

WHAT DOES THE TYPICAL CUSTOMER JOURNEY LOOK LIKE?

For each of your products or services, map out what the customer journey looks like. Find out where prospects spend their time by using analytics data, information collected by your marketing automation system, and customer relationship management system. Enter the touch point and the channel that your customer encounters. Then decide what order they experience these channels by digging through your data.

TOUCH (impression, click, retweet)	CHANNEL	TYPICAL ORDER

TOUCHPOINT CHALLENGE!

Place the touch points in the correct order on the path below:

