5.3 Your Customer Journey

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Abstract

The purpose of this assignment was to follow the myself on the customer journey from ad to purchase (or decision to not purchase). Three ads were selected on different platforms. The ads were selected from text message, Facebook, and Google. The task was to screenshot the highlights, trace the steps, and to identify which stage of the buyer's journey they fall into. The presentation is a collective outline presented in table format for structure and clarity in visual presentation. The screenshots are from different devices thus differ in size making the information harder to follow in a traditional outline. Each image is numbered with the corresponding customer action in the outline which includes defense on each categorical decision as well as additional information about the image.

Keywords: customer journey, buyer's journey

5.3 Your Customer Journey

Violette Field Threads

|	1. Receive text message with ad in it – This is a *remarketing or retargeting* effort because I have made previous purchases. The ad raises *awareness* about the promotion and reminds me to shop. I have the website log-in set to remember me and auto login when I visit. 2. Recognize the promotion as a sizable discount compared to their typical 10-20% savings. 3. Wonder if there is anything else on discount that were not advertised. 4. Click on the link
AWARENESS	
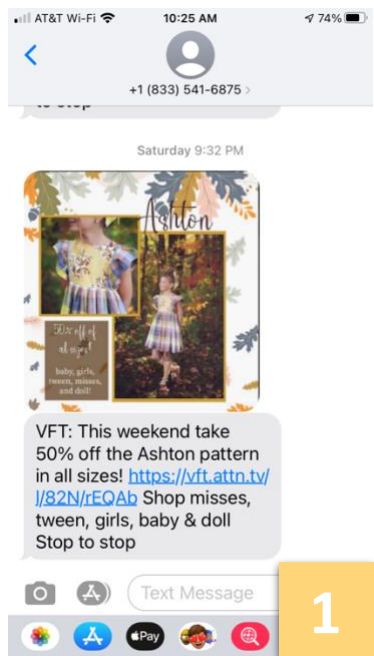
Violette Field Threads (continued)

CONSIDERATION

5. Website landing page – This is a filtered search result page that is specific to the promoted products. It falls under *consideration* because I am seeking addition information about the promotion and/or product.

6. Choose product to further research – Ashton Complete Bundle for Girls, Baby & Doll

7. Product landing page – There are lots of visuals as *social proof* to capture my attention and to encourage me to purchase. It is *consideration* because it is where I will find the details I need to further decide if it is right for me.

8. Review product details relating to the product. I am disappointed to find that there is not information about projector usage because I hate printing 40-50 pages to tape them back together into a full pattern. It is *consideration* because I am gathering information to help me decide on purchasing or not.
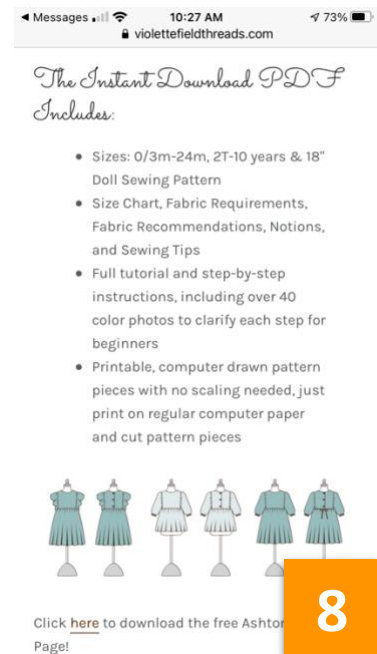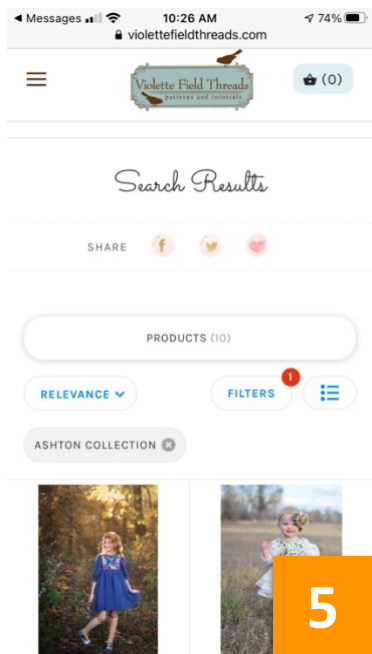
Violette Field Threads (continued 2)

