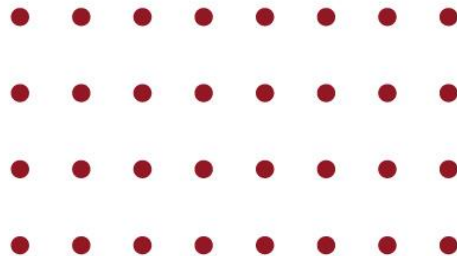


Consumer Experience
in the Digital
Environment

Mapping the Customer Journey Unit 7





Contents

- Buyer persona vs. target audience
- Key components
- Creating a customer journey map
- Common errors

Persona



SPECIFIC DEFINITION

SPECIFIC CHARACTER

IDEAL CLIENT

DETAILS ABOUT HABITS AND WORK

VS

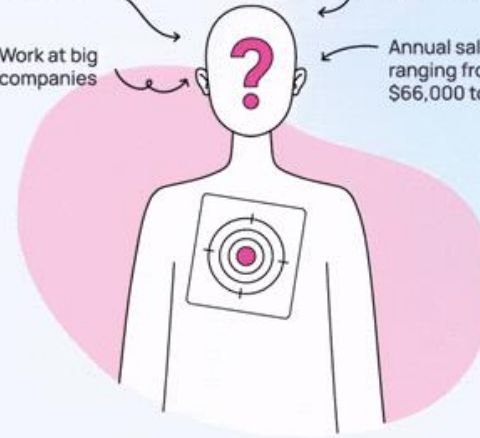
Target Audience

Marketing managers
between 30 and 45
years old

Work at big
companies

Don't spend much
time online

Annual salary
ranging from
\$66,000 to \$98,000



BROAD DEFINITION

DOESN'T TELL ABOUT HABITS

PEOPLE THAT MIGHT WANT YOUR PRODUCT

DOESN'T REFER TO SOMEONE IN SPECIFIC

Source: <https://rockcontent.com/blog/buyer-persona/>

Buyer Persona

Kyle Fisher - Potential Drake Motors Small SUV Buyer

Personal Profile

Kyle is a 42-year-old and owner of a late model Ford Escape.

He's an active father of two, still plays team sports and is always connected to friends and family through the **Internet** and his **mobile phone**.

Kyle is looking for a vehicle that offers outstanding fuel economy since he commutes approximately 90 miles round trip each day.

He's also considering the Ford Escape Hybrid, Toyota Highlander, the Honda CR-V and the Ford Flex.

He uses a variety of **review** and **third party print research** sites in addition to dealer **catalogs**.

Background

- 42-year-old caucasian male
- Father of two
- Plays drop in hockey 3 mornings a week
- Uses vehicle daily for commuting, picking up kids from sports, weekend coaching and vacations
- Drives long distances and puts 20,000 miles on vehicle every year

Attributes

- Upper Middle class
- Smartphone and laptop user
- Influenced by online reviews, heavy user of print
- iPod and Smartphone user
- Spends time reading in social media researching, but less time contributing



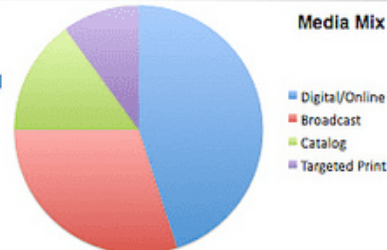
"I want a vehicle with outstanding fuel economy, smart features and enough space for me and my family."

Kyle's Product-Content Needs

- Information supporting fuel economy
- Photos and video that highlight vehicle's technology and styling features
- Guidance, education and reassurance that the brand can be trusted
- Competitive comparisons to his current vehicle
- Ability to gather and share information easily

From Existing Assets

- Running Footage
- Still Photography
- Build Your Own Material
- Catalog Images
- Longform video
- 'Other' Images



