

Customer Journey Mapping Cards

STAGE 1:

Attract



The goal here is to turn strangers into prospects by making them aware of your customers and products. These tactics are high-level and focused on volume above everything else.

Display Ads

Good for: Saturating customers with your brand or product
Appear On: Websites that have opted in to showing display ads
Cost Impact: Medium
KPI: Views if the goal is brand familiarity, click-throughs if goal is to get viewers to website

Facebook Ads

Good for: Very granular targeting
Appear On: Facebook newsfeeds
Cost Impact: Low
KPI: Click-throughs

Instagram Ads

Good for: Highly visual brands looking to target Millennials
Appear On: Instagram feeds and stories
Cost Impact: High
KPI: Purchases if using "Instagram Shopping," Click-through rate otherwise

CPC Ads

Good for: Fine-tuned targeting based on intent; getting ahead of competitors
Appear On: Search results
Cost Impact: Highly variable, depend on vertical
KPI: Click-through rate, cost-per-click

Influencer Sponsorship

Good for: Brands looking for an established audience and a spokesperson
Appear On: Social media platforms
Cost Impact: Medium-to-High
KPI: Referral link visits or coupon code use

Good for:

Appear On:

Cost Impact:

KPI:

STAGE 2:

Engage



Engage is about turning visitors into customers, so the tactics used here require some knowledge of your audience. The payoff is these tactics are much more likely to lead to direct revenue.

Cart Recovery

Good for: Brands that lose customers between cart and checkout
Appear On: Can be emails in a customer's inbox or ads like display
Cost Impact: Low
KPI: Cart recovery success rate

Site Optimization

Good for: Brands that lose visitors or have low click to cart conversions
Appear On: Your own website, as you make improvements and changes
Cost Impact: Low to high, depending on extent of work
KPI: Click-to-cart conversions

Checkout Optimization

Good for: Brands that see a drop off in their shopping carts
Appear On: The checkout process of your website
Cost Impact: Medium
KPI: Cart abandonment

Retargeting Ads

Good for: Capturing comparison shoppers and “just browsing” types

Appear On: Social media, search results, and websites that have opted for ads

Cost Impact: Low

KPI: Sales, Return visitor %

Email Deal Alerts

Good for: Direct response, especially for sales and special offers

Appear On: Customer inboxes

Cost Impact: Low

KPI: Open rates, click-through rates, and purchases from email

Good for:

Appear On:

Cost Impact:

KPI:

STAGE 3:

Delight



The last step is about providing a stellar experience for your customers and ultimately turning them into brand advocates.

High-Quality Packaging

Good for: Making a great first impression

Appear On: Customer doorsteps

Cost Impact: High

KPI: Positive reviews, unboxing videos

Referral Emails

Good for: Turning customers into even more customers

Appear On: Customer inboxes

Cost Impact: Low

KPI: Referral code uses

Free Gifts

Good for: Surprising buyers and starting a relationship the right way

Appear On: Wherever customers open your packages

Cost Impact: Low to high, depending on if you partner with another brand to cross-promote through gifts

KPI: Customer satisfaction surveys, net promoter

Loyalty Programs

Good for: Getting customers to come back again and again

Appear On: Your website, plus anywhere you promote it

Cost Impact: Low

KPI: Average Customer Lifetime Value, Repeat customer count

Strong Customer Service

Good for: Turning bad experiences into influencer opportunities

Appear On: Social media, email, phone, chat

Cost Impact: High

KPI: Customer satisfaction, repeat business, positive

Good for:

Appear On:

Cost Impact:

KPI: