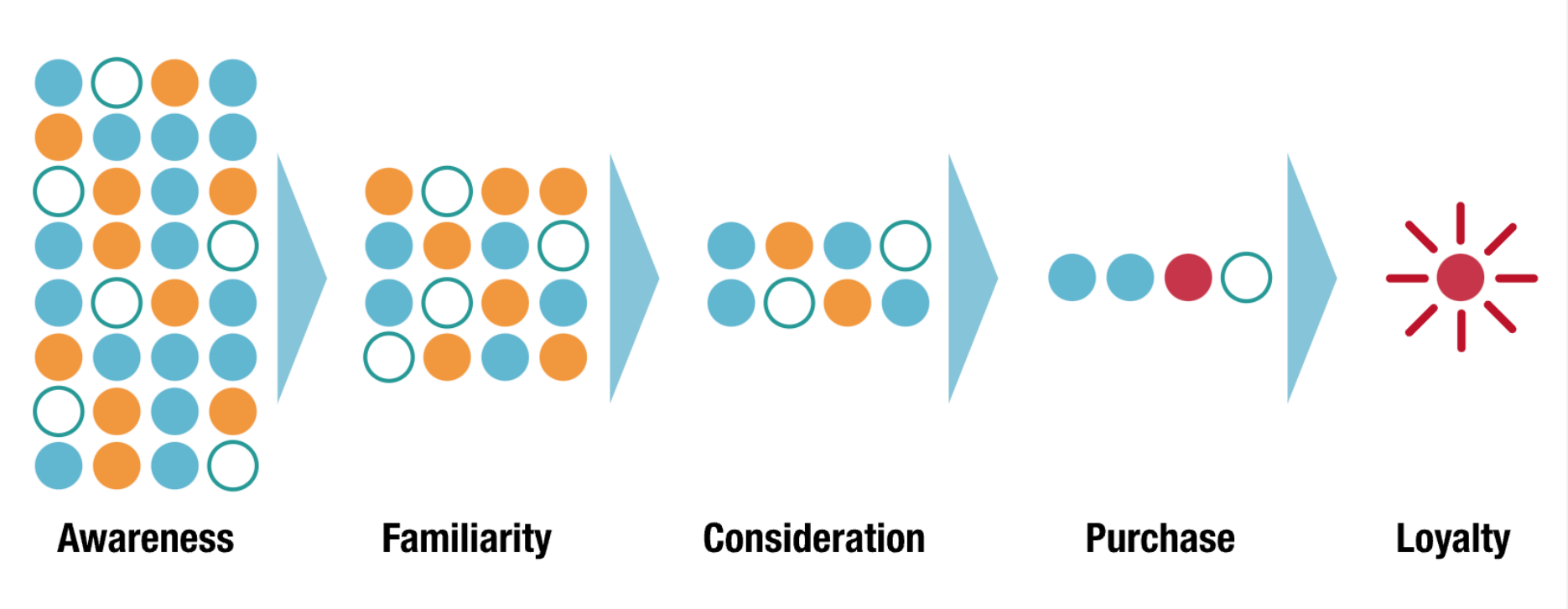
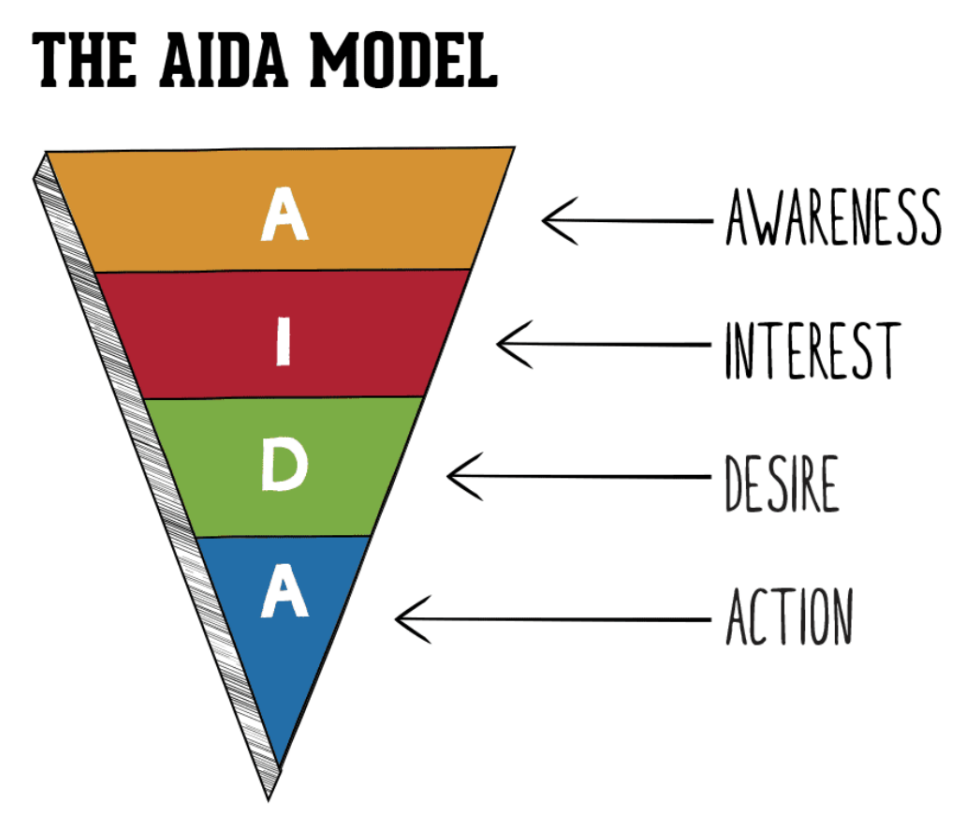
Customer Journey Map

The Traditional Consumer Decision Journey

Marketers have always sought those **moments**, or **touch points**, when consumers are **open to influence**. For years, touch points have been understood through the metaphor of a "**Funnel**" - consumers start with a number of potential brands in mind (the wide end of the funnel), marketing is then directed at them as they methodically reduce that number and move through the funnel, and at the end they emerge with the one brand they chose to purchase. This is the traditional **consumer decision journey** (CDJ).



The Traditional Consumer Decision Journey



The AIDA Model identifies cognitive stages an individual goes through during the buying process for a product or service.

The **Funnel** analogy suggests that consumers systematically narrow the initial-consideration set as they weigh options, make decisions, and buy products. Then, the post-sale phase becomes a trial period determining consumer loyalty to brands and the likelihood of buying their products again. Marketers have been taught to "**Push**" marketing toward consumers at each stage of the funnel process to influence their behaviour.

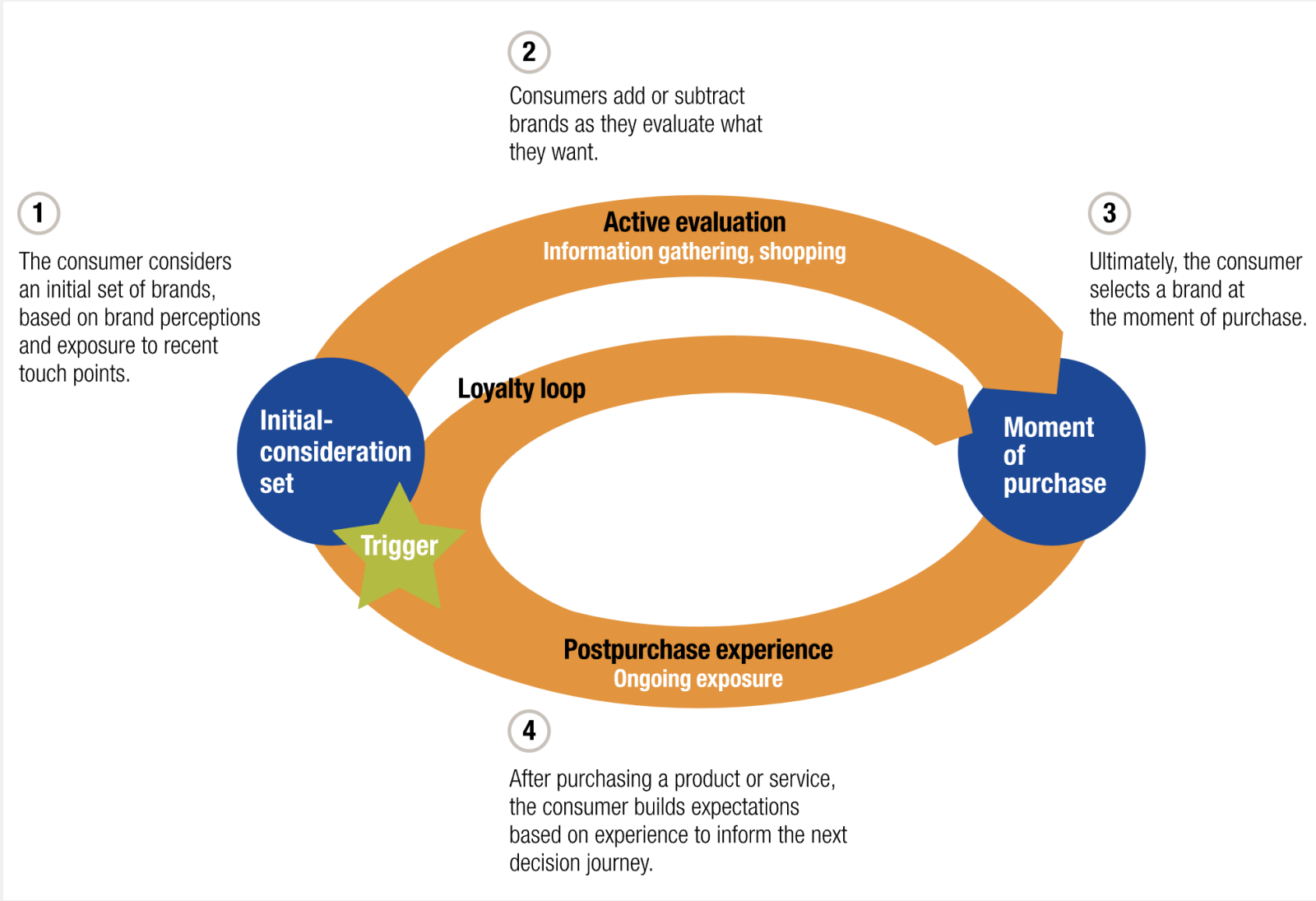
The funnel metaphor does help a good deal - for example, by providing a way to **understand the strength of a brand compared with its competitors at different stages**, highlighting the bottlenecks that stall adoption, and making it possible to focus on different aspects of the marketing challenge.

However, because of the **shift away from one-way communication** - from marketers to consumers - **toward a two-way conversation**, marketers need a more systematic way to satisfy customer demands and manage word-of-mouth.

