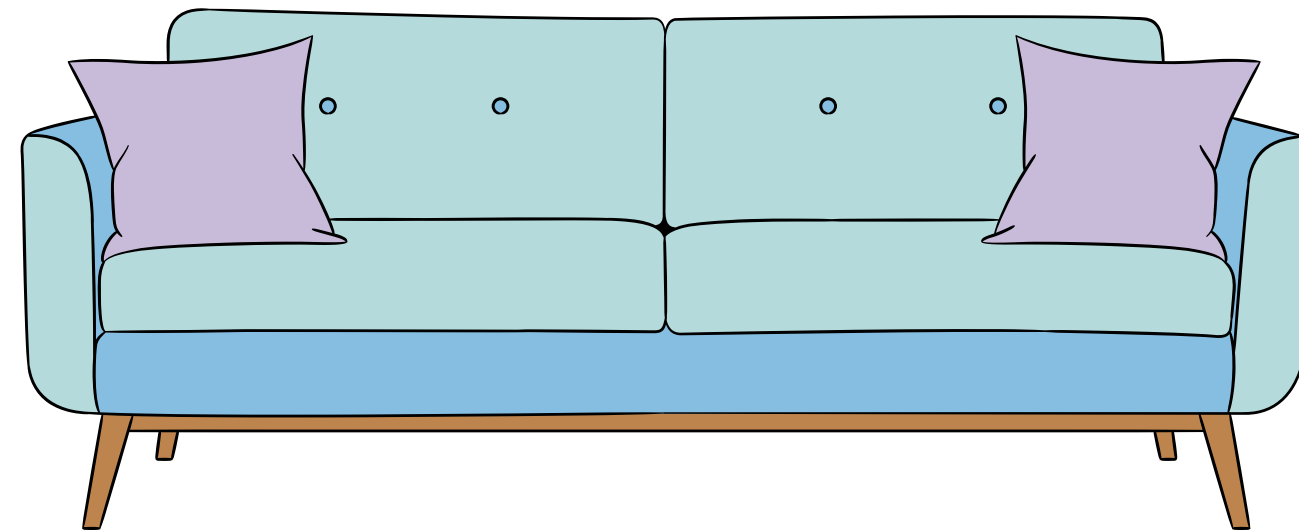


# CHILLOMANIA



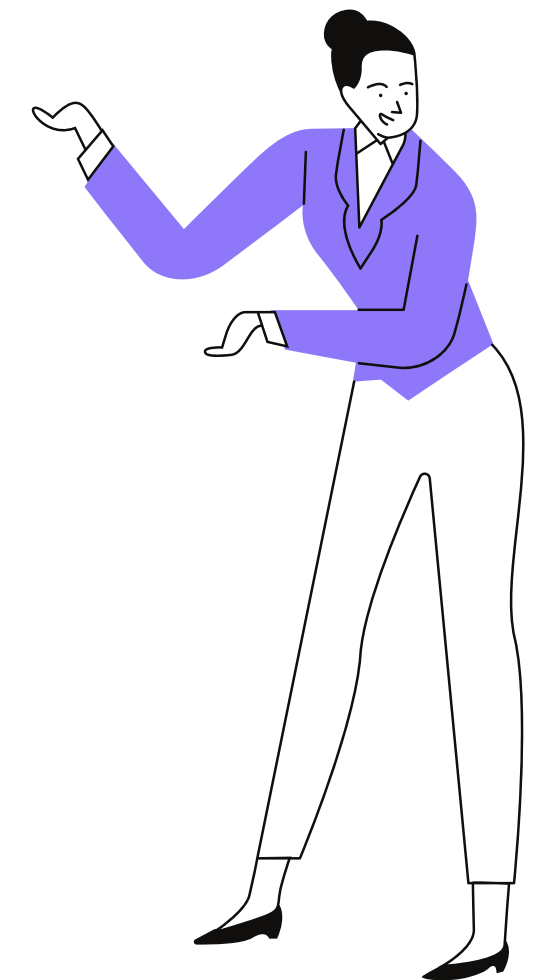
Customer Journey, Online Presence  
and Martech Stack

