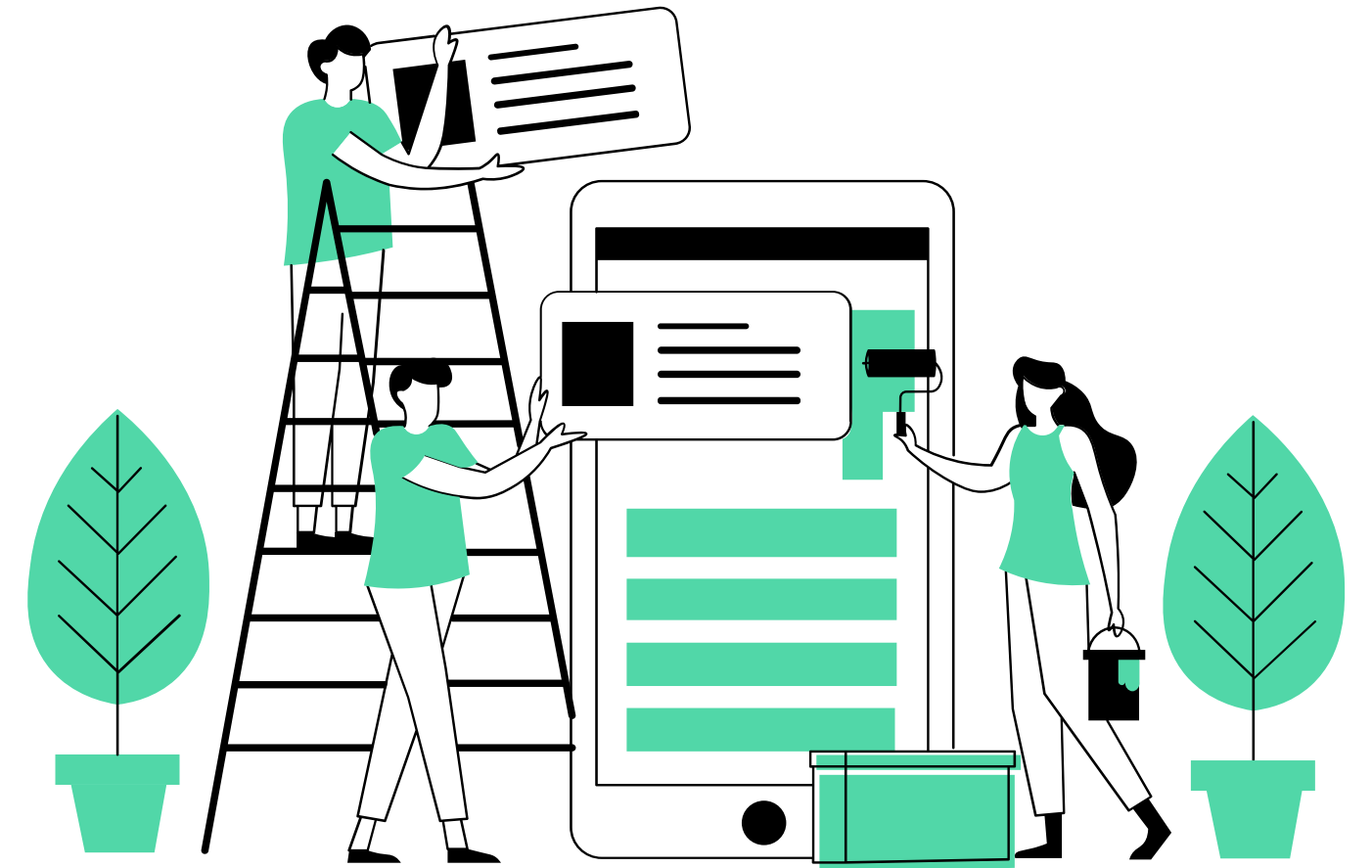


# Customer Journey



Understanding the marketing process.

# Why you need to understand the process



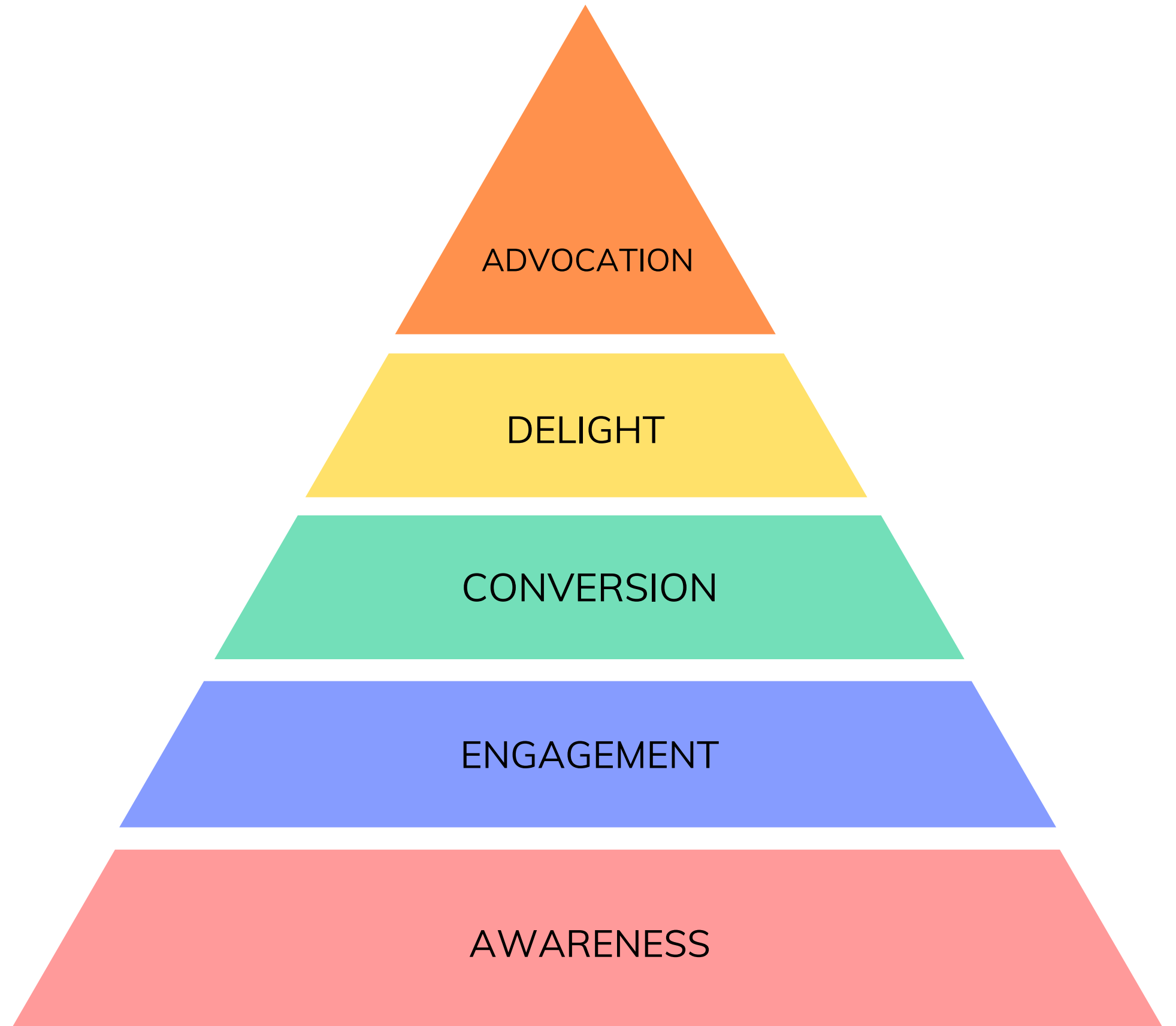
In marketing it's not as simple as running a couple of ads here and there and getting people to buy your product immediately.

Marketing and Sales is a process. Once you master the process that is when your business will flourish.

WHAT IS THE  
PROCESS?



