

Why and how to map your customer journeys



WHY



3



70



80



8



4



91

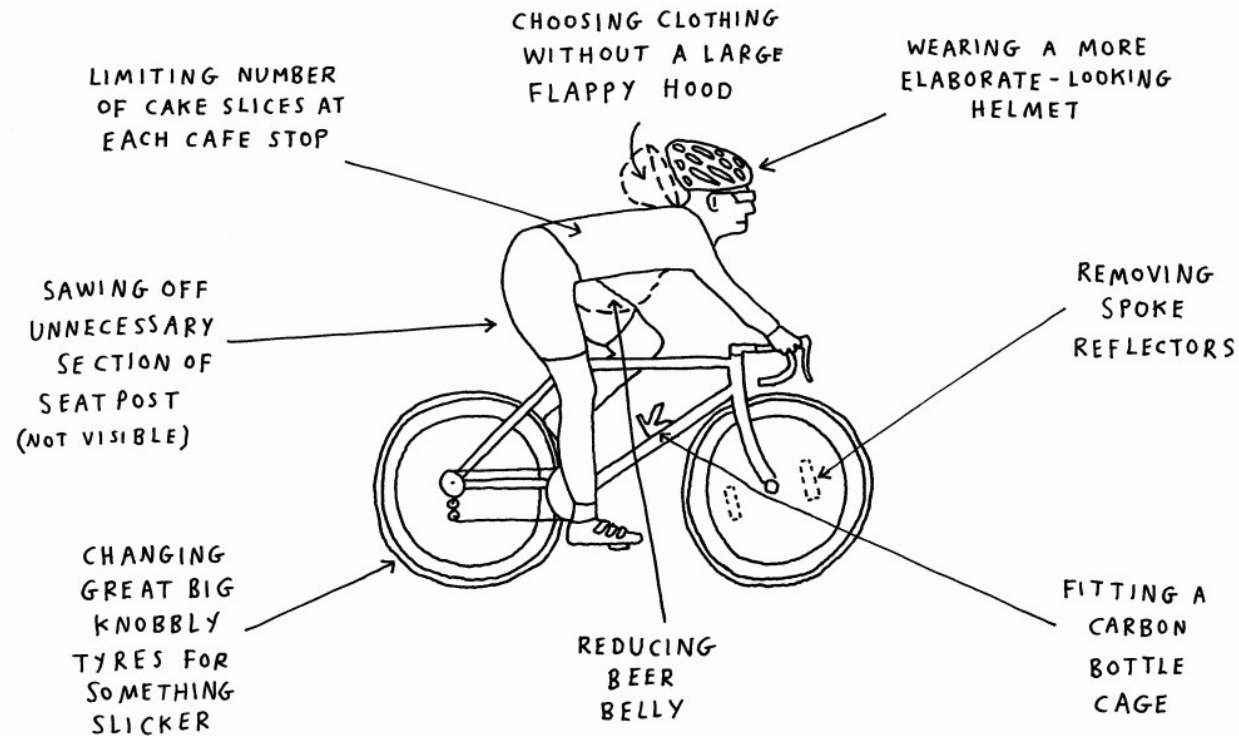


$$5.0 - 4.8 = 6$$



MARGINAL GAINS

HOW THE PROFESSIONALS MAKE SMALL CHANGES TO IMPROVE THEIR PERFORMANCE



cyclingcartoons.com / by @davewalker

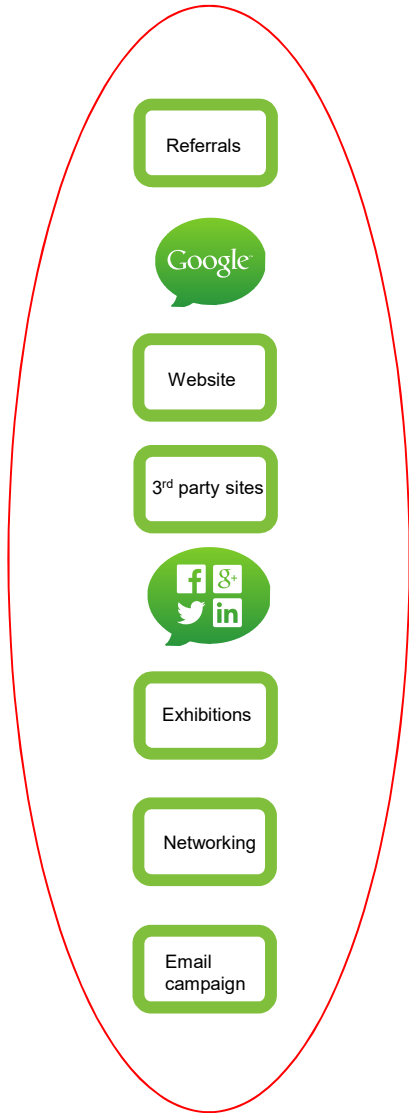
6



HOW

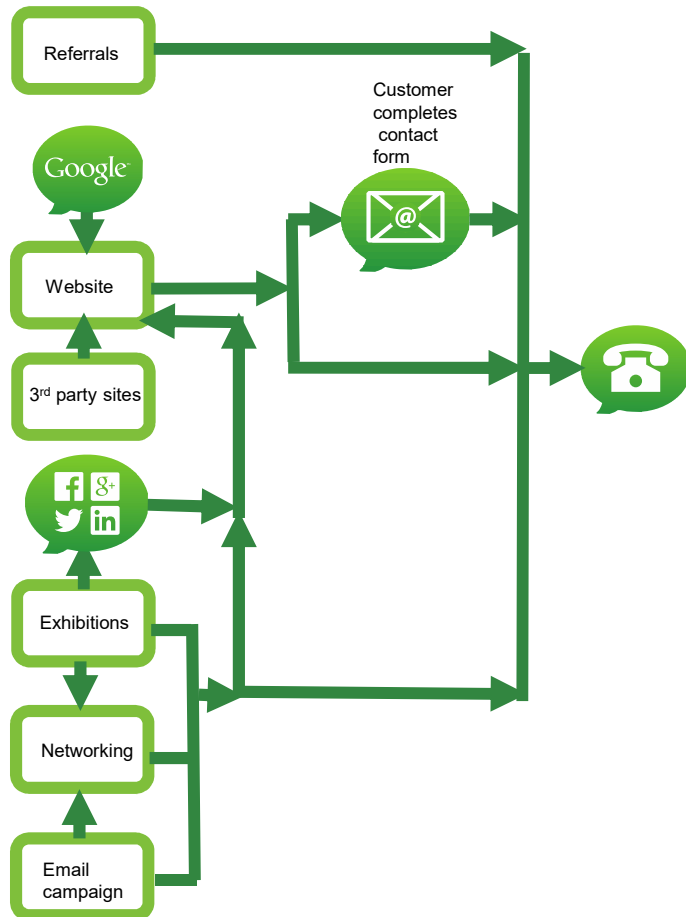


Awareness



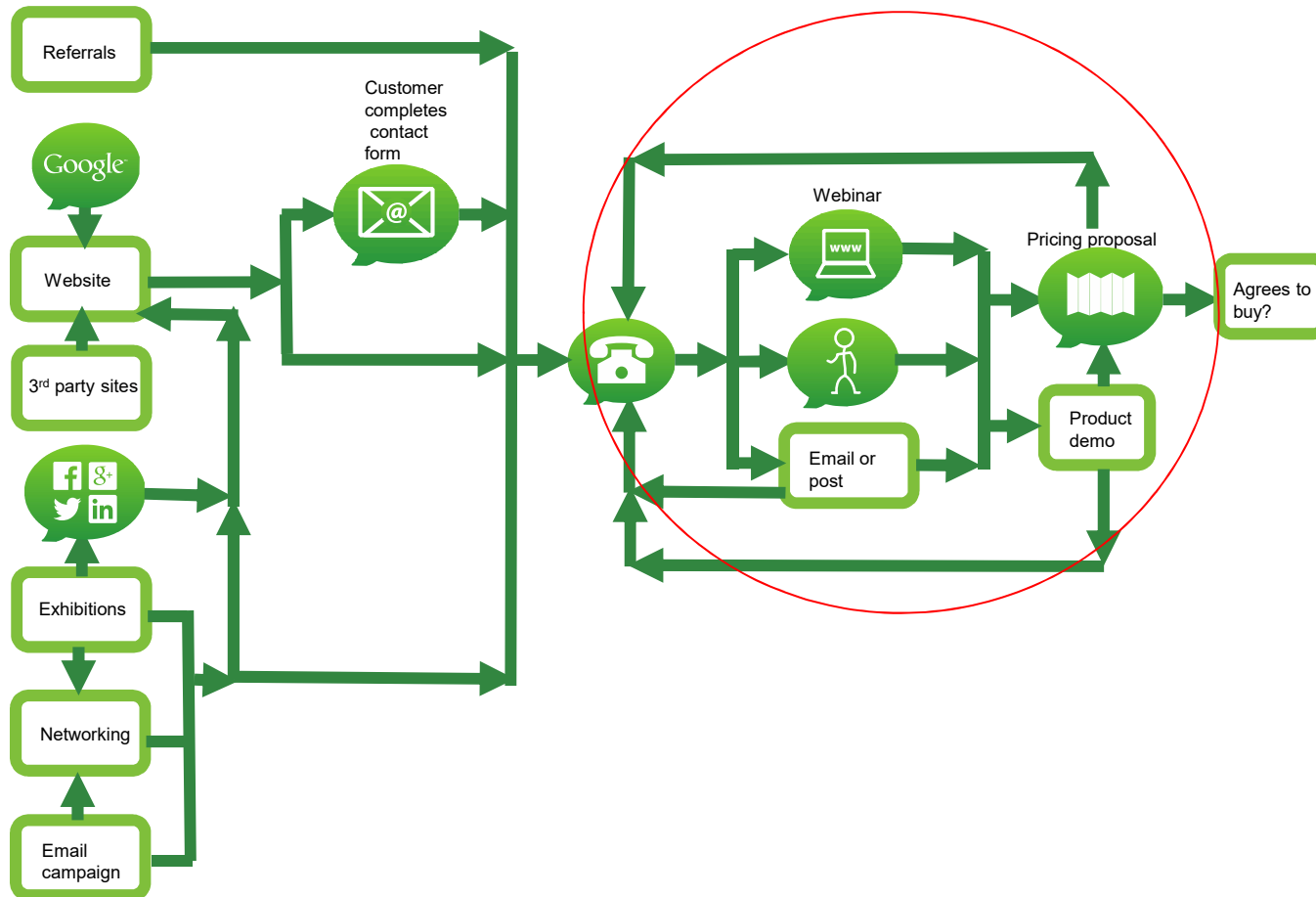
“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