BY DEVYANI

# 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)**



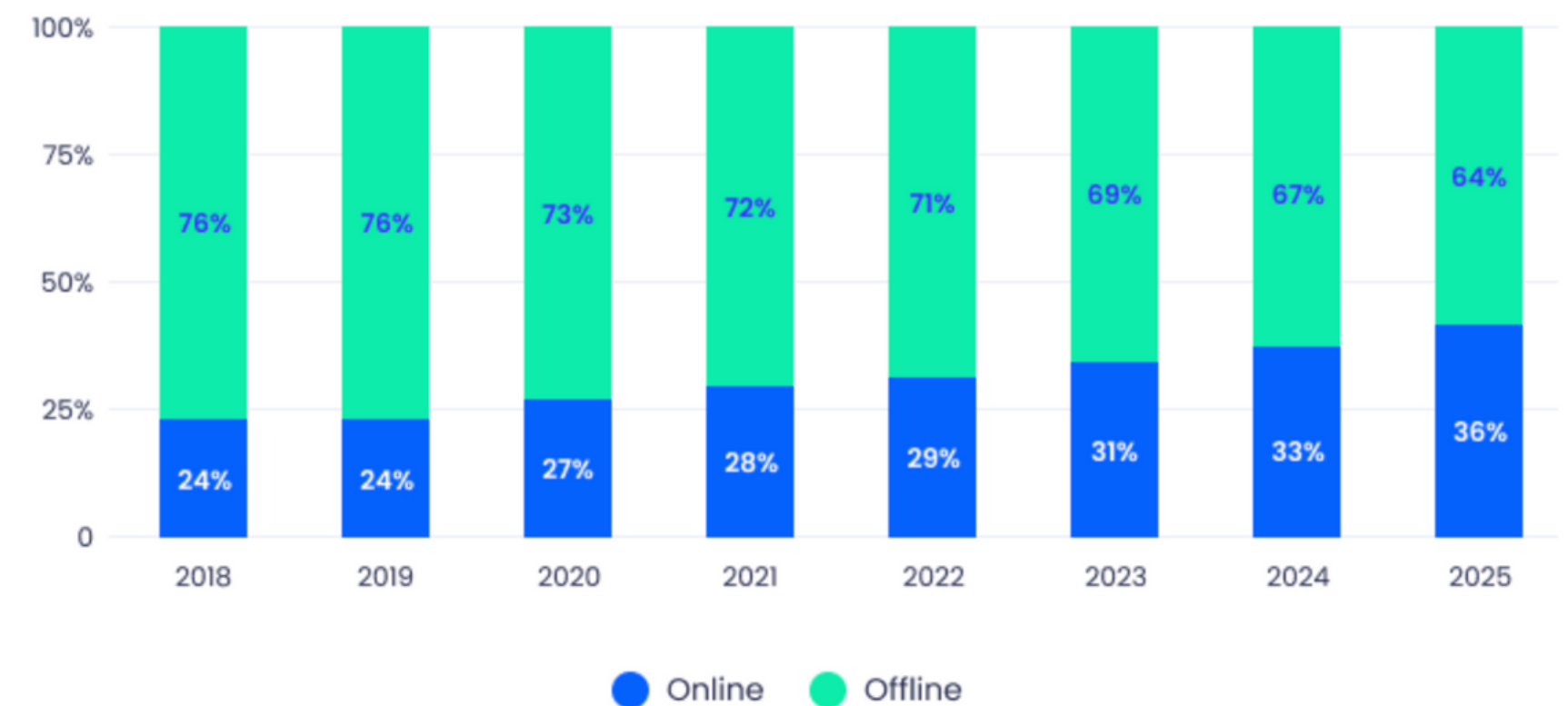
# Industry Trend

## 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



AWARENESS



CONSIDERATION



PURCHASE



RETENTION



ADVOCACY

WHAT IS THE  
CUSTOMER  
THINKING?

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"

WHAT IS THE  
CUSTOMER  
FEELING?

Excited to get a new sofa



Indecisive due to limited options



Eager and optimistic



Feeling of relief and satisfaction



Share her positive experience socially online and offline.

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

Gratitude towards the brand and fulfilment



WHAT IS THE  
CUSTOMER DOING?

1. Browses online, social media (instagram and pinterest)
2. Read interior blogs for options
3. Engages in discussion in the community and is informed about Chillomania by a parent

"I research and browse online for options"  
"I read blogs and watch videos for inspiration"

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.

