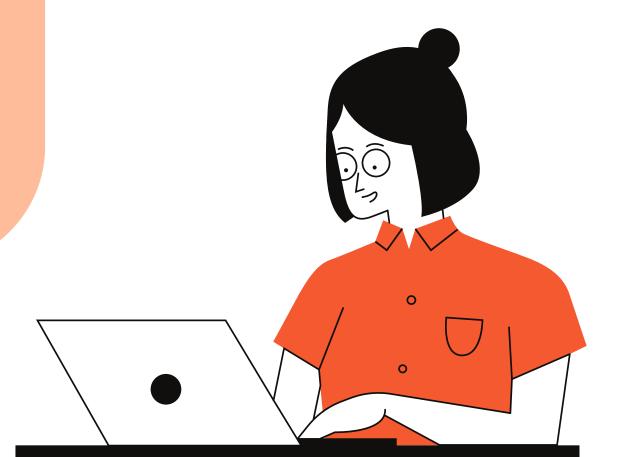
UX Tracking

Hotjar

Data Visualisation

Google Looker and Google optimize





CONCLUSION

The statistics unveils a compelling opportunity and the importance of online presence.

Crafting sustainable furniture but also strategically positioning it's stain and mechanical stress resistant technology in the digital realm at the earliest.

Prioritise actionables based on current bandwidth and leverage free tools for the brand's growth before investing in paid tools or manpower

