

Customer Journey Mapping

Audience _____

	AWARENESS How does a customer find out about your brand, products, and services?	CONVERT How do you differentiate your products and services to customers?	NURTURE How is the relationship nurtured with your customers?	RETAIN How do you retain customers for the long-term?	ADVOCATE How do you create loyalty and advocacy among your customers?
Who in your organization is involved in this area?					
What is the process for this stage?					
What marketing tools (physical or digital) do you use to help you with this stage?					
How does your organization excel in this area?					
What opportunities can your organization improve on in this area?					
How does your organization measure success for this stage?					



Empathy Mapping

Audience _____

Thinking (cognitive assumptions, learning ability, education)

Feeling (emotional and psychological state, stress level, desires, needs)

Doing (physical and environmental considerations, preferences, stimuli)

