



Customer Journey Example & Template

	Determine Touchpoints	Questions Customer Might Be Asking	Goals	Tactic Examples
Awareness	<ul style="list-style-type: none"> Where do potential customers first learn about our brand? What platforms do they use to search for solutions? What type of content attracts their attention? 	<p>"How do I _____?"</p> <p>"I need to find _____?"</p> <p>"Who are the experts in this field?"</p> <p>"Who is located close by?"</p>	<p>Capture attention and educate potential customers.</p>	<p>SEO-Optimised Blogs & Articles – Address common pain points and industry topics.</p> <p>Social Media Content – Engaging posts, memes, and short videos to spark curiosity.</p> <p>Paid Ads (Google, Social Media) – Targeted ads introducing a problem and hinting at solutions.</p> <p>Educational Webinars & Free Resources – Provide value without selling directly.</p>
Consideration	<ul style="list-style-type: none"> What factors influence their decision-making process? What questions do they ask before engaging with our brand? What comparisons are they making with competitors? 	<p>"What services do they offer?"</p> <p>"What makes them different from competitors?"</p> <p>"Can they solve my specific problem?"</p>	<p>Showcase your expertise and solutions.</p>	<p>Case Studies & Testimonials – Show real success stories.</p> <p>Email Nurture Sequences – Send valuable insights and tips to leads.</p> <p>Video Content & Tutorials – Explain your process, services, and unique selling points.</p> <p>Lead Magnets (Checklists, Free Tools) – Offer something useful in exchange for email sign-ups.</p>
Decision	<ul style="list-style-type: none"> What concerns do they have before making a purchase? What incentives would encourage them to act now? What information do they need to make a final decision? 	<p>"How much does it cost?"</p> <p>"What's included in the package?"</p> <p>"Are there any guarantees or refunds?"</p>	<p>Encourage conversion by building trust and making the choice easy.</p>	<p>Limited-Time Offers & Discounts – Create urgency.</p> <p>Live Demos or Free Consultations – Remove hesitation with a personal touch.</p> <p>Customer Reviews & Testimonials – Reinforce credibility.</p> <p>Detailed Service Pages & FAQs – Answer common concerns transparently.</p> <p>Retargeting Ads – Keep your brand top-of-mind.</p>
Retention	<ul style="list-style-type: none"> What keeps customers coming back? What additional value can we provide to enhance their experience? How do they prefer to receive ongoing support and updates? 	<p>"How can I get more help?"</p> <p>"Are there additional services I should consider?"</p> <p>"What benefits do I get as a returning customer?"</p>	<p>Keep customers engaged, satisfied, and coming back.</p>	<p>Onboarding Emails & Guides – Help customers get the most out of your service.</p> <p>Exclusive Loyalty Offers – Reward repeat business.</p> <p>Follow-Up & Check-Ins – Show you care about their success.</p> <p>Upsell & Cross-Sell Opportunities – Offer relevant add-ons or next-level services.</p>
Advocacy	<ul style="list-style-type: none"> What motivates customers to refer others? How can we encourage them to leave reviews or testimonials? What incentives or rewards encourage word-of-mouth marketing? 	<p>"Should I recommend them?"</p> <p>"How can I share my experience?"</p> <p>"Are there any referral rewards?"</p>	<p>Encourage referrals and word-of-mouth marketing.</p>	<p>Referral Programs – Offer rewards for bringing in new clients.</p> <p>Social Proof & UGC (User-Generated Content) – Share customer success stories.</p> <p>Surprise & Delight – Small gifts, personalised messages, or shoutouts.</p> <p>Encourage Reviews & Testimonials – Ask satisfied clients to share their experiences.</p>



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Awareness			
Consideration			
Decision			
Retention			
Advocacy			