

COSTUMER JOURNEY MAPP EXPLAINED



Try the free trial!

Awareness

Researching Options

- 1** **Touchpoints:** Social Media, Online Ads, Word of Mouth
Customer Actions: Searches for solutions to a problem
Emotions/Thoughts: Curious, intrigued
Opportunities: Create engaging content & Optimize SEO

- 2** **Touchpoints:** Website, Email Newsletter
Product Brochures
Customer Actions: Compares products/services
Reads reviews/testimonials
Emotions/Thoughts: Analytical, weighing options
Opportunities: Provide free trials/demos
Offer detailed product guides

- 3** **Touchpoints:** Website, Customer Service
Sales Team Interaction
Customer Actions: Makes a purchase decision, inquiries
Emotions/Thoughts: Confident, assured
Opportunities: Ensure a seamless checkout process
Provide excellent customer support

- 4** **Touchpoints:** offers
Personalized Recommendations
Community Events, Follow-up Emails
Surveys, Social Media Engagement
Customer Actions: Advocates for the brand, Uses product/service
Provides feedback or reviews
Emotions/Thoughts: Valued, Satisfaction, loyalty
Opportunities: Implement loyalty programs, Encourage reviews and referrals, Regularly update with new offerings

HOW



DO



Use ActiveCampaign to create targeted social media ads and [landing pages with custom forms](#) to capture contacts.

Set up automated email sequences to [nurture new contacts](#) based on their behaviors and interests.

Use tags and [segmentation](#) within ActiveCampaign to send personalized content relevant to each contact's interests.

[Automate](#) follow-up emails with case studies, testimonials, and product comparisons to aid decision-making.

Conversion

Choosing & Using

Use ActiveCampaign to [trigger](#) personalized email to contacts showing [high intent](#).

Set up an [automated sequence](#) to [thank the new customer](#) after purchase and provide all necessary details.

Loyalty

Reflection & Returning

Use Activecampaign's automation features to send information based on history.

Schedule [follow-up emails](#) to gather feedback and reviews using ActiveCampaign's email builder

Create a [post-purchase nurturing](#) sequence to onboard customers, including tutorials, tips, and support contact info.