

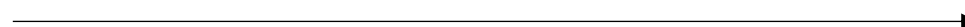
spt.

Customer Journey Mapping for Data Driven Marketing Execution

What conversion or outcome are we aiming for?

	Attention How are you driving new eyeballs or re-engaging existing eyeballs onto a new offering?	Engagement How are you capturing customer data points and nurturing them through to take action?	Action What *soft* actions are users taking? Whether it be visiting the website, engaging with a live chat, downloading a coupon or lead magnet, adding to cart (but not yet purchasing) etc.	Outcome(s) Whether it be a lead to marketing qualified lead, a direct sale or the total of what hit the bank!	Retain/Advocacy Do you have any loyalty initiatives in play? What data could you capture to improve on repeat sales or drive referrals and advocacy?
Customer mindset (thoughts, questions)					
Touchpoints (marketing channels)					
Systems					

Undecided



Decided

