

# CUSTOMER EXPERIENCE JOURNEY MAP

The customer journey map below takes the traditional marketing funnel and adds post purchase stages. It also includes a customer-centric approach considering customer experience from an empathy context for better understanding of each touchpoint and stage. Walk a mile in your customer's shoes! Follow these steps: (1) Establish what you're trying to accomplish; (2) Identify who you're trying to reach; (3) Research your customers; (4) Categorize touchpoints; (5) Add the customer experience; (6) Conduct a content audit; (7) Develop a digital strategy. More at [bit.ly/ExperienceJourneyMap](https://bit.ly/ExperienceJourneyMap)

Customer Journey	Awareness	Consideration	Purchase	Loyalty	Advocacy
Pain to Gain	Customer Acquisition Marketing			Customer Retention Marketing	
What do they think and feel?					
What do they say and do?					
Where and what do they see?					
How and who will move them forward?					