# CUSTOMER JOURNEY PYRAMID





**CUSTOMER  
JOURNEY  
FLYWHEEL**

**Awareness**

**Engagement**

**Conversion**

**Delight**

**Advocacy**

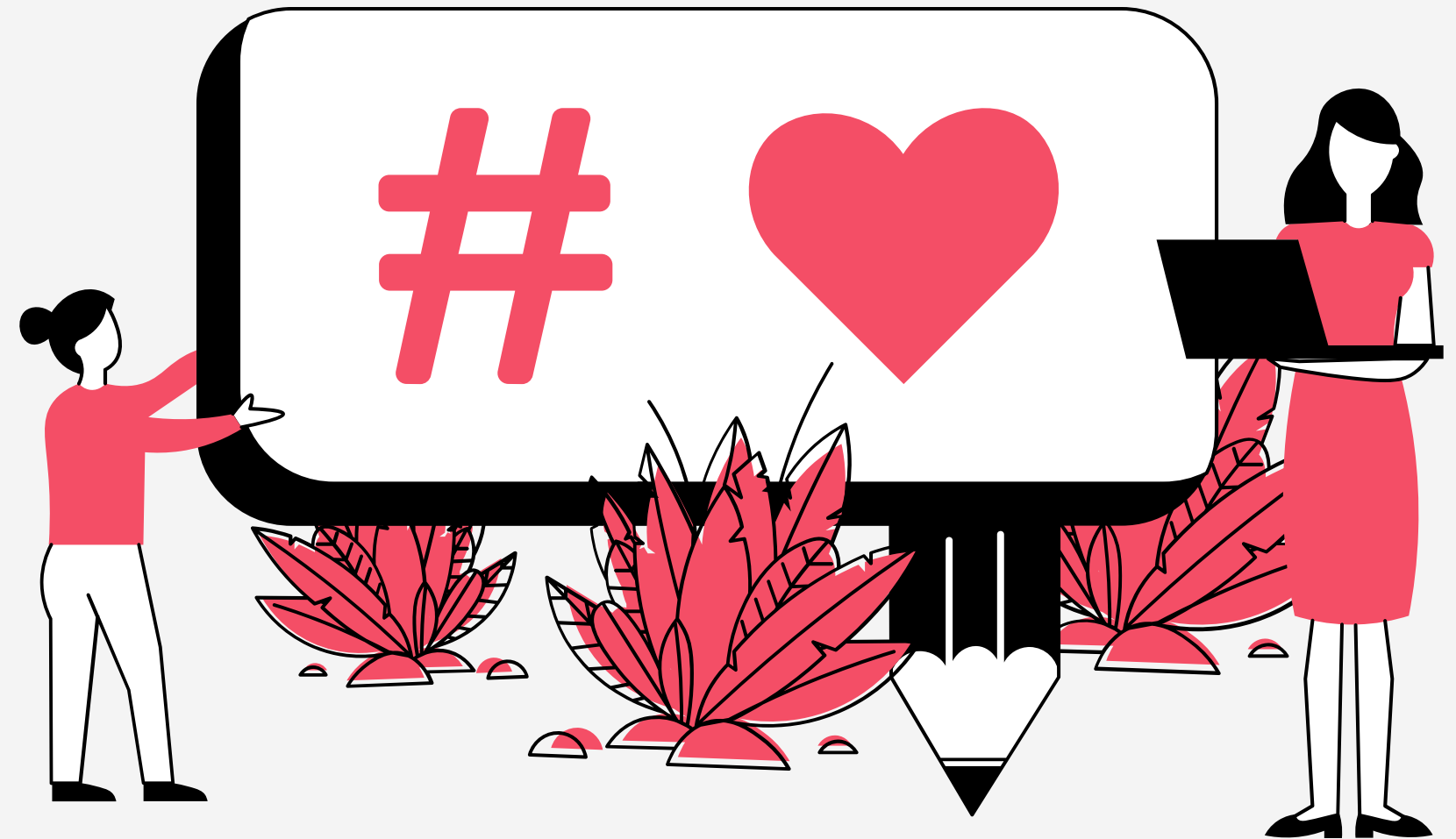
**AWARENESS**

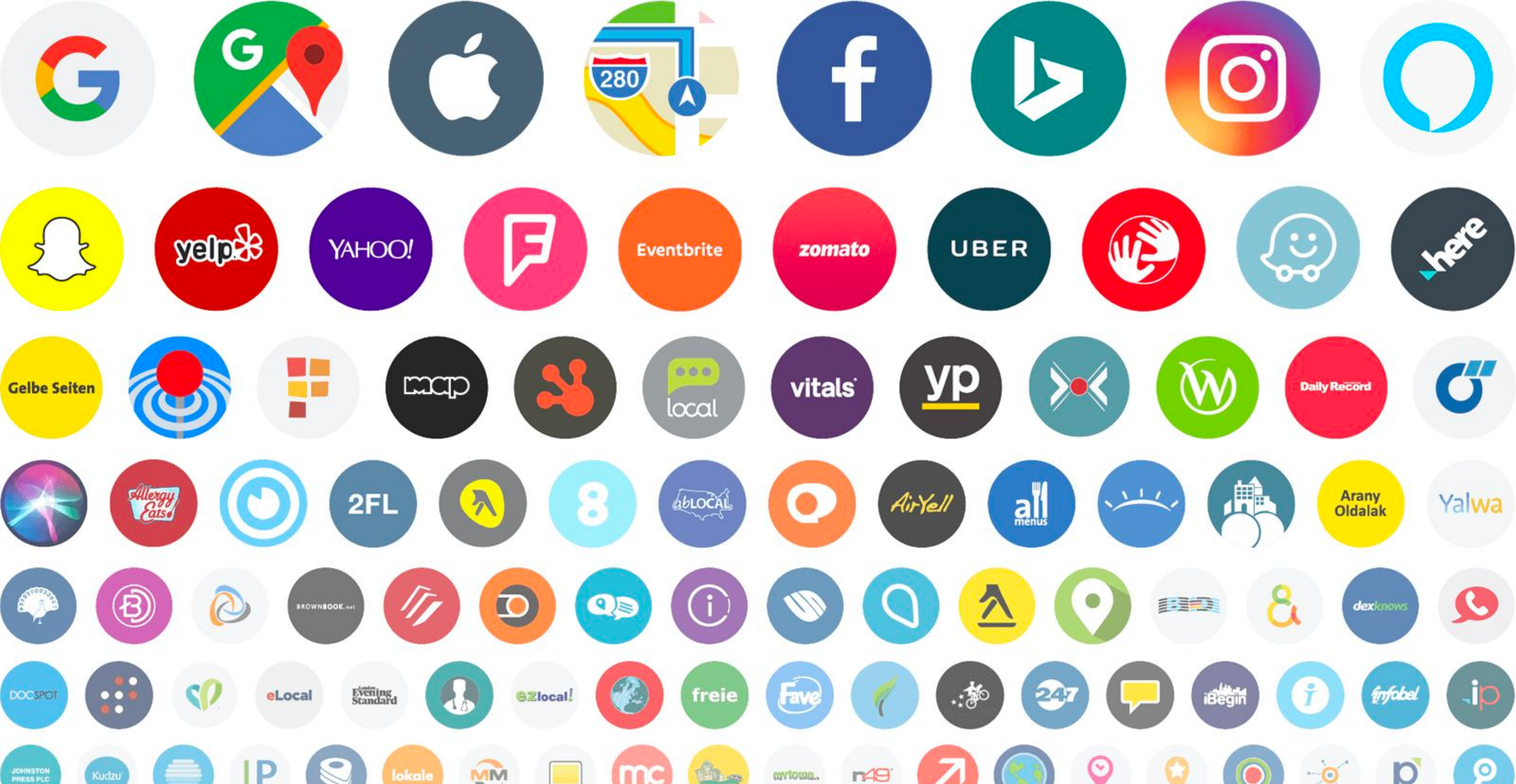
# AWARENESS

DO PEOPLE KNOW YOU EXIST?

HOW ARE YOU GETTING THE WORD OUT THERE?

- GOOGLE
- FACEBOOK
- INSTAGRAM
- LINKEDIN
- TIKTOK
- YOUTUBE
- PINTEREST
- TELEVISION
- RADIO
- DIRECT MAIL
- TELEMARKETING
- EMAIL MARKETING





**WHERE CAN YOU BE FOUND?**

# AWARENESS

## How do you drive awareness?

Are you paying for people to see your business?

