

# CUSTOMER JOURNEY PLAN

Make impactful actions at each step of a customers journey with your company.

	PROSPECT		LEAD		CLOSE		RETAIN	
	AWARENESS	CONSIDERATION	RESEARCH	SELECTION	ACQUISITION	DELIVERY	SERVICE	LOYALTY
<b>CUSTOMER GOALS</b>	None	Do I need a product like this?	Is this the best product?	Choose best product	Purchase	Implement & train	Customer support (duation of contract)	Recommendations & renewal
<b>YOUR GOAL</b>	Brand awareness	Highlight features & benefits	Establish brand as market leader	Pitch to best serve prospects needs	Contract	Ensure smooth transition	Market leading customer support	Recommendations & renewal
<b>TOUCH POINTS</b>	<ul style="list-style-type: none"> <li>Recommendations</li> <li>Print media</li> <li>Social media</li> <li>PPC</li> <li>Partner assets</li> <li>Industry events</li> <li>Brand marketing</li> <li>Speaking engagements</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Microsite</li> <li>Remarketing PPC</li> <li>Partner events</li> <li>Blogs</li> <li>Webinars</li> <li>Industry specific content</li> </ul>	<ul style="list-style-type: none"> <li>Demos</li> <li>Case studies</li> <li>eBooks</li> <li>Product data</li> <li>Company Literature</li> <li>Reviews</li> <li>Prospect emails</li> <li>Sales team emails</li> <li>Sales team calls</li> </ul>	<ul style="list-style-type: none"> <li>Advanced demos</li> <li>Meetings &amp; presntations</li> <li>Trials</li> <li>Sales team emails</li> <li>Sales team calls</li> </ul>	<ul style="list-style-type: none"> <li>Contracts</li> <li>Pricing</li> <li>References</li> <li>ROI</li> <li>Sales team emails</li> <li>Sales team calls</li> </ul>	<ul style="list-style-type: none"> <li>Face-to-face user training program</li> <li>Online user training</li> <li>Installation support</li> <li>Training team mails</li> <li>Training team calls</li> <li>Service team mails</li> <li>Service team calls</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing support</li> <li>Service manager (emails &amp; telephone)</li> <li>Customer events</li> <li>Newsletters</li> <li>Update emails</li> <li>Support website</li> <li>Webinars</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing support</li> <li>Service manager</li> <li>Customer events</li> <li>Newsletters</li> <li>Update emails</li> <li>Recommendation incentives</li> </ul>
<b>YOUR KPI'S</b>	<ul style="list-style-type: none"> <li>PPC click through</li> <li>Social media interactions</li> <li>Event contacts</li> </ul>	<ul style="list-style-type: none"> <li>Web visitors</li> </ul>	<ul style="list-style-type: none"> <li>Demo requests</li> <li>Content downloads</li> <li>Direct email opens</li> </ul>	<ul style="list-style-type: none"> <li>Conversion target % of demos</li> </ul>	<ul style="list-style-type: none"> <li>Contract value</li> </ul>	<ul style="list-style-type: none"> <li>Time to onboard</li> <li>Customer feedback of process</li> </ul>	<ul style="list-style-type: none"> <li>No. service tickets</li> <li>Product use statistics</li> </ul>	<ul style="list-style-type: none"> <li>Recommendations value</li> <li>Advocate for brand</li> </ul>