CONSIDERATION

9. Wonder what else is available

10. Click on the Hambuger Menu – It is *consideration*. I want to look at more before purchasing.

11. Choose New Releases and view the page

12. Wonder what company updates or pattern updates are available

13. Click on the Hamburger Menu – It is *consideration*. I want to look at more before purchasing.

14. Choose Blog and view the page – First post is about the advertised Ashton pattern and this *could be considered a remarketing effort* because it is a "pattern hack" to create even more variety to the finished product and is more effective if the user is considering the product or has already purchased. It is *consideration* because I am looking for additional information about the product and/or company.
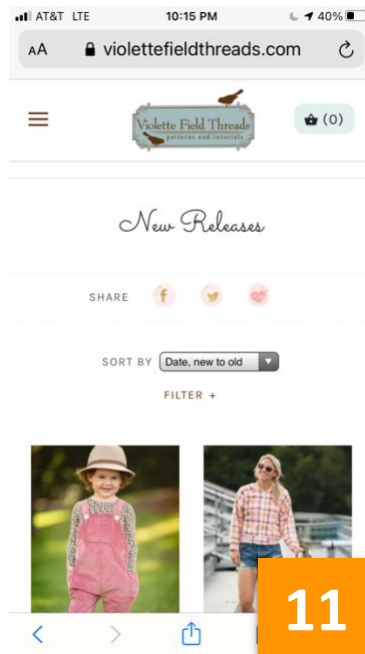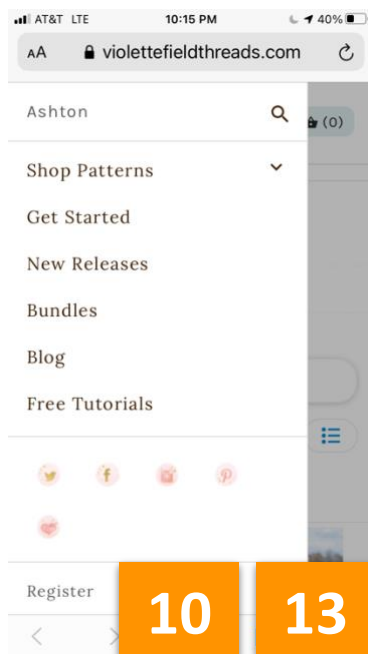
Violette Field Threads (continued 3)

DECISION

15. Abandon website (not the cart, the website) – It is decision because I have conciously decided to not purchase at this time.

16. Receive text message less than 3 hours after abandoning website – Offer for additional savings if I come back and purchase. This is a *remarketing tactic* to recapture me as a customer – again. They were tracking that I visited from the text message ad but did not purchase.

17. Decide not to return to shop at the moment because I still do not have any customer projects that require this pattern. – I consciously made the *decision* to not visit it again or purchase.
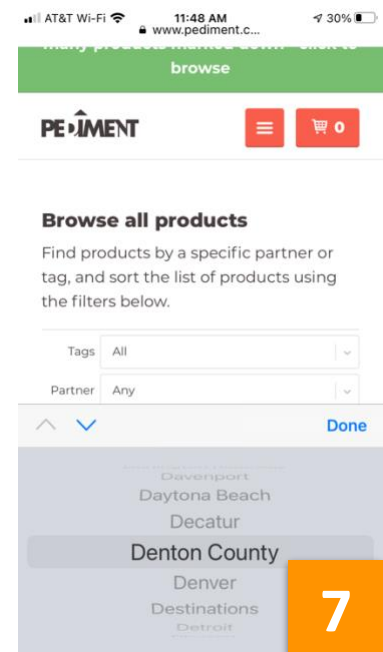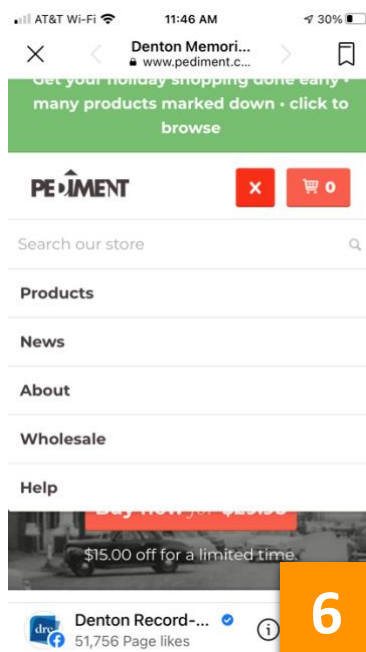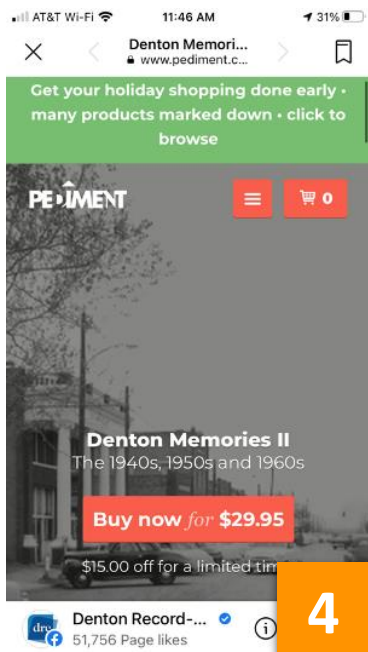
Denton Record-Chronicle

