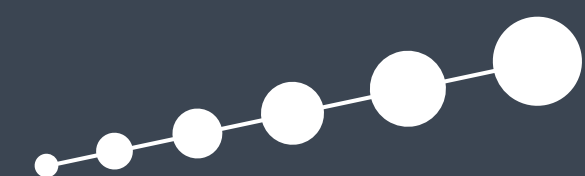


EBOOK



make it happen™

Guide to

DECODING THE CUSTOMER JOURNEY

Customer journey mapping

Customer journey mapping defines your audience's buying journey towards a commercial goal. Empathy and data become friends, while team members involved in the mapping process need to dive into the mindset of *customers* and identify the real life pain points.

Journey mapping carefully plots all the information your audience needs to facilitate buying decisions; taking them on a psychological journey where they will then be receptive to your brand and sales messages.

The customer journey map itself is a visual representation of every experience your customers has.

It can be used to design and forecast for new experiences and to optimise and repair a chink in the current journey chain that is not currently working.



There are 2 primary types of mapping:

Proactive journey mapping – acts as a wake up call for an organisation to promote new products or design for the best interactions from the outset. It is best used to reinvent and perceive entirely new experiences and is further used to:

- Create new offerings and envision the future
- Fix broken experiences
- Capitalise on an opportunity

Reactive journey mapping – utilised as ‘response’ mapping to changes in the market or internal business. Also it is used to:

- Continuously deliver the best experiences
- Differentiating from competitors
- Move beyond repairing experience to elevating it overall

While most organisations have cottoned onto the importance of journey mapping, only 21% of-primarily B2B companies-have expanded this to include the full eco-system of business operations including people, process and technologies that deliver the journey.



Steps along the customer journey

Creating your customer journey map



1

AWARENESS AND INVESTIGATION

Key focus on: brand and lead generation

Buyer behaviours: Customers and donors at the beginning of the journey are likely to:

- Stop by your website
- Discover you through an online or marketing campaign
- Show some interest in your brand/cause/products
- Have heard about your brand from 'somewhere'
- Read a blog post or interacted on social media

This is where prospects get to see what all the fuss is about. **Your brand or organisation has piqued their interest.**

How to win: You want to create a positive experience and perception of your brand. Having enough high quality assets – graphics and content – that showcases your brand as a viable option able to address their needs is a must.

The same goes for any printed or email marketing campaign.

Tracking data on your website by **breaking visitors into persona groups** will provide further valuable insights. It will also help you to qualify leads and donors, especially when they return which can assist with any further follow-ups via phone or email.

2

CONSIDERATION AND EVALUATION

Key focus on: bidding and proposal

Buyer behaviours: This time your customer or donor prospect is returning to gauge how effective your products or services might be in meeting their specific needs by:

- ➔ An assessment of the positive attributes your brand offers including price
- ➔ Assessing and collecting information
- ➔ Reading about the reputation of your non-profit
- ➔ Reading reviews and testimonials
- ➔ Visiting the websites of competitors and comparing

How to win: Keyword tailored landing pages are an effective way to ensure you are capturing prospects with a particular need. Additionally, be sure to highlight key features of your cause, product and or service. Videos including explainer videos are great because they provide a strong mental image, positive brand perception and build emotional engagement.



More than half (61 per cent) of buyers consult third-party sources before consulting a company's Salesforce. These sources include third-party sites, feedback from a business partner, social channels and conversations with peers who already have experience with the product or service. These sources beyond the reach of a company's Salesforce are a factor for 89 per cent of buyers when making B2B buying decisions."

3

DECISION AND PURPOSE

Key focus on: negotiation and close

Buyer behaviours:

- Spend more time looking at pricing and case studies
- May also make the first steps to contact your organisation via a 'contact us'
- Phoning through to speak to customer service and sales representatives

How to win: Make sure your website presents clear information to alleviate doubt and promote your cause, products or service. Impressive testimonials and case studies are also effective. Blog posts and FAQs can help to explain processes and address concerns. Additionally, members of your sales team should be able to answer provide exceptional customer service via email, phone or message service. Email marketing featuring promotions, offers or bonus content can also help gently push your prospect towards purchase.

4

LOYALTY AND ADVOCACY

Key themes are: retention and referral

Buyer's behaviour: Do not underestimate the untapped potential of your loyal customer base. Customer loyalty and advocacy hold the biggest untapped potential inside of your business.

- Strong and emotional brand connection
- Regular buyer or donor
- Recommend your organisation to other people
- Write or leave a positive review on social media
- Talk about their positive brand experience

How to win: Reward customer loyalty with incentives to encourage repeat business and donations. For B2Bs member sites or further discounts can be an effective way to keep customers returning. With referrals - rewards for any new customers or reviews provided to your social pages or testimonials can help boost trust and credibility.

How do customers become brand advocates?

The customer advocate doesn't just love what you do, they are also willing to go the next step and actively recommend your brand to other potential customers.

“Acquiring new customers can be 25 times more expensive than retaining new ones.”