Awareness to consideration



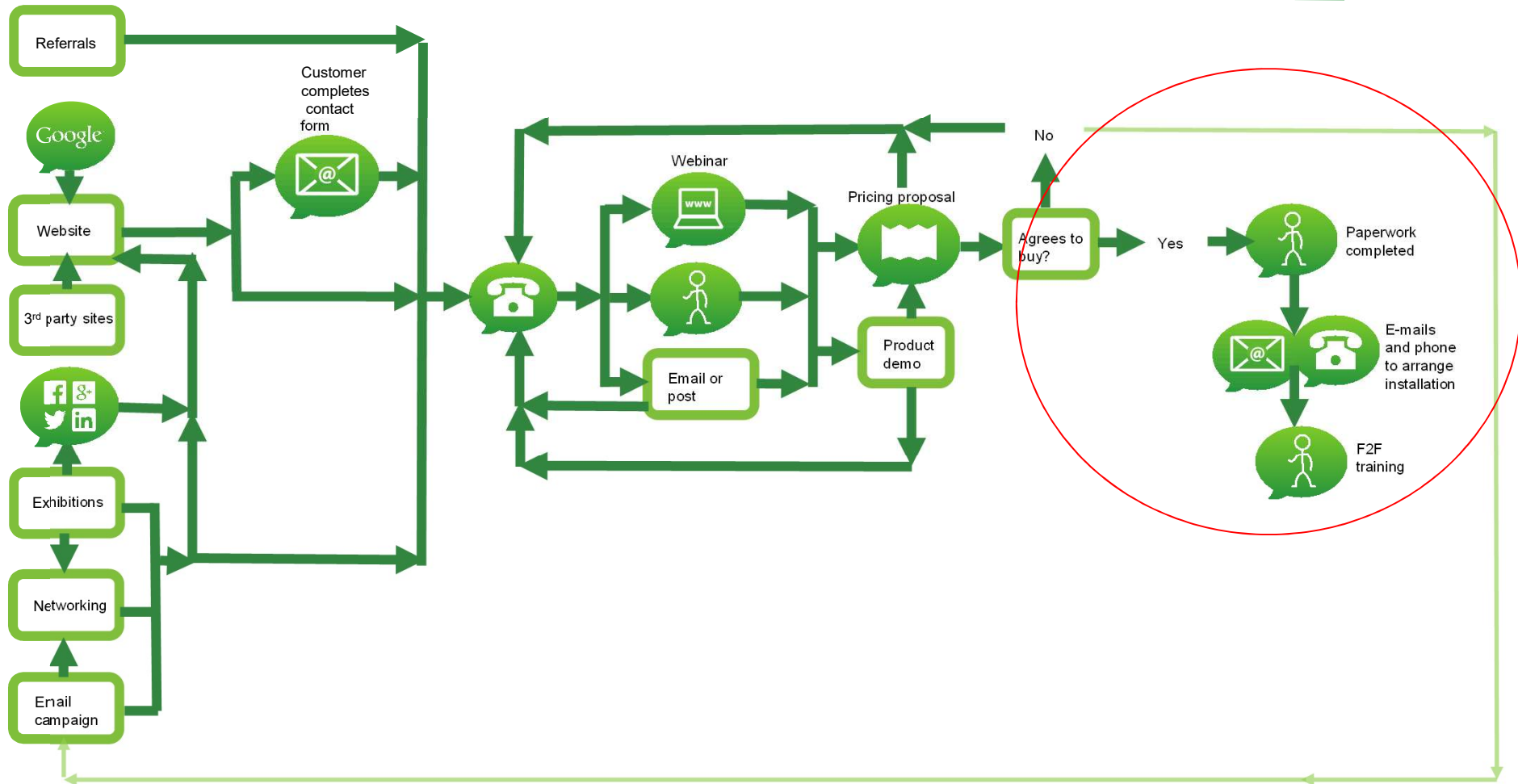
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Consideration