The New Consumer Decision Journey – Loyalty Loop

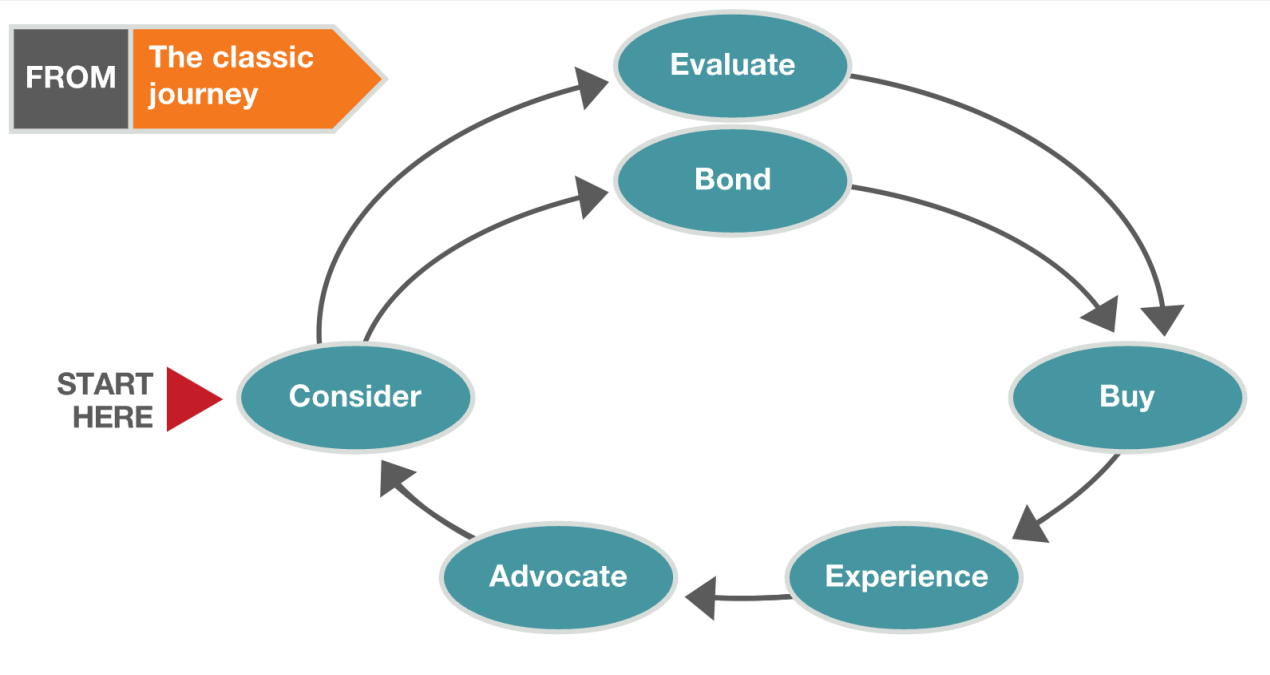
The decision-making process is a more circular journey, with four primary phases representing potential battlegrounds where marketers can win or lose →

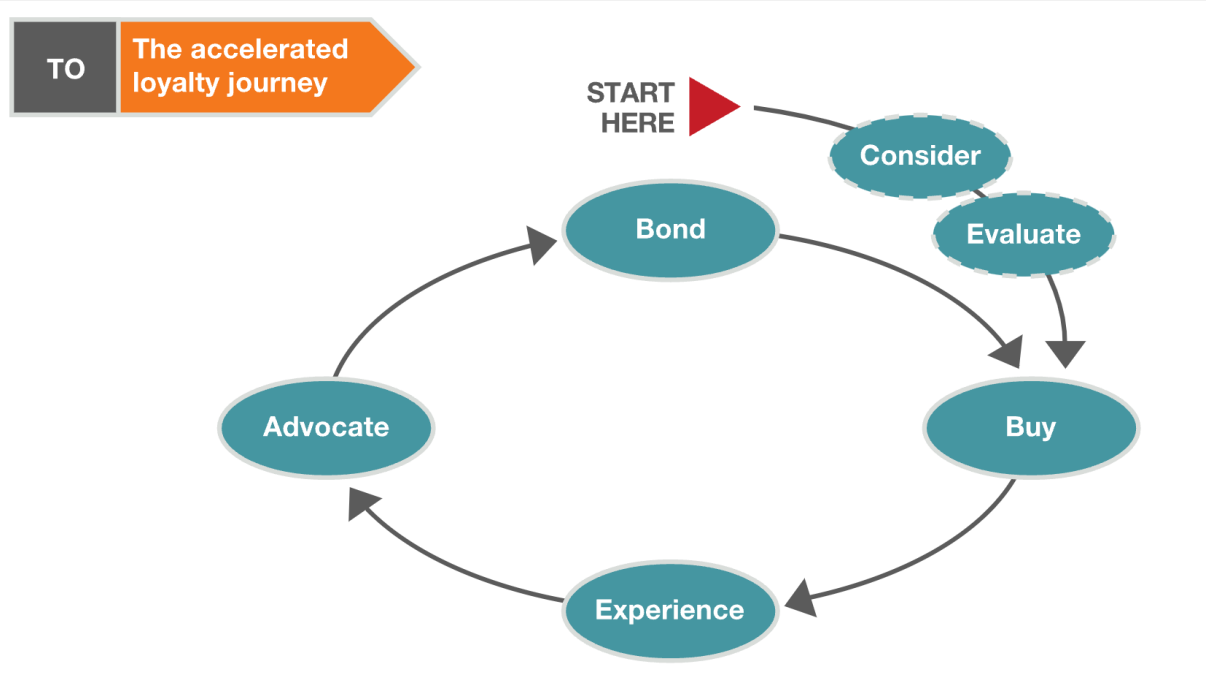
Depending on the experience they had while using previous product they bought. Here the customer will do either one of two things: either they will repeat the overall decision-making process all over again if their experience was not good enough OR they will take a shortcut called the ”**Loyalty Loop**” - ***loyalty loop customers don't just buy your product, they join your cause.***



The New Consumer Decision Journey

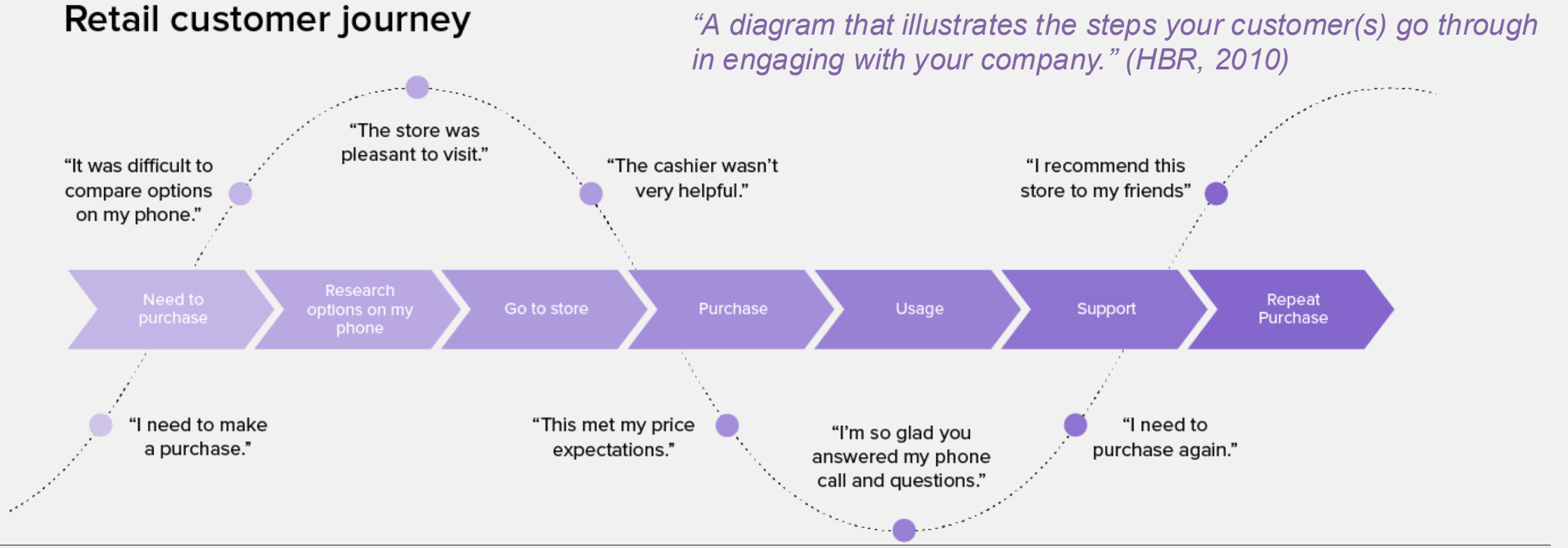
A set of technologies is underpinning this change, allowing companies to design and continuously **optimise decision journeys**. More important, companies today can use journeys to deliver value to both the customer and the brand. Companies that do this well can **radically compress the consideration and evaluation phases** - and in some cases even eliminate them - during the purchase process and catapult a consumer right to the loyalty phase of the relationship. The journey itself is becoming the defining source of competitive advantage.





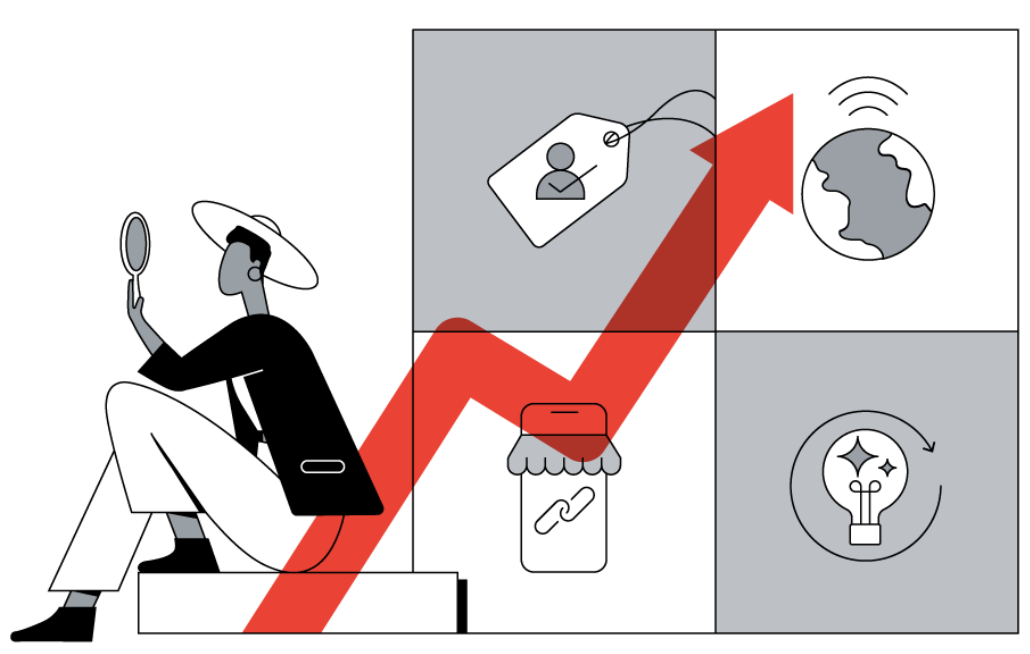
The Customer Journey Map: A Powerful Marketing Tool

A customer journey map is a **visual storyline** of every engagement a customer has with a service, brand, or product. The customer journey mapping process puts the organisation directly in the consumer's mind to better understand the customer's processes, needs, and perceptions. It helps you identify the **touchpoints, channels, emotions, pain points, and opportunities** that shape the customer experience.



"A diagram that illustrates the steps your customer(s) go through in engaging with your company." (HBR, 2010)

The Customer Journey Map



This marketing super-tool, the customer decision journey map is used by CMOs and senior marketers to make sure their team or whole organisation improve:

- **Understanding your consumer:** What customers are paying attention to during each stage from becoming aware of your brand to actually buying something.
- **Fix your blind spots**: Spot where your brand is weak or has opportunities to compete for customer attention.
- **More with less:** Reduce waste by making sure everyone is planning with a common framework, avoiding duplication and redundant content.
- **Demonstrate marketing success:** Explain your marketing team's role and benefits to the rest of the business more clearly. Show where marketing can work with others to boost CDJ performance, win new customers and deepen loyalty.