Where are you letting people know you exist?

- Google
- Facebook
- Instagram
- TikTok
- YouTube
- Television
- Radio
- etc.

Do people know you exist and if they don't why not?

If they don't know you exist it's because it's simple you need to advertise.





# Have a Budget

The role of a business owner

The role of a business owner is to control expenses.

If you have no control or plan for expenses then you are in the wrong position.



Google Ads \$1,000

Facebook Ads \$500

Instagram Ads \$250

LinkedIn Ads \$1,000

YouTube Ads \$500

TikTok Ads \$500

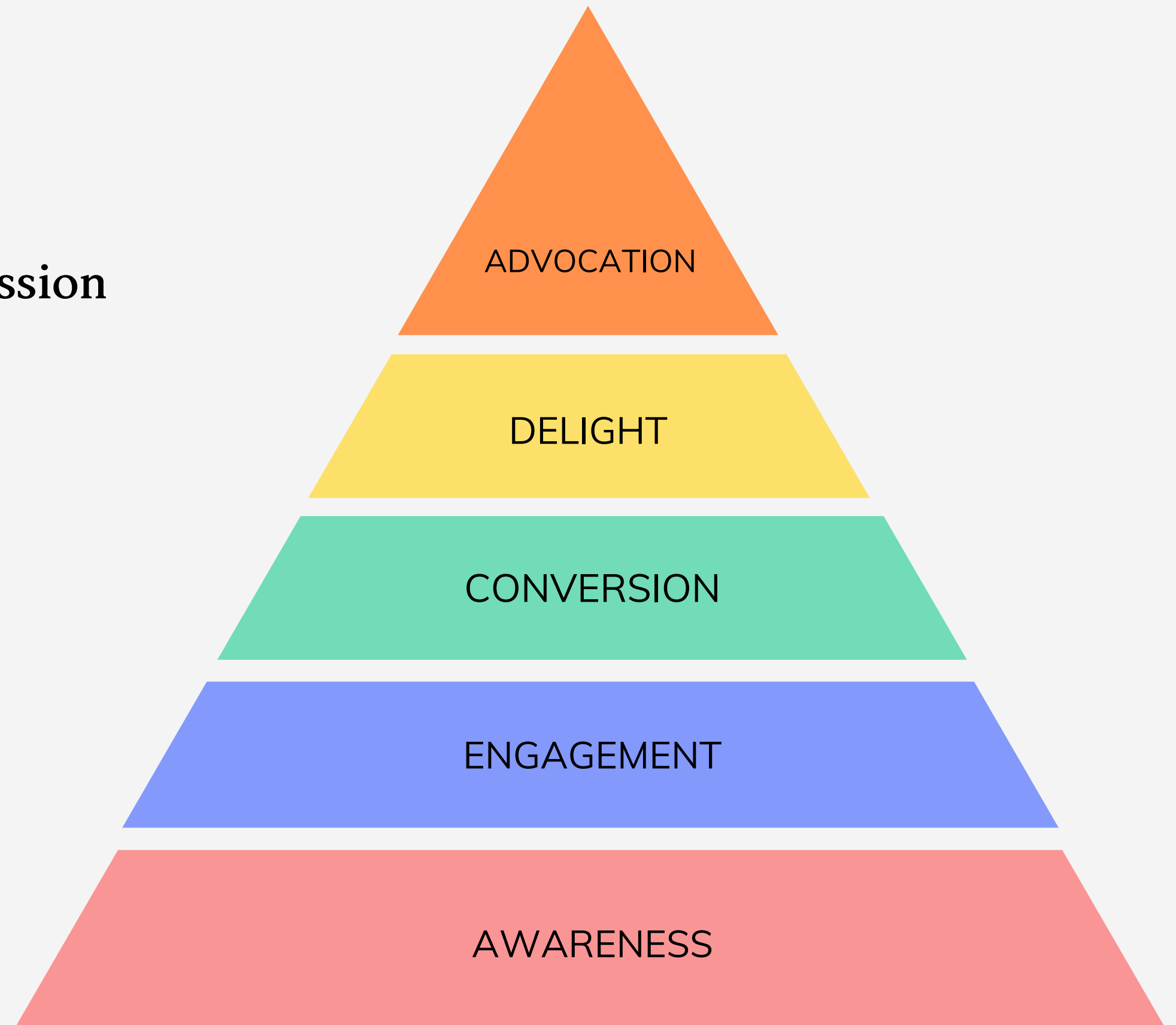
**TOTAL: \$3,750 PER MONTH**

# AWARENESS

The name of the game is Reach and Impression

You will notice that awareness is the foundation of the customer journey pyramid.

If you aren't getting the word out about your business you will not be able to the customer to the next stage of the customer journey pyramid.



**ENGAGEMENT**

# ENGAGEMENT

LIKE, COMMENT, SHARE, CLICK ME!!!

The second step to the customer journey is Engagement.

You can run all the ads you want but, the question is are your customers or future customers engaging with the content.

Are they liking, commenting, and sharing your content?

Are they clicking on your content?

Are they wanting to find out more? This is the question you should ask yourself.



# Content is King

It's all about engaging content.

When creating a campaign, an ad, or event content for social media you have to think about what your consumers are interested in.

The only way to create engaging content is if you developed your customer personas and branding in the last 2 courses.



# Branding

## What is your story?

Consumers engage with brands.

Consumers want to be a part of the brand's story.

Consumers want to feel a part of a community.

In the last course you should have:

- Developed a mission statement
- Developed a vision statement
- Developed your company's story



# Personas

Who's attention are you trying to acquire

Communication is how you develop engaging content.

Who are you communicating with?

What message are you trying to communicate?

How are you communicating with them?

All this comes from understanding your audience.





CONVERSION

# Conversions

There are 2 types of conversions.