AWARENESS

1. View the ad in my Facebook newsfeed posted by the Denton Record-Chronicle – It is *awareness* because I did not know the product existed.

    a. Stop and look at picture – *Awareness* about the product and what it is.

    b. Read the promotion – *Awareness* about the promotion to encourage me to discover more about this new product.

2. I think "Kate would like this." Kate is my daughter-in-law. I bought her similar books locally last year for Christmas. This ad touched my pain points of holiday shopping for the perfect gift and saving money at the same time and thus is *awareness*.

3. Click on the "Shop Now" button – This *moves me into consideration* because I have decided to take further action.

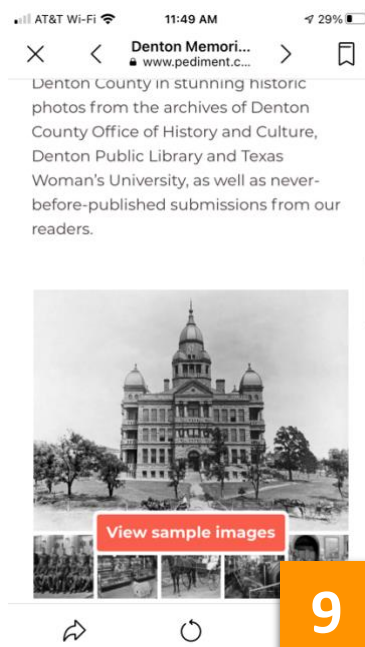## Denton Record-Chronicle (continued)

CONSIDERATION

4. Website landing page – It is the product page. It displays prominent "push me right now red buttons." The price is visible and shows the advertised savings. The reminder of the approaching holidays is pinned to the top of most pages which is annoying on small screens. It is *consideration* because I am looking for more details.

5. Recognize that I would have to buy the first book in the series Denton Memories to accompany this potential purchase. This could be considered additional *awareness*, but *consideration* can also reveal additional needs or pain points as well as help us isolate certain criteria.

6. Click the Hamburger Menu to find the first book – It is *consideration* because I am looking for additional information.

7. Select Products – Landing page is "all products" and I used their filters to narrow my search to just Denton County. It is *consideration* because I am searching for more information.

## Denton Record-Chronicle (continued 2)

CONSIDERATION

8. Landing page – This page is c*onsidertion* because it shows the two Denton County books I searched for and I have discovered that they would be perfect coffee table books for Kate to enjoy.

9. Select the Denton Memories book and view the product page which displays a big red button that reads, "View sample images." I am excited that I can preview the book's images (*consideration*). This reminded me of *criteria* based on Kate's prior feedback.

10. Click the "View sample images" button and view the images in greater detail. – It is *consideratio*n because I am verifying criteria.

11. Think, "These are perfect!" I did not even check the images in the advertised book because I was so excited.

## Denton Record-Chronicle (continued 3)

DECISION

12. I push the bright red "Buy now!" button complete with exclamation mark. It is as if they knew that I personally would be excited about this. – I consciously *decided.*

13. Add the Denton Memories book to my cart which is a lovely interface and tries to *cross sell me another product* which I believe is a form of *remarketing or retargeting*. I am disappointed that it isn't another Denton County related product, but I give them an A for effort. It is *decision* because I have already decided I want to buy thus it is in my cart.

