

Customer Journey Map

Now that you've learned the five stages of the customer journey, consider your own product/service and all of your customers' experiences leading up to and following a purchase decision. Record their experiences during each stage and your response through social media messaging in the table below.

	Stages	Awareness <i>The customer needs what you offer</i>	Consideration <i>The customer researches providers</i>	Purchase <i>The customer purchases your offering</i>	Service <i>The customer's experience of your offering</i>	Loyalty/Retention <i>Customer engagement after delivery</i>
 Target Avatar Detail your target customer's experience and actions at each stage of the purchasing journey.	Thinking <i>What is the customer thinking?</i>					
	Feeling <i>How is the customer feeling?</i>					
	Doing <i>What is the customer doing?</i>					
	Discovering <i>What information has the customer discovered?</i>					
SOCIAL MEDIA PLATFORM:						
 Business Touchpoints How will your business respond to the customer's experiences at each stage?	Opportunity <i>How can you present your offering as a solution to the customer's needs?</i>					
	Content Pillar <i>Which content pillar addresses the customer's needs best?</i>					
	Message <i>What message are you sending to the customer?</i>					
	Content Format <i>What content format is ideal for delivering the message?</i>					