Click to Lead

Lead to Sale



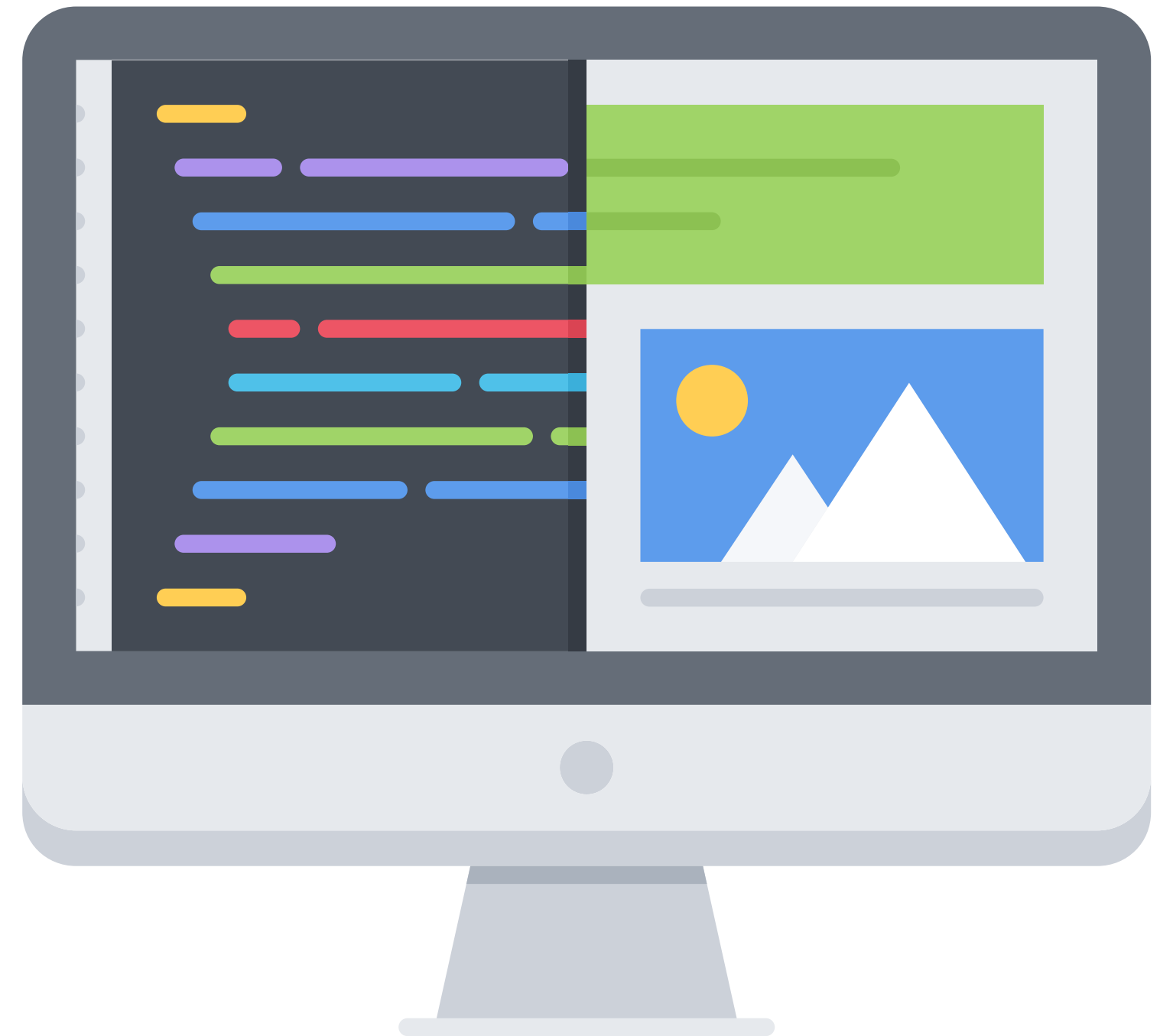
# Conversions

What do you need to convert?

Simple a Landing Page or a Website.

Website is the heart of your business.

Without a website you will not be able to complete this step.



# Conversions

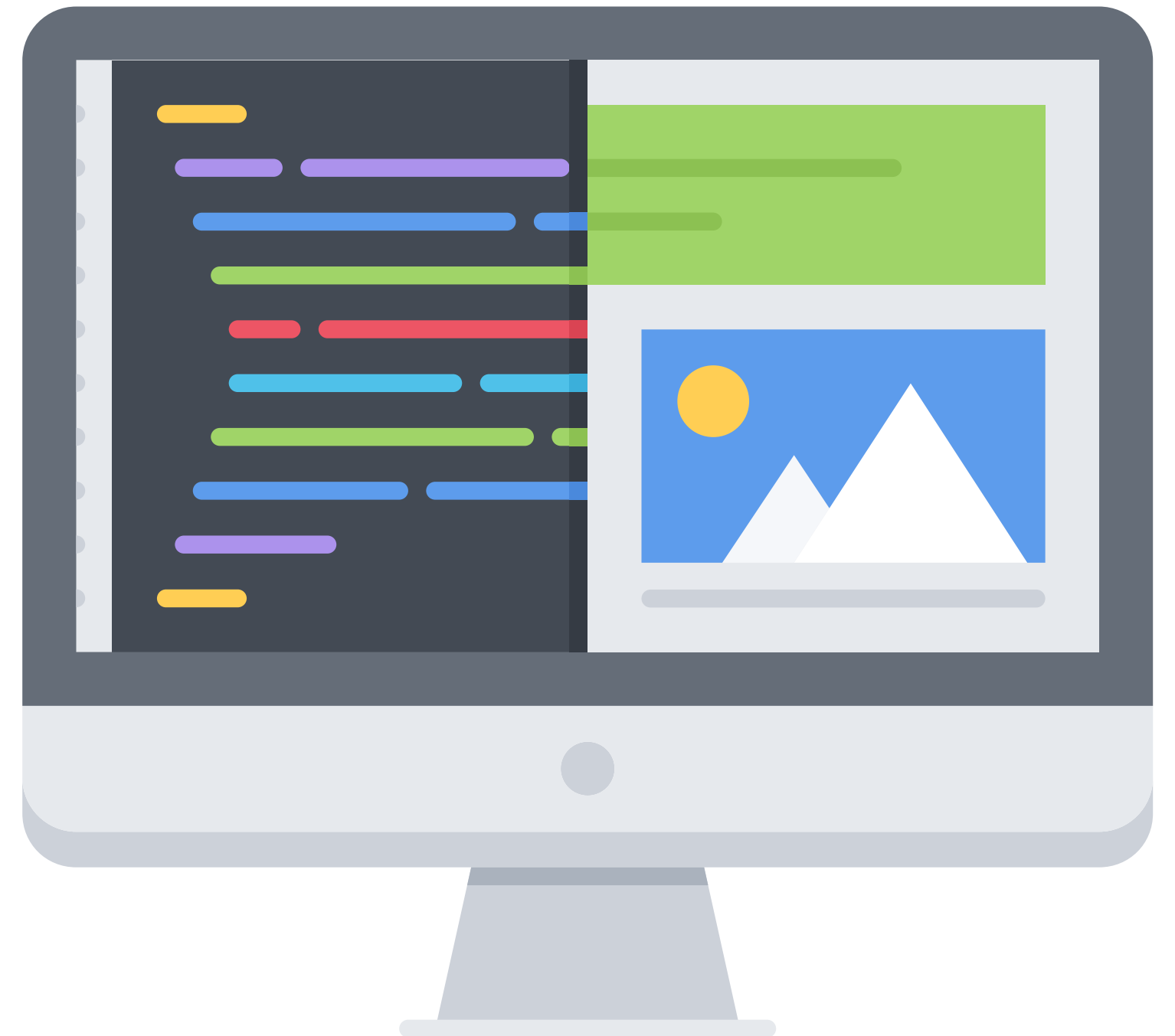
Is a website necessary?

Yes...

How else will you retarget?