"I check more closely the shortlisted options"  
"I'm considering how each sofa fits in my home"

1. Placing the order on Chillomania website
2. Uses the referral code provided by the parent
3. Complete the payment
4. Selecting date for delivery

"I receive the confirmation email"  
"I can see order tracking info and wait for the delivery"

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"  
"I engage with loyalty programs"

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

"I explore additional products or services from the brand"  
"I refer the website to my friends and family"

WHAT ARE THE  
CUSTOMER'S  
TOUCHPOINTS?

1. Mobile/Webapps
2. Search engines
3. Lifestyle blogs/advertorials
4. Social Media Review 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

1. Chillomania Website
2. Payment platform (Paypal, Apple Pay, etc)
3. Chillomania chat bot/email service

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
4. Word of mouth marketing



**Name:**  
Jennifer Meyer

**Occupation:**  
Key Account Manager

**Age**  
34 Years

## Goals:


- Combining parenthood and self fulfillment
- Living a sustainable lifestyle

## Pain Points:

- Finding furniture that is stylish and functional at the same time



# Customer Journey Map for Olaf



**Name:**  
Olaf Carl

**Occupation:**  
Retired Architect

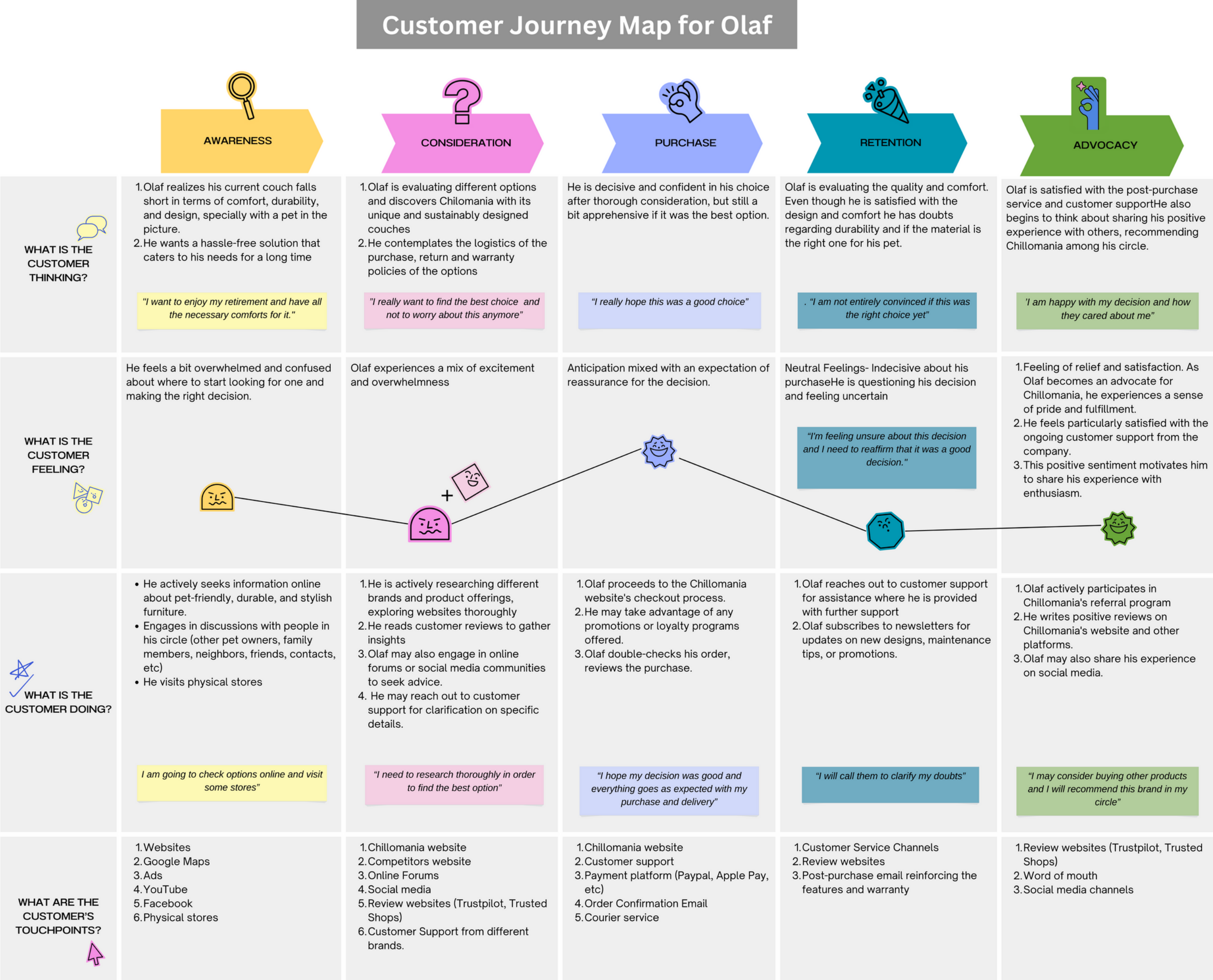
**Age**  
64 Years

**Goals:**

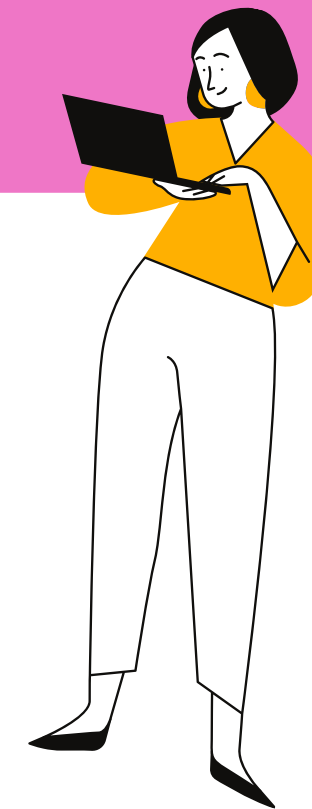
- Enjoy retirement

**Pain Points:**

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



# ONLINE PRESENCE



# ONLINE PRESENCE

## MUST HAVES



Google Business Profile



Website & E-Shop



Search Engines



Google Ads



Referral Program



Customer Review Websites



# ONLINE PRESENCE

## NICE TO HAVE



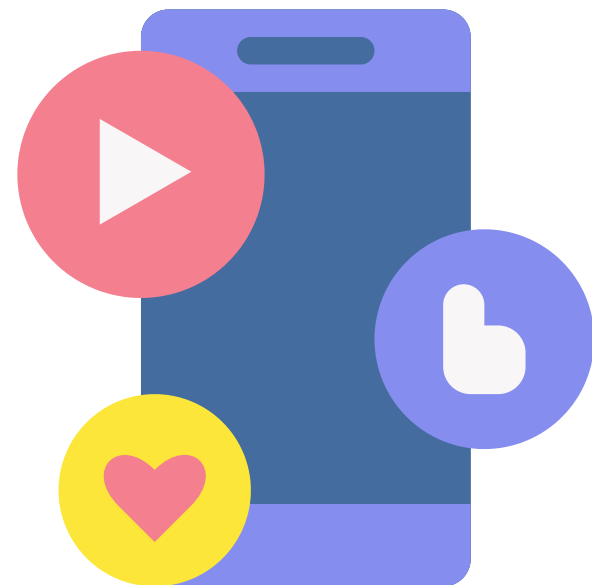
Company blog



Advertorials



With promos, tips, etc.