14. I pause at the price and think, "I need to set a holiday budget before buying anything."

15. Abandon my shopping cart

16. I am not worrried because I know that Facebook will let me view ads like this until the end of time just because I clicked on one.
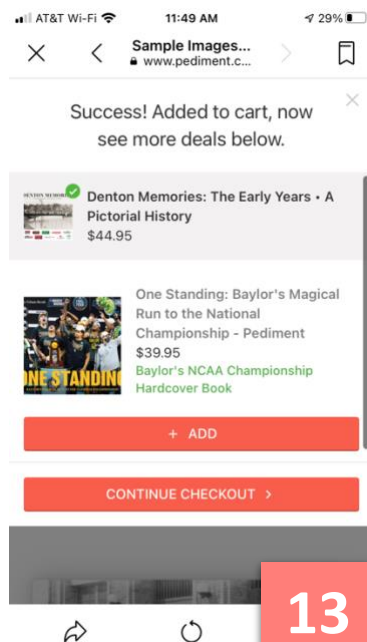
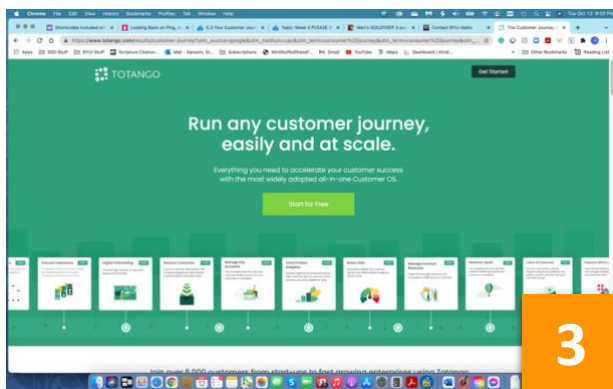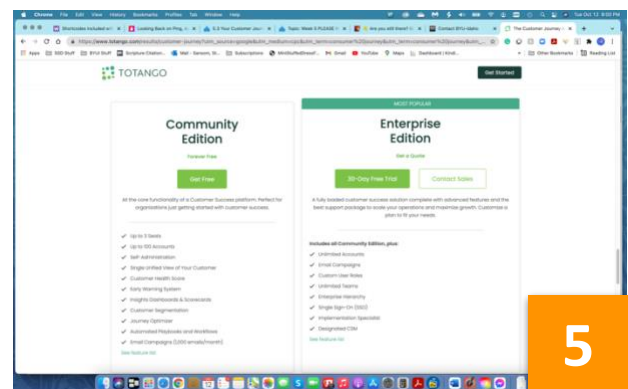| **Totango**	

AWARENESS	1. Recognize that I need to know more about the customer or buyer's journey, so I turn to Google to help. – An *internet search* is *awareness* because I recognize my problem and initiate the search, not knowing exactly what I am looking for.
	
	   a. Search for "is a website landing page a consideration stage of the customer journey"
	
	   b. See the ads displayed – *Awareness* about the promotion to encourage me to discover more about this new product.
	
	   c. Find additional search terms on the SERP.
	
	2. Click on the link for the first ad – Criteria for picking was that it used a *keyword* I was searching for in both the title and description of their website, *SEO* at work.
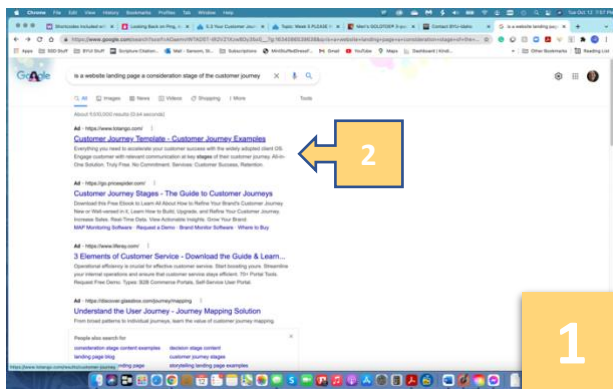
Totango (continued)

CONSIDERATION

3. Landing page – This page displayed a prominent timeline graphic that made me feel like they were experts or appeared to know something about the topic. This is *targeted marketing* because it goes to a page on topic. This is *consideration* because I consciously made the decision to seek additional information.

   a. I thought, "Wow this site is really green." Color can impact how your customers react; however, I am anything but offended by the color of money.

   b. I also thought, "I like these graphics." They made me feel welcome and confident I was in the right place.