Tracking Codes

- Google GTag
- Facebook Pixel
- Pinterest Pixel

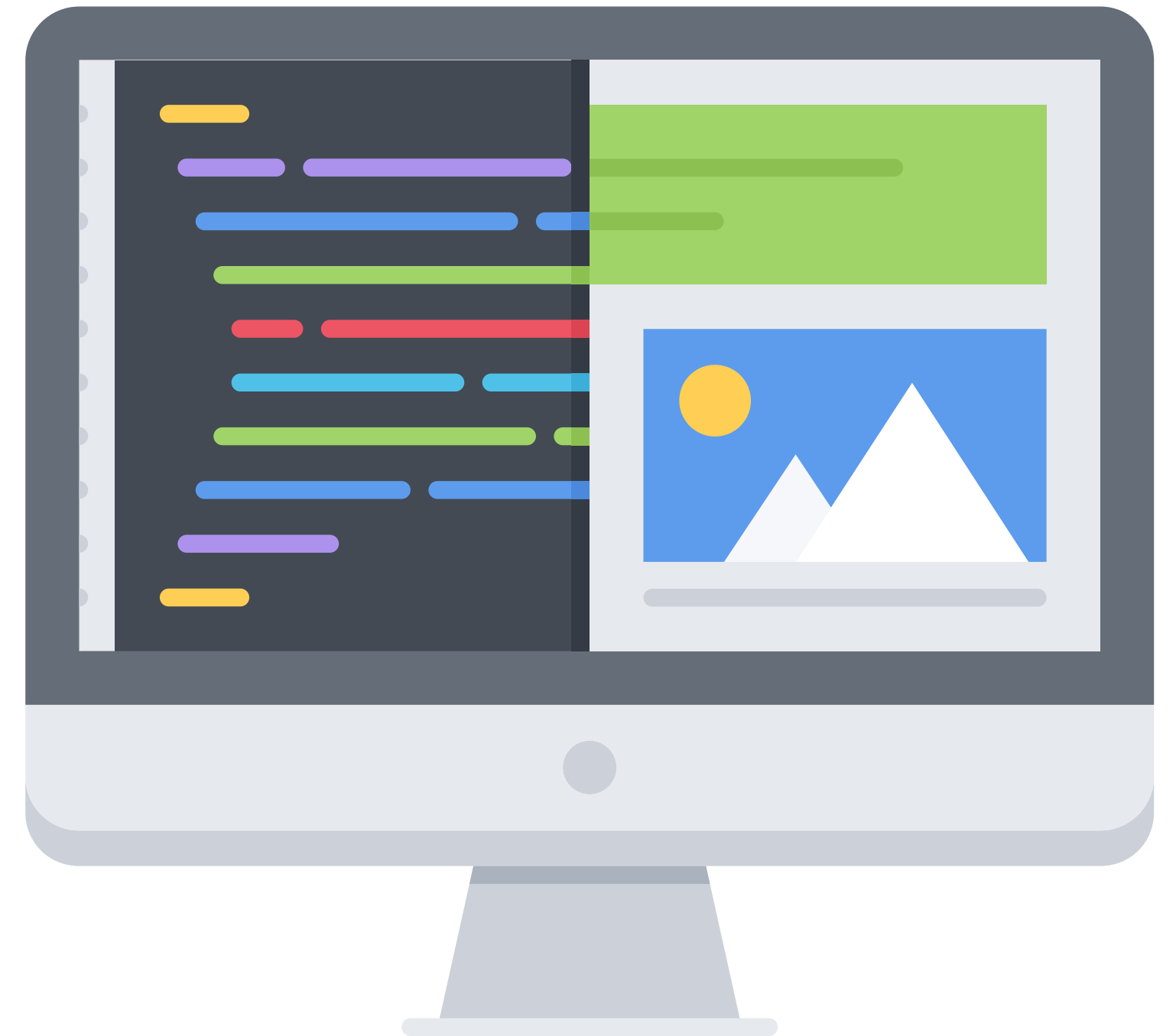


# Conversions

## Conversion statistics

On average websites only convert 1% -3% on the first visit.

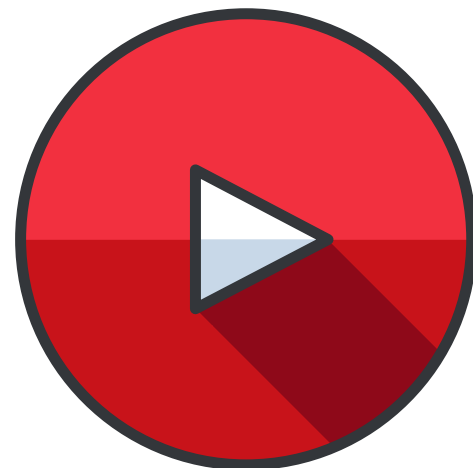
Without the tracking codes embedded to retarget your digital marketing efforts will be all for not.



# Click to Lead

## Landing Pages and Website Must Haves

- Forms
- Chatbots or Chat box
- Click to Call
- Videos
- CRMs



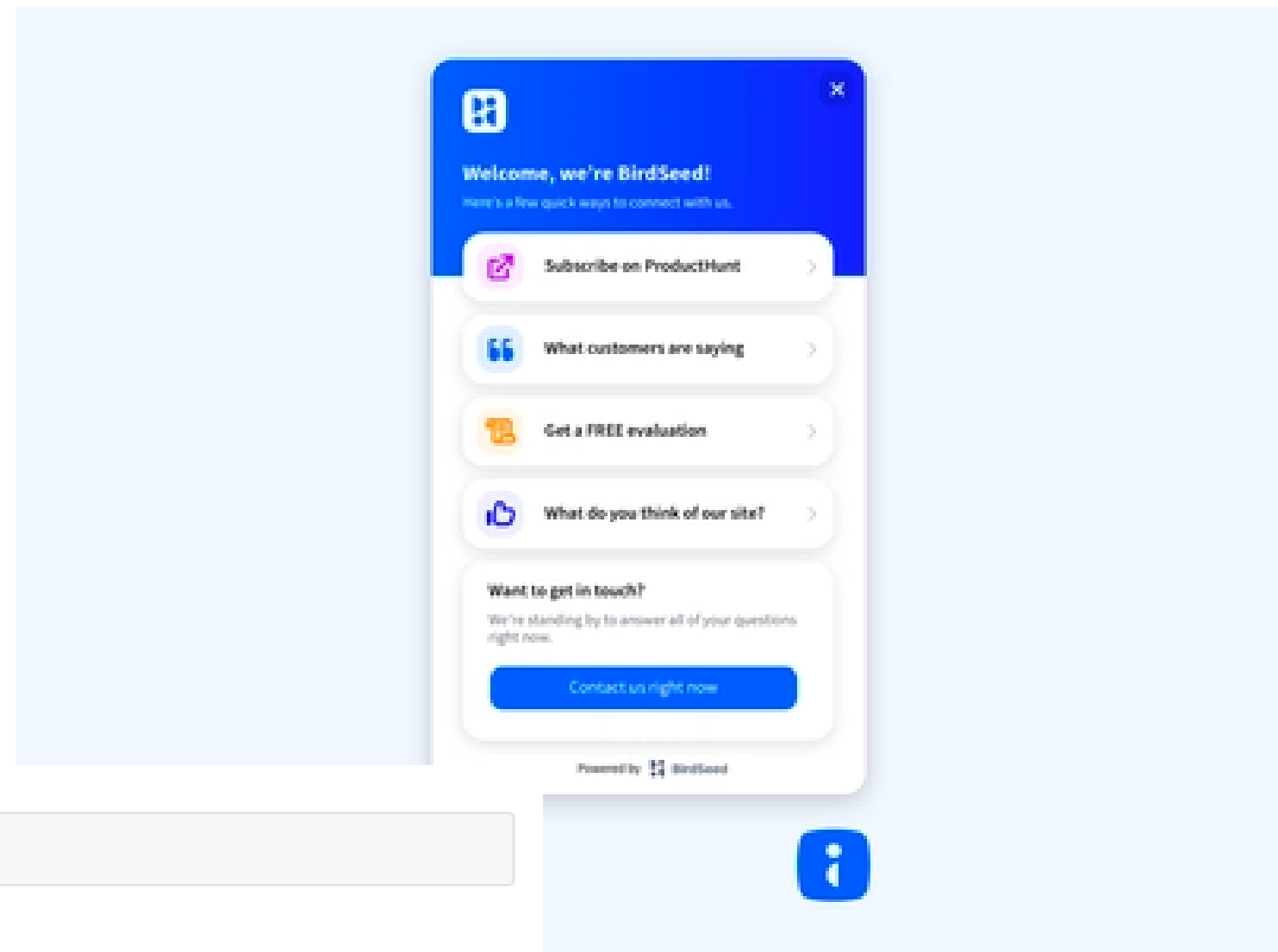
Company name

Email\*

First name

Job Title

Last name



# Click to Lead

## Forms

Let's talk about  
qualified leads vs quantity leads.

When building forms you want to figure out what is more  
important in your business.

The more information you request in the form the more quality  
leads you will get.

The less you request the more quantity leads you will acquire.

