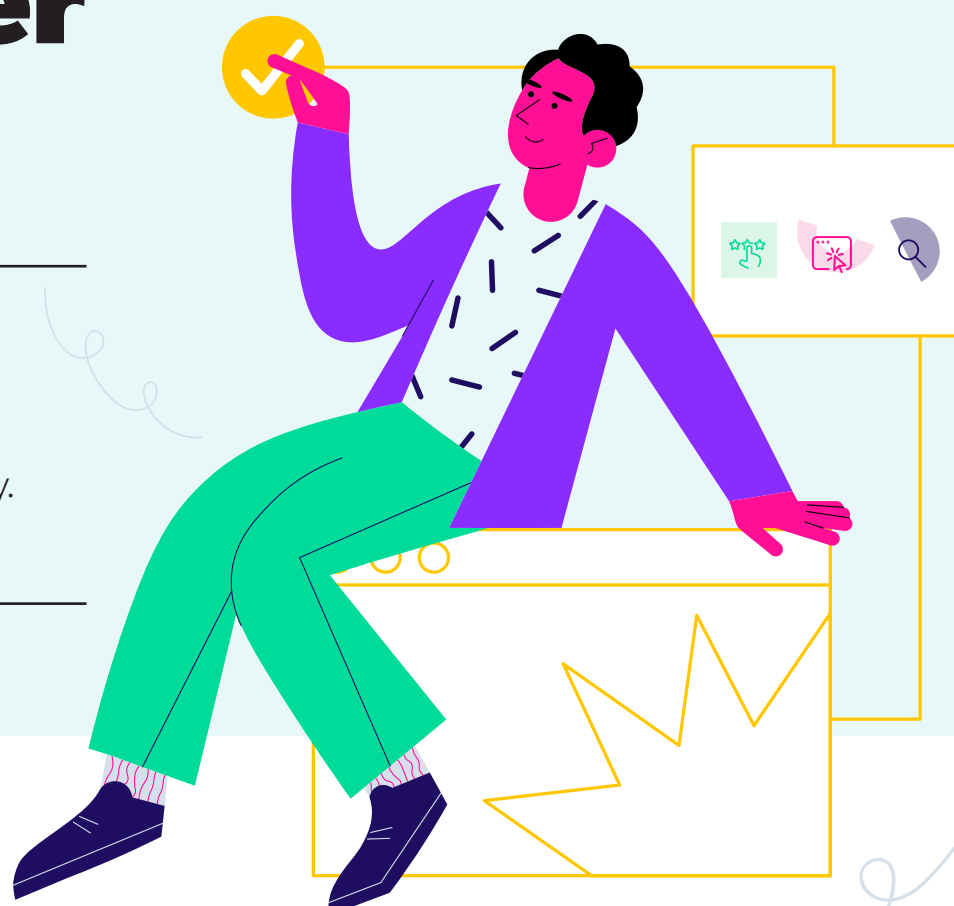


How to create a website customer journey map

Creating a customer journey map for your business will help you visualise the path your customers take to purchase from you, the various touch points they have with you, and help identify instances where you could be doing things differently. Here's how to make one.



1.

Define your customer

Before you create your customer journey map, you first need to define your customer. To do this, you'll need to create user personas. In a nutshell, a user persona is a fictionalised representation of your ideal customer that helps you better understand who your customers are and what they want. You can read our guide to creating user personas to learn how to create them.

