

CUSTOMER JOURNEY MAP

Understand who you are selling to and their decision-making journey

Listed

Where can customers find you when looking for solutions to their problems?

1

L-I-S-T-E-N-S

The best marketer LISTENS. Each letter in the word LISTENS represents a stage in the customer journey. List all platforms and touch-points your customers experience when dealing with your business within each stage.

Inbound

What type of content are you publishing to draw customers in?

2

Signup

How are you capturing customer contact information?

3

Transform

How are you converting those leads into paying customers?

4

Excite

What are you doing to maintain a good relationship with customers?

5

Next

How do you communicate your up-sell or cross-sell opportunities?

6

Share

How are you asking for referrals and testimonials?

7

"Marketing is not about selling, in fact, it's about LISTENING"

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