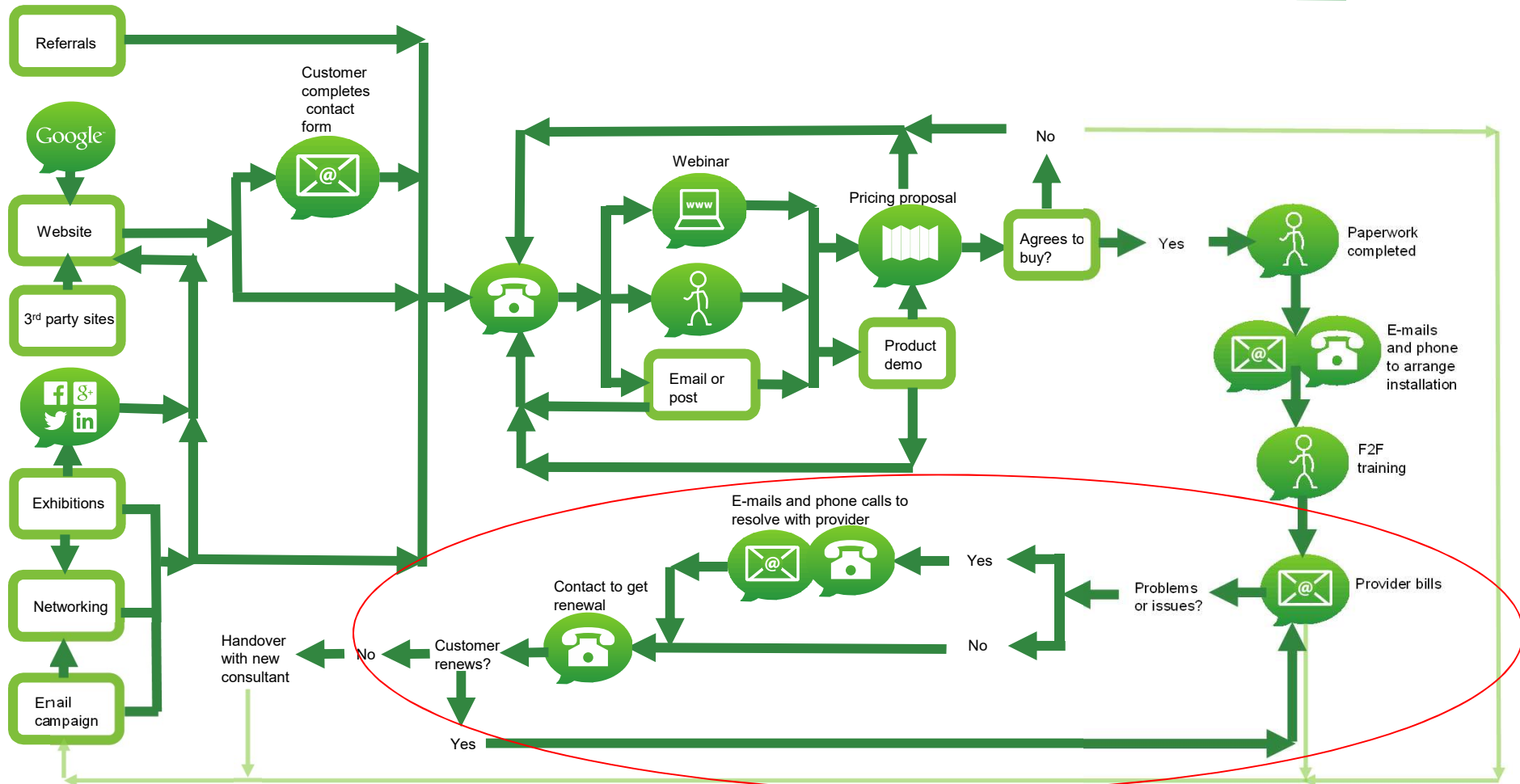
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Purchase