Company name

Email\*

First name

Job Title

Last name

Submit

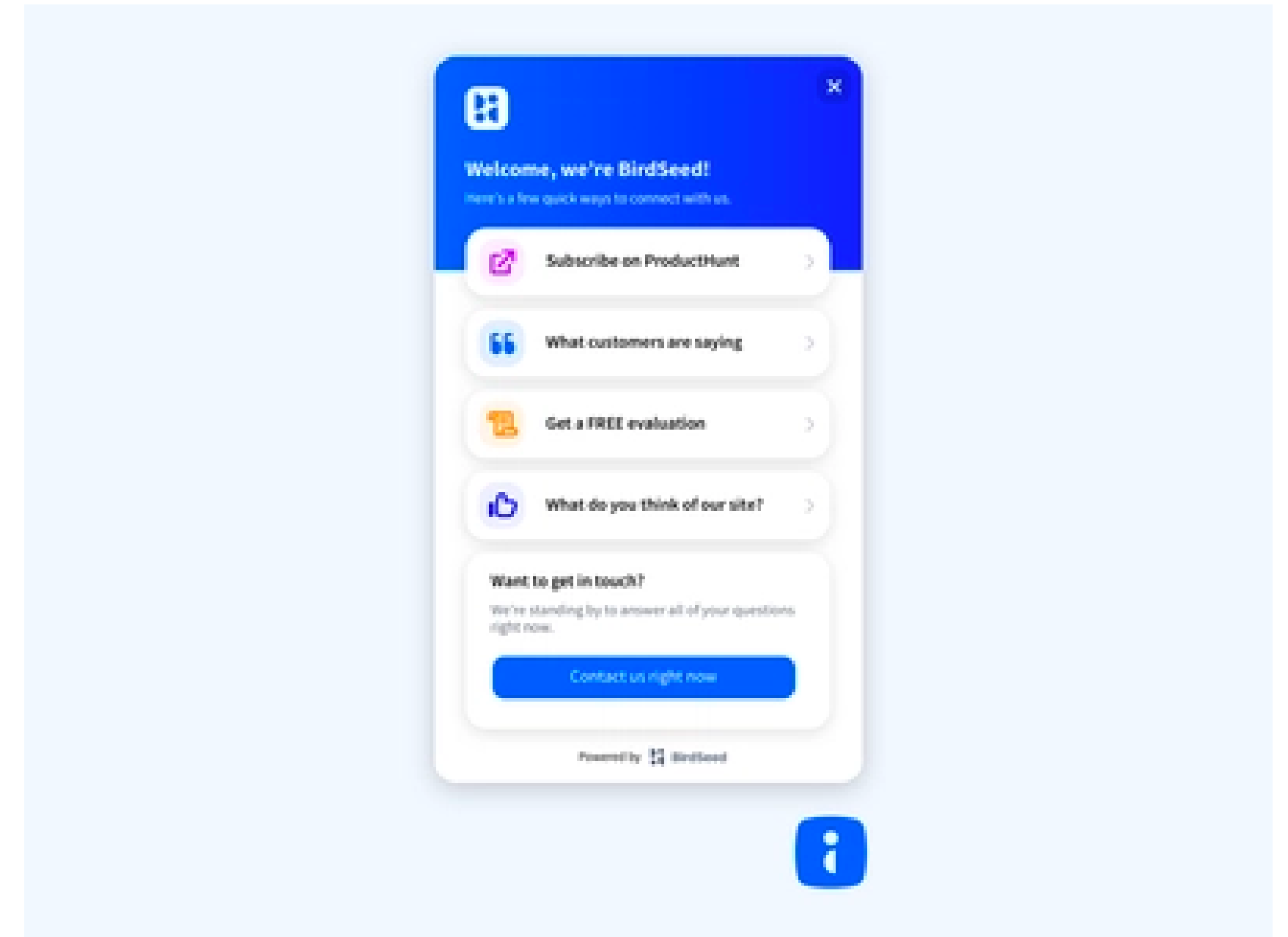
# Click to Lead

## Chatbots vs. Chatbox

Chatbots are extremely helpful for businesses that do not have a large staff but want to increase leads and support.

Chat boxes are extremely powerful and very popular in software company's to provide customers support on their products.

Chat boxes also have a higher engagement rate and can help with lead generation but, once again. You the business owner must know if you staff can handle it.





# Click to Lead

## Why do I need a video?

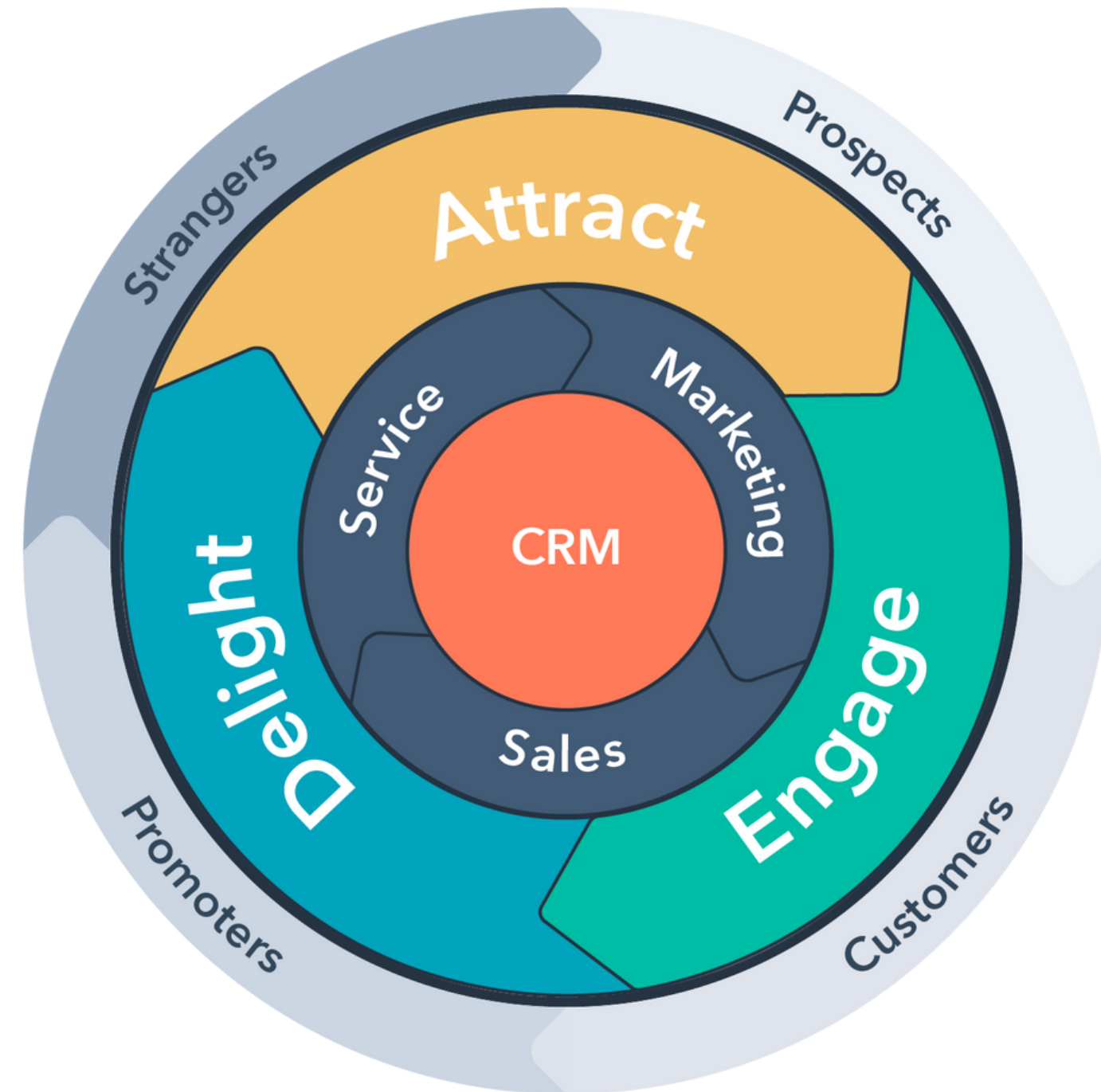
1. Consumers engage more with video.
2. Product videos boost consumer trust in e-commerce companies.
3. Informational videos help answer user questions.
4. Video provides a better omnichannel experience.
5. Video is shared more often than any other content.



# Click to Lead

## CRMs

1. Helps you manage your leads and prospects
2. It helps you store your consumer's data so you never lose it.
3. Helps you track your sales and marketing.
4. Helps you maintain good customer service and track customer communication.
5. Helps you organize your marketing and sales.