IT'S A SYMBIOTIC RELATIONSHIP

The most important thing to realise is the value of steadily and consistently building a relationship with customers and donors. It's important to maintain a positive brand connection over the course of their journey. This also includes steps that sit towards the latter stages of the purchasing process like customer service and billing. Focus areas here for your brand include building trust, and increasing the ease of service. →



Make sure you have carefully accommodated for your loyal customers and are connecting with them in meaningful ways. Where possible, think up strategies that allow you to expand on this power base either through loyalty programs, special offers or exceeding expectations. The idea is to turn your customers into raving advocates for your brand. Reach donors and customers where they are on the journey.



WE CAN HELP YOU DESIGN A CUSTOMER JOURNEY WORTH FOLLOWING

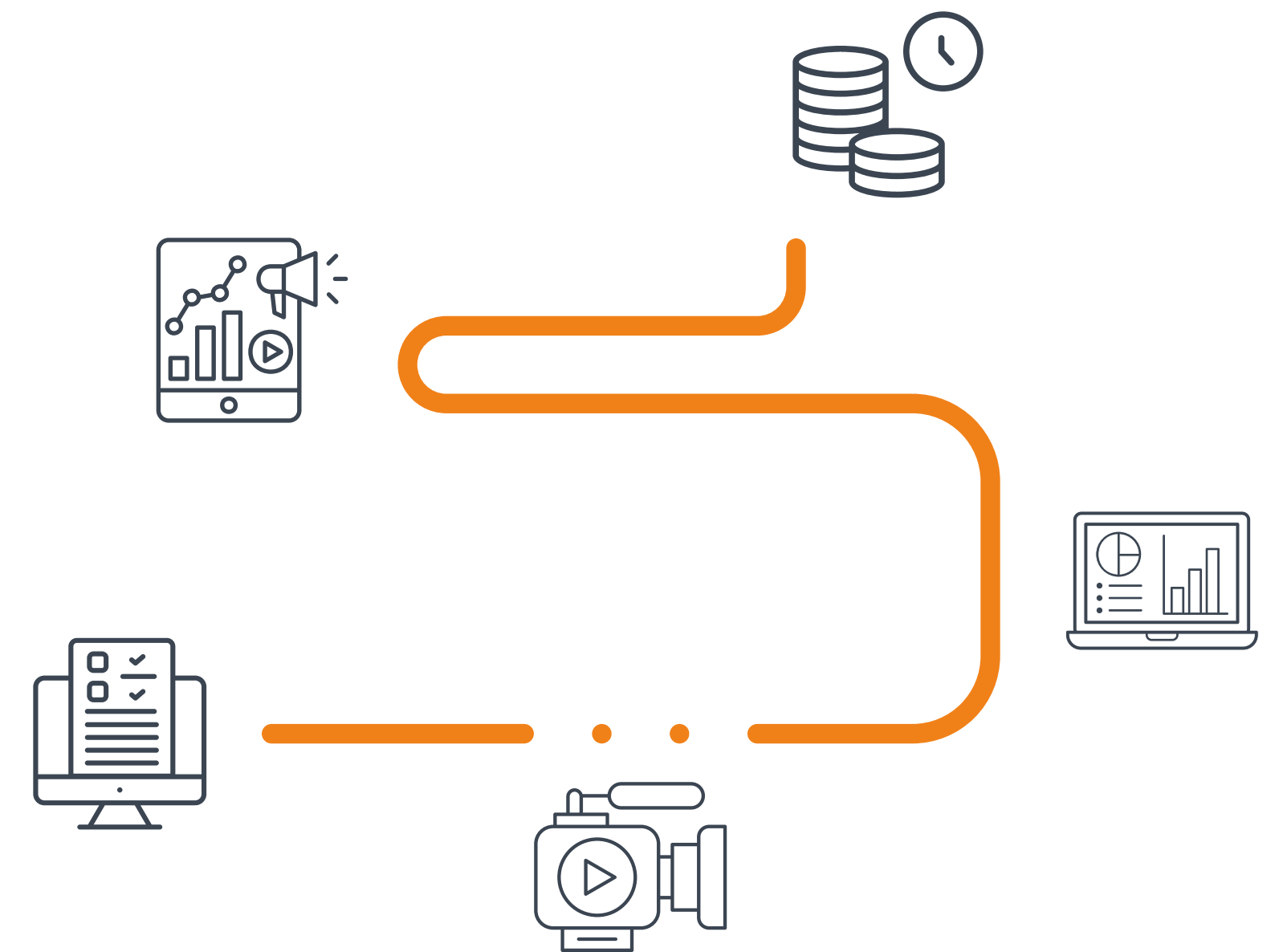
For the last twenty years Make It Happen has brought brands and customers together through inventive and inspiring marketing. If you're ready to design a customer journey with a memorable point of difference, or would like to discuss how we might collaborate with your internal marketing team, **contact us** for a limited 30-minute consult with our creative director.





Let's talk challenges...

MIH.COM.AU



GET IN TOUCH TODAY

Make It Happen Sydney CBD
Level 19, 1 O'Connell Street
Sydney NSW 2000

+61 2 8249 1817
cbd@mih.com.au
MIH.COM.AU