Real-world Project: Value Proposition for a Market-leading Wellbeing Brand - Understanding the role of brand narrative across the customer journey



Real-world Project: Mapping out key channels & best touchpoints to bring brand narrative to life in a way that will connect with customers in THEIR world



TELL ME WHY

Tell our story that establishes our WHY/ PURPOSE/ BELIEFS
- Brand film
- PR campaign
- Social activations
- Website (our shop window)
- In spas…

LET ME TRY/ DISCOVER

Build opportunities and ways to help people experience and try the brand
- Advertorials
- Sampling
- In spa/ out of spa
- Trial sizes/pack
- Experiential marketing (e.g. pop-ups)
- Livestreams
- Partnerships
- Playlists
- Brand ambassadors & influencers strategy…

EDUCATE/ HELP ME BUY/ FOR ME

Demonstrate expertise & knowledge, empower people, reassure and give them the confidence to buy/ experience the brand
- Brand content – e.g. podcast
- Reviews
- TV channel
- IGTV series
- Brand ambassadors & influencers strategy…

HELP ME SHARE/ TELL OTHERS

Engage with customers, create opportunities and reasons for them to share their experience with the brand
- UGC initiatives
- Refer a friend
- Competitions
- Create a moment in the calendar e.g. #Wellbeing Conversations
- Minis – always on gifting collection…

REWARD/ VALUE ME

Create long term relationships with customers – positioning the brand as a true partner to their wellbeing, and inspire future purchases
- Exclusive access & previews
- Loyalty programme
- Surprise & delight moments
- Leverage UGC
- CRM strategy
- Create brand ambassadors
- Exclusive content…

Real-world Project: Brainstorming – Omnichannel strategies



Thank you!

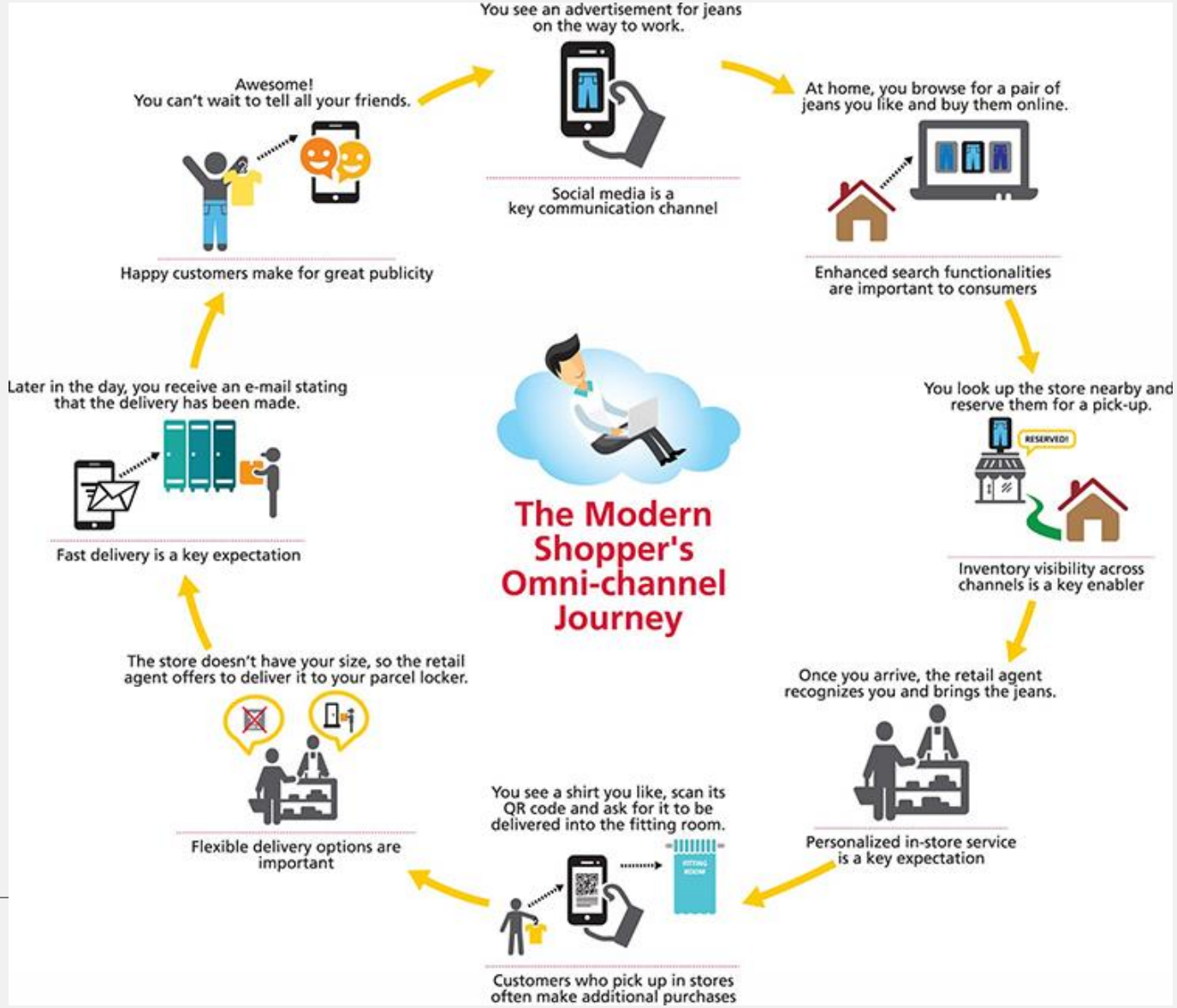
Any questions?