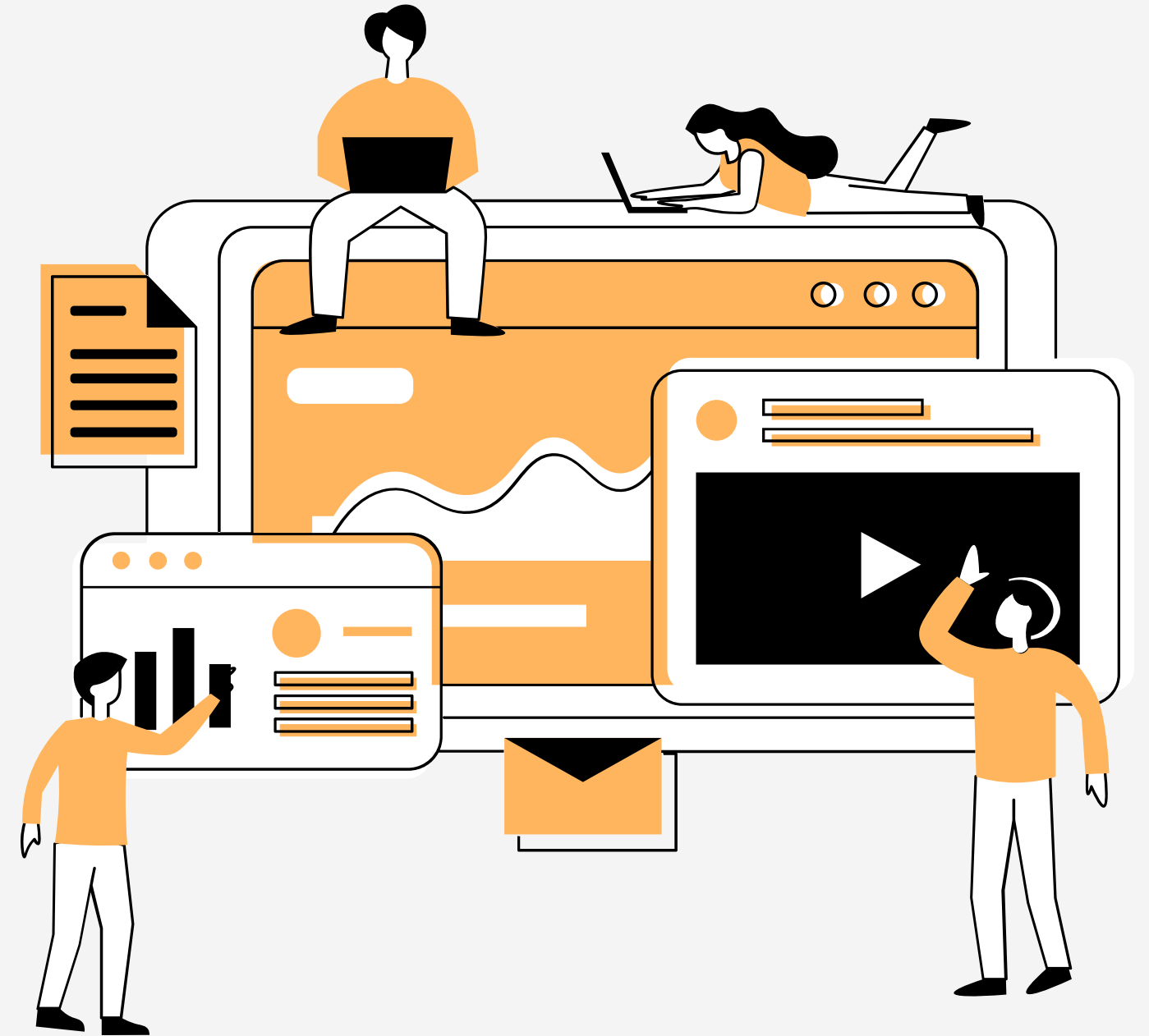
DELIGHT

# DELIGHT

## CUSTOMER SERVICE IS KEY

MUST HAVE'S TO PROVIDE EXCELLENT CUSTOMER SERVICE

- Survey System
- CRM
- Processes for your business
- Welcome Packets
- Good service or product

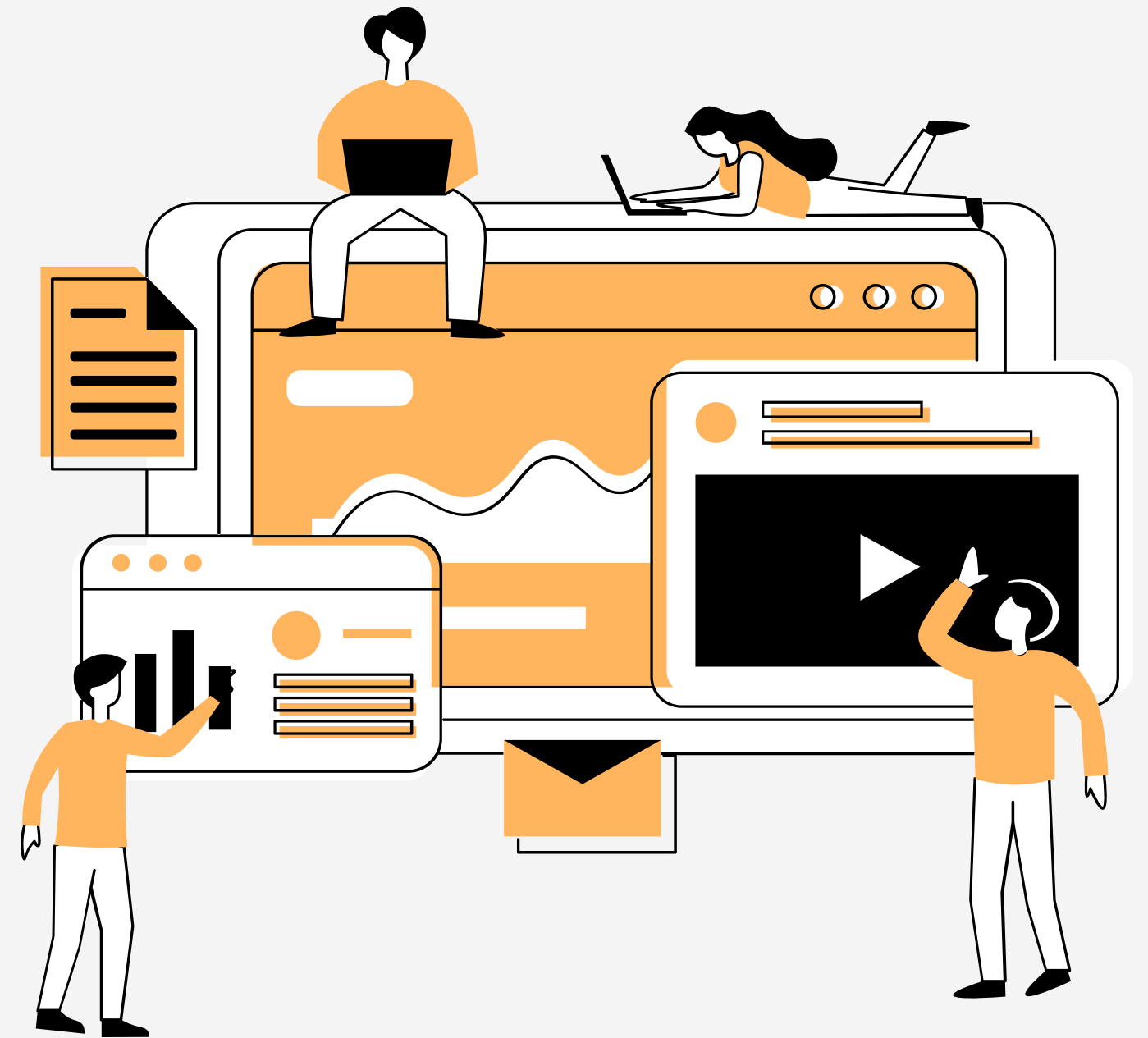


# DELIGHT

## Build trust in your product or service

### MUST HAVE'S TO PROVIDE EXCELLENT CUSTOMER SERVICE

- Survey System
  - Survey Monkey
  - Google Forms
- Processes for your business
  - Nothing upsets clients more than surprises
  - "I was never told that"
- Welcome Packets
  - Set expectations over the product or service
  - FAQs
- Good service or product
  - Delighting the customer = Buying More or Referring Business



