

Customer Journey Mapping

| Resonate & Woo | Interact & Edutain (Create compelling value so they want their details to be captured) | Nurture | Offer (Consummate => In or Out) | Entice Usage (Create Value) | Enhance Usage (Enhance Value) | Championing |
|---------------------------|--|----------------|---|---------------------------------------|---|--------------------|
| | | | | | | |
| Actions | Actions | Actions | Actions | Actions | Actions | Actions |
| | | | | | | |

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INSTRUCTIONS

Map out logical steps a visitor would go through from not knowing you to being your biggest advocate. What actions qualify them to move to the next step. What marketing collateral would they need to move onto the next step.