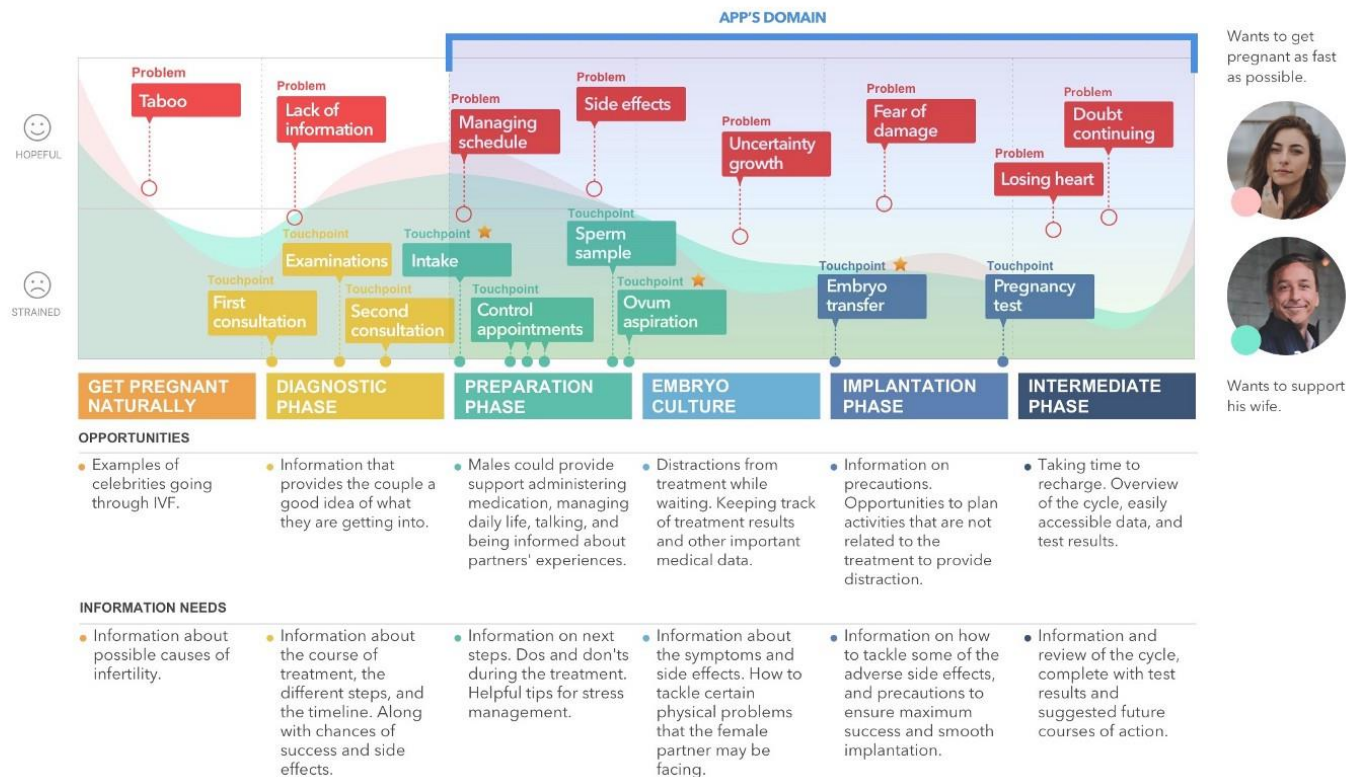
Customer Journey

- Represent Your Customer's Perspective
- Do Your Research
- Recognize and Represent Customer Personas
- Include Customer Goals
- Focus on Emotions
- Indicate Touchpoints
- Highlight Moments of Truth
- Evaluate Your Brand Promise
- Measure Time



Customer Journey

Couple receiving IVF treatment - Combined journey for one IVF cycle

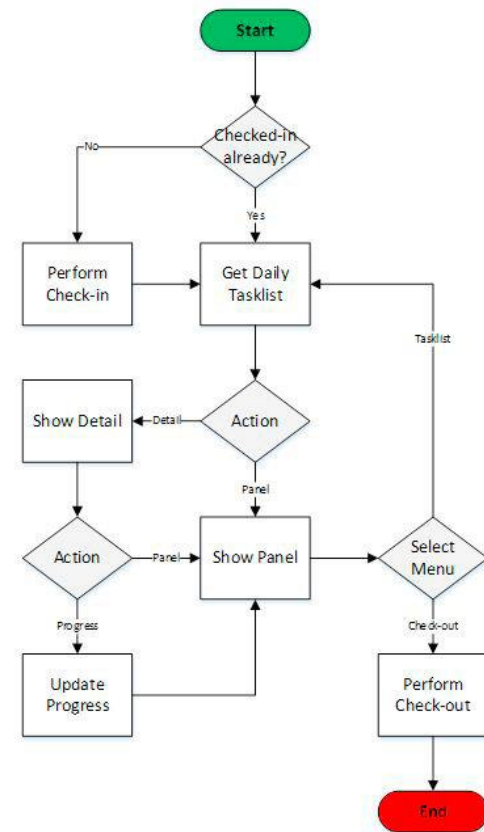


Customer Flow Charts

- What is it?
- Uses
 - When first designing functionality.
 - During the benchmark in which the competition is analyzed.
 - When evaluating a flow in order to make corrections and adjustments to it.
 - When adding new functionality to an existing flowchart
- How to Prepare User Flows

Elements of a Flowchart

- Circle
- Oval
- Rectangle
- Diamond
- Arrows



Marketing Actions based on Customer Journey

- App based marketing
- Mobile search ads
- QR codes
- In-game
- Voice marketing
- Mobile wallets
- AR (augmented reality)



Actions along Customer Journey

- SMS
- Social Media Campaigns
- Location based marketing (GPS) / Geo-targeting



Channels & Tools Needed for the Customer Journey

- Search Engine Marketing (SEO and SEM)
- Email Marketing
- Content Marketing
- Use of Landing Pages
- Advertising with Partners
- Mobile Applications (flow charts)



Timing of the Marketing Actions

How to do a chronogram

- Examples:
 - Communication with the client
 - Previous study
 - Conducting surveys
 - Market and brand analysis and survey analysis
 - Presentation of the project
 - Preparing and scheduling communication between distributors, producers
 - Create the campaign in stores
 - Prepare the media campaign
 - Prepare the store stand for the presentation
 - Custom website design

Evaluating Results

Identifying KPIs depending on the business:

- Leads/Visitors
- Bounce Rate
- PPC
- Conversions
- CPI
- ...

Measurement of Marketing Actions

Question	Metrics
What is the value that each client generates per unit time (year/month)?	Average Revenue per User (ARPU)
What is the value of each individual client?	CLTV = income generated throughout the relationship x the gross margin (%)
How many clients are we losing per time period (%)	Churn Rate = Lost clients per period / total clients at beginning of the period
How much are we investing to acquire a customer?	CAC = total marketing costs / new clients
What is our profit?	In numbers: CLTV – CAC In Ratio: CLTV / CAC
How long will it take to recoup the investment (related to liquidity)	CAC Payback

Thank You