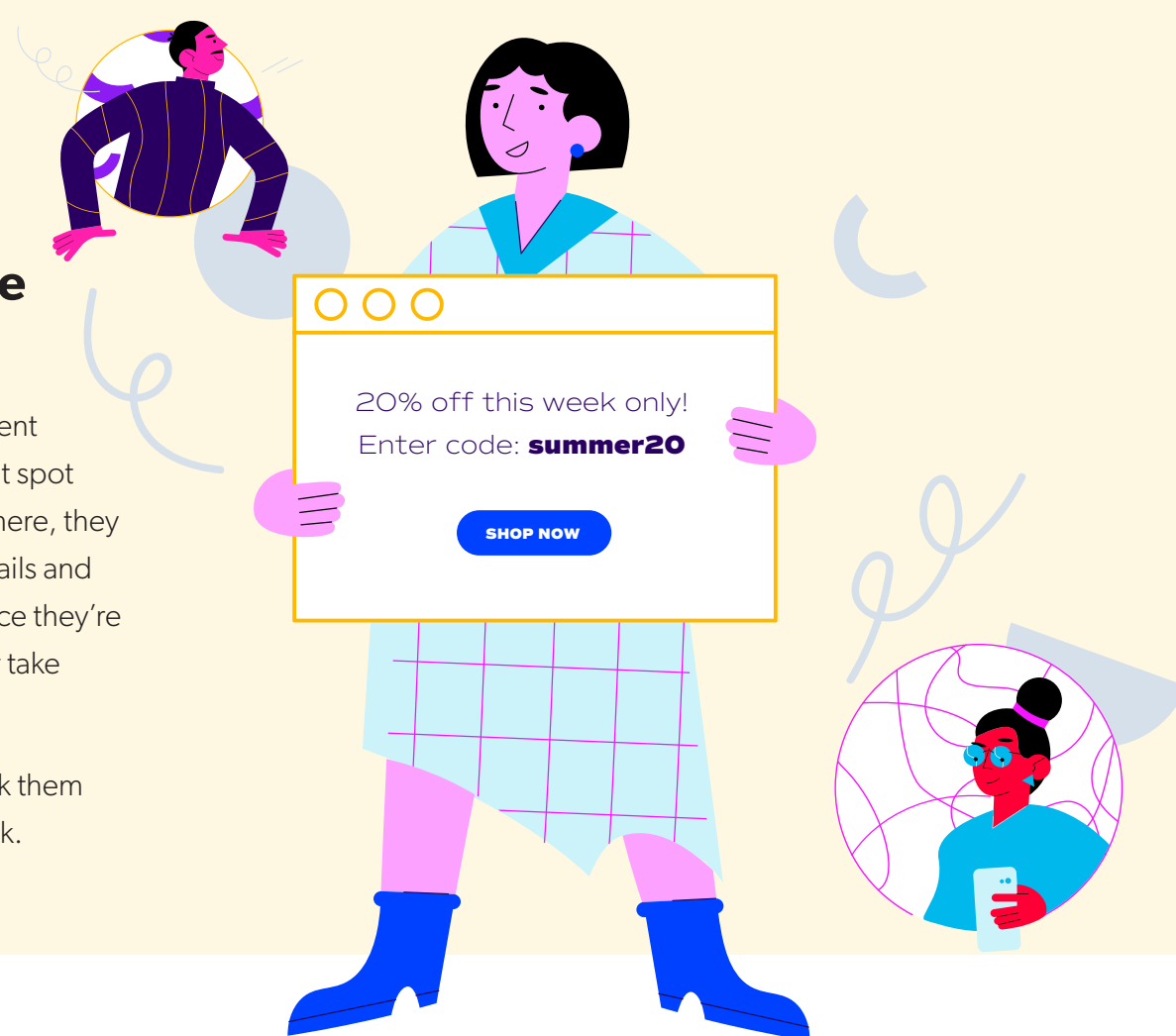


2.

Outline the steps they take before buying from you

Your customers will interact with you in various ways at different stages of their journey. During their initial research they might spot you in Google's search results and visit your website. From there, they might sign up for your email newsletter and start reading emails and blog posts you send them, or read some online reviews. Once they're ready to make a purchase - they might revisit your website or take other action such as emailing or calling you.

Find out from your existing customers how many steps it took them before they bought from you, and how long the process took.



3.

What are the touch points along the way?

Once you've got a handle on the stages your typical customer goes through from learning about you to buying from you, you'll need to identify all the touch points along this journey.

The first touch point for many prospects will be your website. The next touch point might be an interaction on social media, or receiving an email drip campaign from you. Later in the journey, touch points might involve the prospect making a call or visiting a store. Each of these touch points is an opportunity to connect in different ways. Early on, it's important to provide engaging content so potential customers see you as an industry expert and build a positive association with your brand. As they grow closer to making a purchase, you can start providing them with specific information about your products or services.



4.

Look for gaps or issues along the customer journey

After writing down all these touchpoints, you might notice you're missing opportunities to connect with your customers. Is all your activity happening only once a customer comes into your store or calls you on the phone? Are you engaging them early enough through digital marketing channels such as social media, email marketing or content marketing? What additional opportunities are there to help people along the customer journey - even after they've bought from you?

It takes time to get to know your customers, understand the stages they go through before buying from you, and the ways you can connect with them.



We can help create a customer journey map that helps you refine your digital marketing efforts. Chat to us today.

Give us a call on 0508 693 444 or visit nzdigital.co.nz