

Customer Journey Map

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Prospect & Lead Entry Points

- Integration Partners
- Organic Search
- Organic Social
- Paid Search
- Paid Social
- Referrals
- Direct

Customer Journey

Awareness

- When customers buy a product or service, they're typically looking for a solution to a problem.
- In the awareness stage, you must let people know that you have a potential solution to their problem.

Consideration

- Once a customer is aware of your company, you must pique their interest.
- Just because they know your product or service exists as a potential solution to their problem doesn't mean they are automatically going to choose you.
- In the interest phase, the customer actively researches products or services that will solve their problem, so you should make sure they are able to find your company (e.g., how does your product/website rank on Google?).

Decision

- Make the decision easier by offering a smaller commitment at first, like a free trial.
- You (and your company) need to feel relatable as well as authoritative to customers, like you know how to solve their problems.
- You can also accelerate the decision-making process by selling your product as the only real solution to their problems or as being scarce.

Customer Onboarding

- Once your customer has made a decision and is ready to act, you want to make it as easy as possible to purchase.
- Review your final sales process to ensure maximum ease and comfort for your customers.

Customer Success

- Upon completing onboarding, your customer is passed to their CSM
- CSM maintains relationship & renewals
- CSM addresses roadblocks, satisfaction issues

Lifecycle Stages

Leads

- Content campaigns
- E-books/whitepapers
- Events/trade shows
- Press releases
- Social media
- Webinars

Warm leads/MQLs

- contacting
- Email signups
- Email Nurtures
- Asset Downloads

Hand Raisers/SQLs

- contacting
- Discovery
- Demos
- Free Trials
- Case studies
- Proposal
- Trade

Customer

- Consultations
- Training sessions
- Follow-through
- Paperwork

Evangelist

- High CSAT ratings
- Case Studies
- Testimonials
- Referrals

Other

- Vendors
- Partners
- Unqualified Leads
- Candidates

Lead Status

- New - No contact or meeting booked yet.
- Open: Meeting booked & qualified
- Open Deal : Sending a quote
- Attempted to Contact: Outreach made.
- Connected: Meeting complete; qualification determined.
- Unqualified

Unqualified Reasons

- Bad Timing
- Attempted to Contact (+90 Days - No response)
- Connected (+90 No Response)
- Does not meet ICP/Persona Criteria

Deal Status

- Opportunities
- Deal Closed Won
- Deal Closed Lost

Deal Closed Lost Reason

- Competitor Selected
- Budget/Costs
- Bad Timing

SQL Nurture Opportunity?

SQL Nurture Opportunity?

Sales to Onboarding Handoff