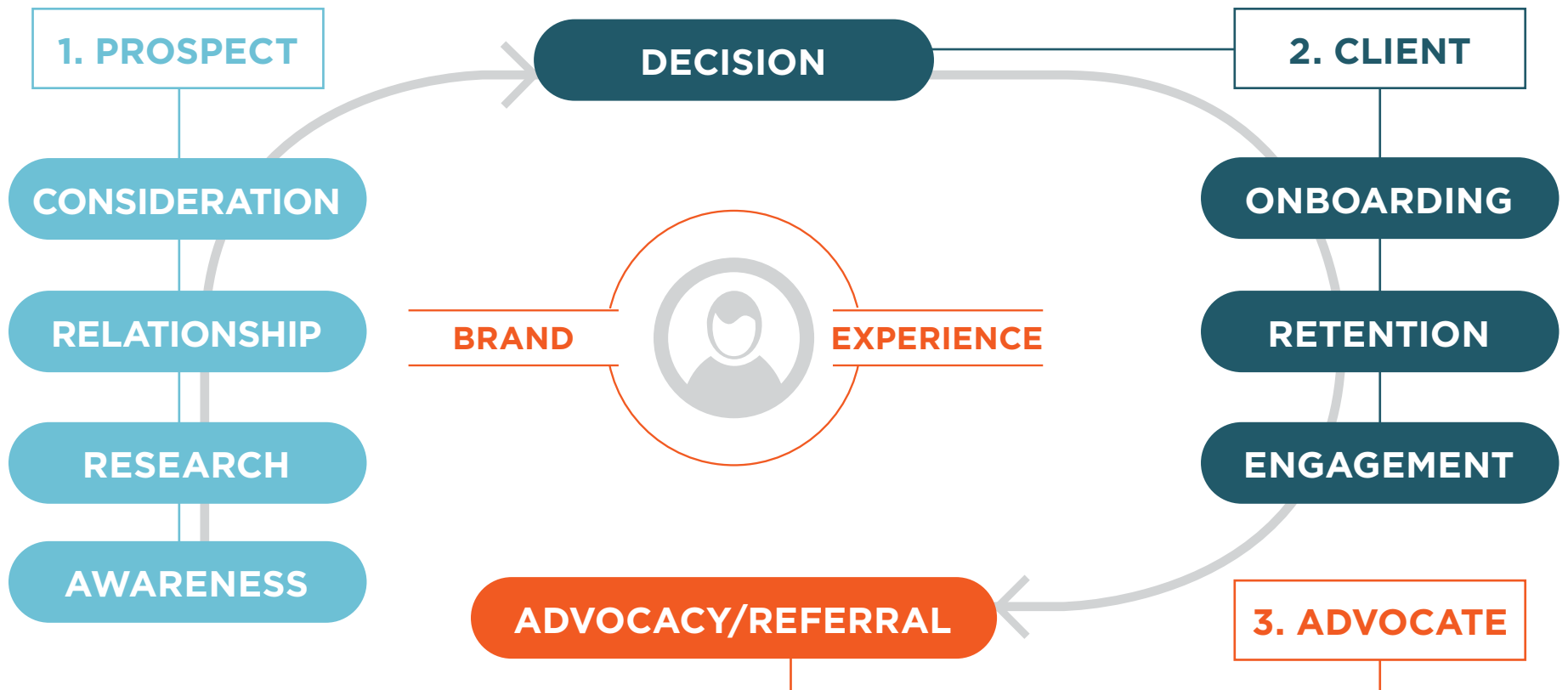


CUSTOMER EXPERIENCE (CX) JOURNEY



CUSTOMER TOUCHPOINT AUDIT

JOURNEY STAGES →	AWARENESS	CONSIDERATION	ETC.
<p>Touchpoints <i>(for illustration only)</i></p>	<p>Search</p> <p>Website/blog</p> <p>Thought leadership</p> <p>Events/tradeshows</p> <p>PR/influencers</p> <p>Industry resources (e.g., publications, webinars, associations)</p> <p>Speaking, publishing</p> <p>LinkedIn and social</p> <p>Referrals</p>	<p>Website/blog</p> <p>Thought leadership</p> <p>Case studies</p> <p>Targeted email marketing</p> <p>LinkedIn groups/ online forums</p> <p>In-person meetings</p> <p>References</p>	

CONTENT MAPPING WORKSHEET

Journey Stages →	Stage 1	Stage 2	Etc.
Customer Persona			
Key Touchpoints			
Persona's Goals/Needs			
Persona's Questions			
Our Goals			
How We Think/Do/Solve			
Message/Content			
Desired Actions			
Content Owners			

ACTION PLAN WORKSHEET

PHASE NAME: _____				
TOUCHPOINTS	OWNER	CUSTOMER NEEDS	ACTIONS	CUSTOMER FEELS
Whitepapers	Marketing	Industry trends, best practices	One per quarter	Confident, in the know, supported
Blog	Marketing	Tips, trends, Q&A	Two per month	Informed, primed to succeed
PM	PM	Communications, responsiveness	Weekly status reports, updates	Valued, supported taken care of
Invoicing	Finance	Transparency, accuracy, details	Timely, detailed invoices	Trust
Etc.	Dept.	Needs	What/when	Desired feeling