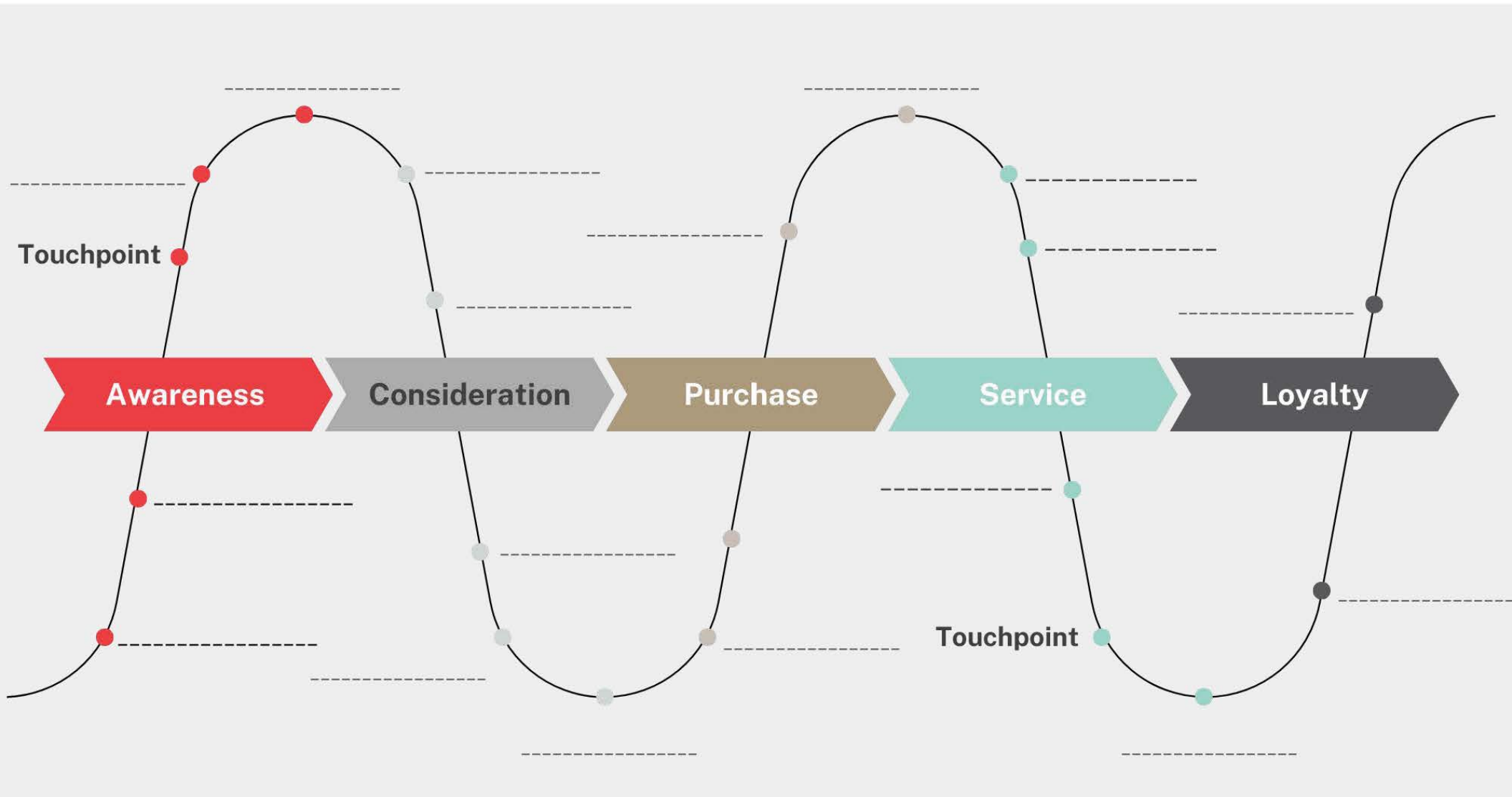


# CUSTOMER JOURNEY MAP

Another way to think about the customer touchpoints as they move from looking for what you offer, to becoming a loyal customer.



# CUSTOMER JOURNEY MAP

Who. Buyer Persona



	<b>AWARENESS</b> buyer is exploring	<b>CONSIDERATION</b> buyer is weighing options	<b>PURCHASE</b> buyer choses to buy	<b>USE</b> buyer realizes value	<b>ENGAGE</b> customer happy with product or service
<b>Buyer Actions</b>					
<b>Touch points</b>					
<b>Sentiment</b> What are they thinking?					
<b>Content</b> What will you say					
<b>Possible Solutions</b> Ways to improve					
<b>Barriers</b>					
<b>Metrics /KPIs</b>					