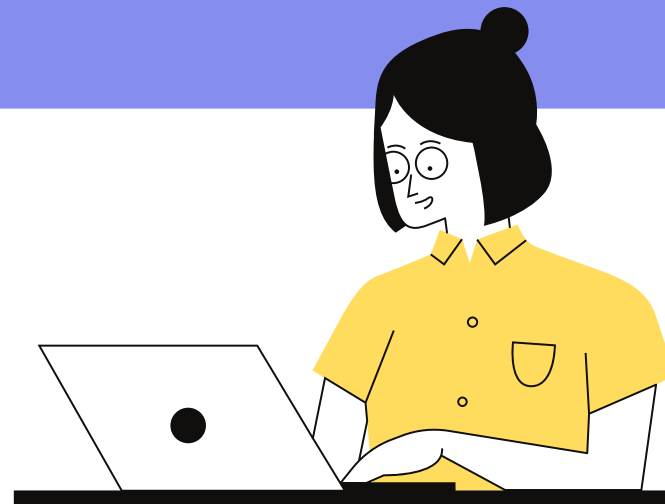


Social Media: Company's Instagram,  
Facebook & Pinterest

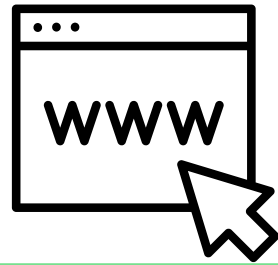


Colabs with life-style  
influencers

# MAR-TECH STACK



# CONTENT



## Website and Onlineshop

### Online infrastructure

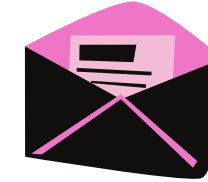
Wordpress (content management) Shopify

### Content Creation

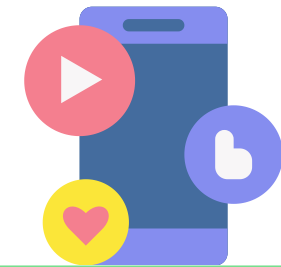
chatGPT, Jasper.ai, Bard, Humanise.ai

### Content Optimization

Lighthouse, Google trends, Google keyword planner



Newsletter



## Newsletter, Blog and Social Media

### 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

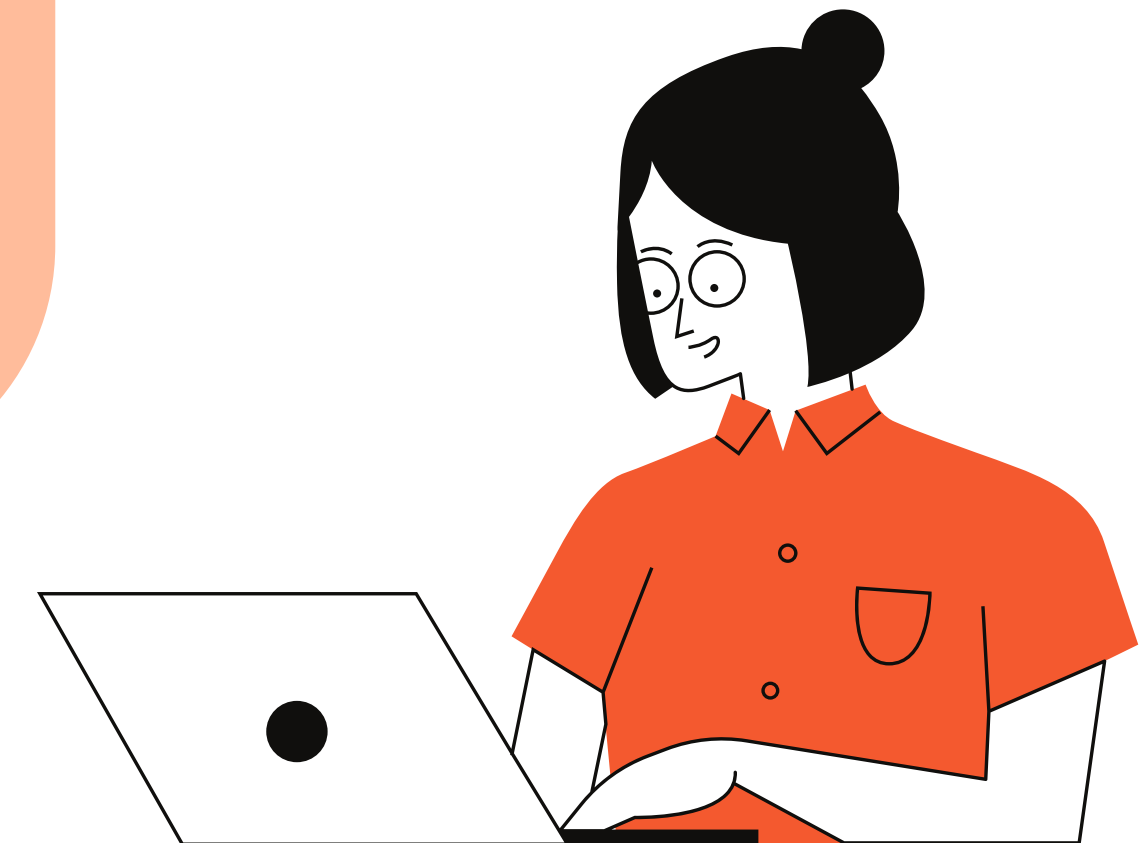
Google Ads

## 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

