

spt.

Customer Journey Mapping for Digital Marketing Execution

What conversion/behaviour change are we aiming for? _____

	Pre-consideration Using the knowledge available to them already or driving awareness.	Research Gather additional information about possible options.	Consideration Align information gathered from research stage with preferences.	Comparison Develop a shortlist of options available. Align with preferences.	Decision Shortlist product/service as an option and commit to purchase.	Loyalty Assessment of experience. Repeat purchase and reviews.
Touchpoints (channels))						
Emotions & impact						
Thoughts, questions						
Barriers/ Challenges / Pain						
Transformation / How pain is relieved						
Key Message						

Undecided  Decided  Advocate