arts.ac.uk

Activity: Mapping Out Your Customer Journey

Map out your customer journey touchpoints and tell us how you shop 😉 !

https://miro.com/app/board/uXjVGHE4hCA=/?share_link_id=627071786473



miro Customer Journey Map Go to canvas
Continue collaborating using your real name. Sign up for free

Customer Journey Map

Socia media ads

Awareness/ Tell Me Why

Discover/ Let Me Try

Decision/ Help Me Buy

Advocacy/ Help Me Share

Loyalty/ Reward Me

Colleague posting on Slack about a new cevelopment in tech

ads, social media, friends and family

Reviews, reddit, try in store

Samples given out with purchases / stores offering testing of products that encourage impulsive buying

Exhibitions of new tech in conferences

Customer service not being pushy but critical in responding to my comments on products. Not trying to sugarcoat or oversell but be honest in their approach.

+ reviews in some cases when offer is varied

Trustpilot, reviews, comparison sites, customer service, returns policy, environmental credentials, price/cost

If it's a crowdfunded initiative that I liked I can share

I never really want to share purchases because I think it's insensitive to an extent, but I guess aligning to the brand values and ethical position of a brand is important for me to even consider sharing it.

Word of mouth, sharing on socials, friends and family, valuable shareable branded content

Point systems, discounts, good customer service offered to everyone regardless if they have shopped with them before or not.

Not spamming with comms and being chic in how they approach sales. Desperation doesn't look good on brands.

Discounts, customer care, points, freebies, exclusive access, extras

Someone telling me they use this product/brand and they really recommend it

Recommended by someone whose judgement I trust in a particular subject or by an expert in a field.

going to the store, seeing it in person, tester samples

checking specific question related to my problem online

Reading comments. chatGPTing what should I be looking at

doing a bit of extra research on the brand/product. Is it sustainable, is it a social purpose product

Recommend it to friends, family and colleagues if I am happy with the product and the price

Worth the money, and solved my problem

After I share this with friends, friend says thank you after they actually use it

For crowdsource initiative, I like that sometimes they offer exclusive updates or newsletter for feeling part of it.

it is nice to get a small % in the next purchase for loyaly, if there is a problem customer care easy to access