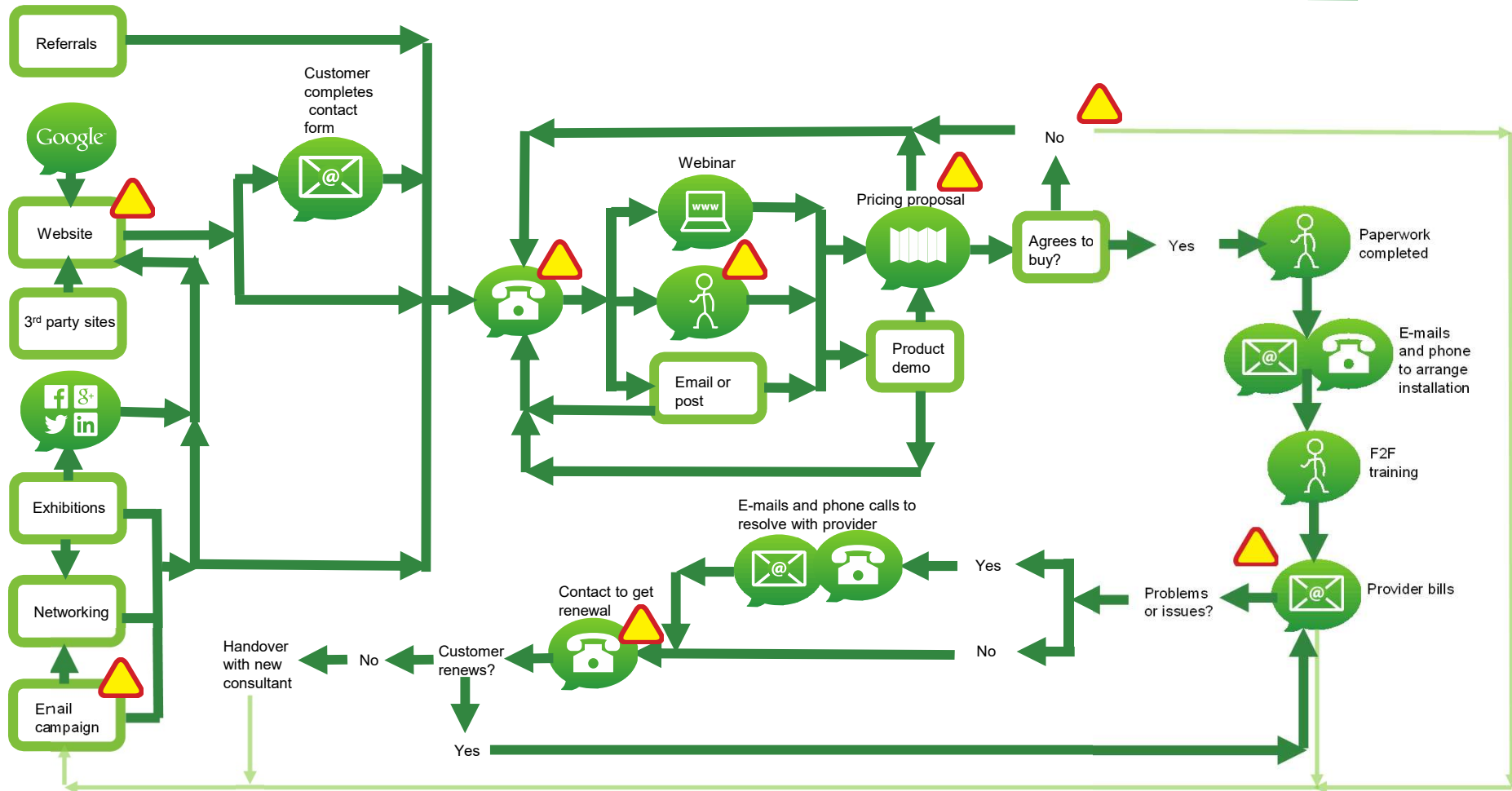
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After they buy



“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

Showing the issues



“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

Back to why

25% to 50%

20% to 99%

