This is an AI, if you have simple questions or want to expand on a idea.

Michael

## Just do it

Things needed to complete the Mind Map.

- [x] Begin Customer Journey Data Filter & Journey
- [ ] Discuss which data sets work best for which sequence of the customer's journey.
- [ ] Get some rest

Campaign & Demographic Data would plug in into the awareness stage.

So hypthitically dont worry about data - How would the custoemr journey looks like

Alex Pineda

**Jambot**

Plug in a sticky, then pick...

- Ideate!
- Quick question...
- Teach me about this
- Give me...
- Rabbit hole
- Similar stuff
- Summarize
- Rewrite this...
- Turn this into a...
- Code this up
- Custom

Heads up: AI outputs can be misleading, or even flat-out wrong. Learn more

How long should we wait before website visitors recieve an awareness email

Ideate!

Ideate

**Ideate!**

- Send an awareness email immediately after a visitor completes a specific action on the website.
- Implement a series of automated awareness emails triggered at different time intervals after a visitor's first interaction with the website.
- Utilize website tracking to determine the optimal timing for sending the awareness email based on the visitor's behavior on the site.
- Personalize the timing of the awareness email based on the visitor's location to account for time zone differences.
- Experiment with A/B testing to determine the most effective waiting period before sending the awareness email to website visitors.

**What's next?**

- Ideate!
- Quick question...
- Similar stuff
- Teach me about this
- Rewrite this...

Show all

Heads up: AI outputs can be misleading, or even flat-out wrong. Learn more

# Customer Journey Strategy

Awareness → Interest → Consideration → Evaluation → Decision → Purchase → Repeat → Loyalty → Advocacy

Sales Department Techniques

**Aquisitions Channels**

- Paid Search Campaign
- Social Media Content
- SEO
- Conquest Emails

Ongoing: Website Retarge...

Weekly: Social Media en...

Immediate: Welcome Email

Unengaged

1-2 Days: Retargeting Ads

Bi-weekly: Social Media En...

1-2 Days A.E.: Dynamic Rema...

Weekly: Social Proof on...

2-3 Days: Incentive-Based Re ta...

2 Weekly P.E.: Consultation Pro...

**Email Sequence**

- 2-3 Days: Educational Email
- 3-4 Days: Product Highlig...
- 3-4 Days: Customer Story

**Targeted Email Sequence**

- 2-3 Days: Special Offer Em...
- 3-4 Days: Product Compar...
- 2-3 Days: Personalized Foll...

**Final Email Sequence**

- 2-3 Days: Incentive Remin...
- 3-4 Days: Consultation Off...
- 2-3 Days: Decision Suppo...

Repeat

Loyalty and Advocacy Campaigns on Social Media

Monthly

**Comprehensive Email Follow-Up** (1-2 Days A.P.)

- Thank You Email
- 7-10 Days: Feedback Reque...
- 14-21 Days: Loyalty Program...

Create a use case example for to prospects to buyer journeys.

Connect Enrichment

Michael

Channel Switch re-targeting- Using a different channel at an attempt to reengage the user

Michael

**Unengaged Conditionals** (7-10 Days)

- Text Messaging...
- Email re-engage...
- Social Media re-...

**Unengaged Conditionals** (7-10 Days)

- Text Messaging...
- Personalized Dir...

**Unengaged Conditionals** (7-10 Days)

- Text Messaging...
- Email re-engage...
- Social Media re-...

This stage should capture initial attention and introduce potential customers to the dealership.

Michael

This stage should engage and nurture potential customers by building interest and providing valuable information.

Michael

This stage should encourage potential buyers to seriously consider the dealership's offerings by providing detailed information and incentives.

Michael

This stage should support decision-making by providing additional incentives and consultation opportunities.

Michael

This stage should foster loyalty and advocacy among customers by maintaining engagement and encouraging feedback.

Michael