# DELIGHT

## Customer Relationship Management

CRM

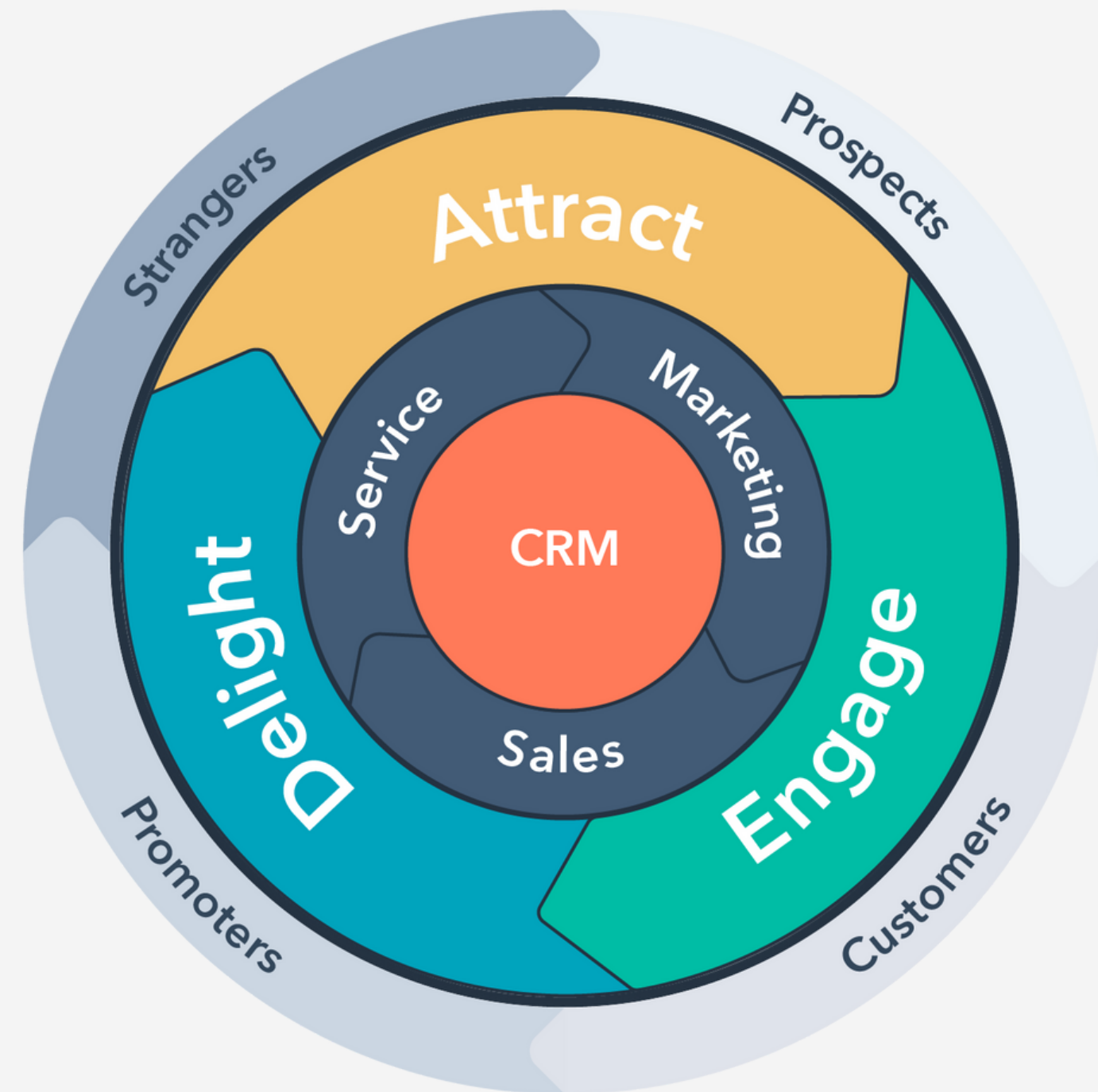
The sale is over or is it really?

Buyers Remorse

How many times have you reached out to your customer?

Email Marketing Campaigns?

Phone Calls?



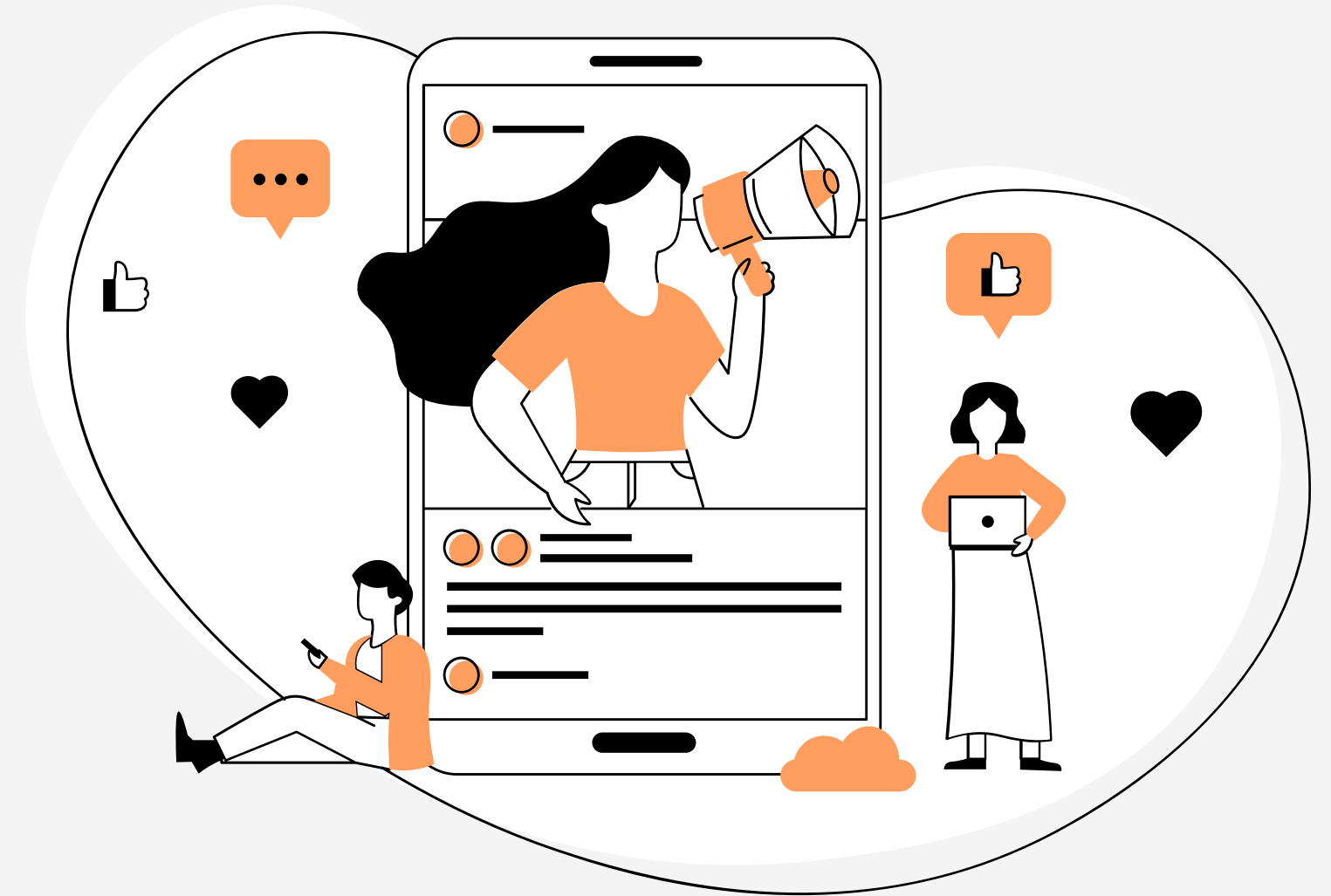
**ADVOCATION**

# Advocation

Make your customers raving fans

It's time to get reviews!

But where to start?





# Advocation

## Make your customers raving fans

Google Reviews are great but users won't just trust this.

Users are becoming smarter every second.

9 times out of 10 users will look at the bad reviews first.

This is why you must be aggressive in getting good reviews.

Getting a bad review is inevitable as you grow.



# Advocation

## Testimonials

Testimonial videos are the most powerful tools to help with getting new business.

Customer stories will help you increase sales and referrals.





**CUSTOMER  
JOURNEY  
FLYWHEEL**

**Awareness**

**Engagement**

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