4. I spend some time scrolling through the page and decide that I like what I see. I still have not answered my question in the context that I was originally searching, but I found a rabbit hole and fell in. – *Consideration* because I am actively discovering.

5. Click on the light green "Start for Free" button and view its landing page. – I am presented with an alternative option (in this case *upselling*), and both provide information for comparison. – This is *consideration* because I now have a choice to make based on what I have learned, I can sign-up now or I can look for more.
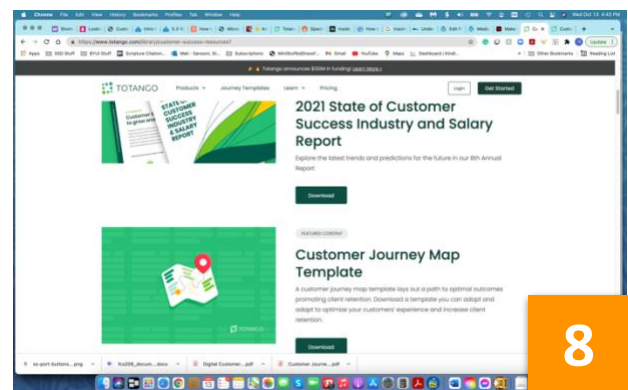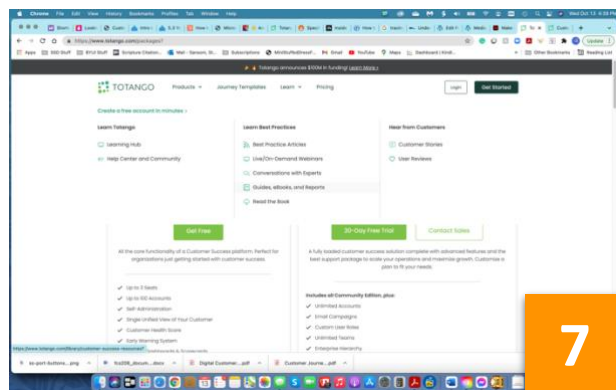
Totango (continued 2)

CONSIDERATION

6. I decide to search for additional information because I feel impressed that this could be helpful in some of my business activities. – This is *consideration* because I am interested in finding more.

7. Click on the Learn button in the horizonal menu – This is the essence of consideration and this company has done great with their content.

   a. Select Guides, Ebooks, and Reports – I guess and pick one.

   b. I am hoping to find some how-to articles that might give further insight into how I could apply this in my business. This is deeper *consideration*.

8. Landing page is a blog like page of a variety of articles and reports. –

   a. I scroll down to find one entitled, "Customer Journey Map Template" – This is *consideration* because I am focusing on targeted information.

   b. I am now feeling overwhelmed and approaching information overload.

      i. Thought "This is fabulous"

      ii. Thought "I am not getting my work done, I need to stop."

9. Click the Download button. – This is *consideration* because I am on the quest for more information.
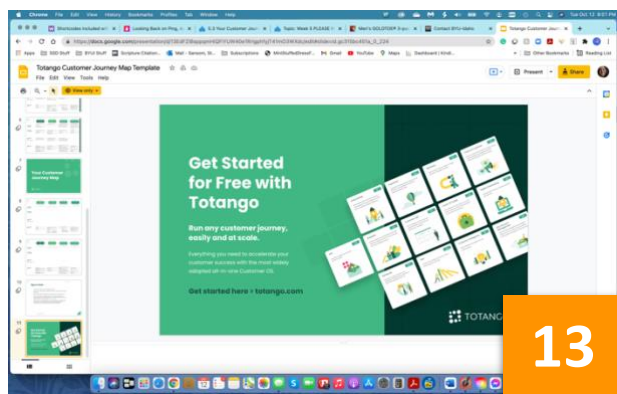
Totango (continued 3)

CONSIDERATION

10. Landing page – Google Slides which remind me why I came in the first place. This adaptive tool might meet personal business needs. This is *consideration* because I am exploring the tools offered by the company.

11. Random slide displays the blank template and appears to be useful in presentations.
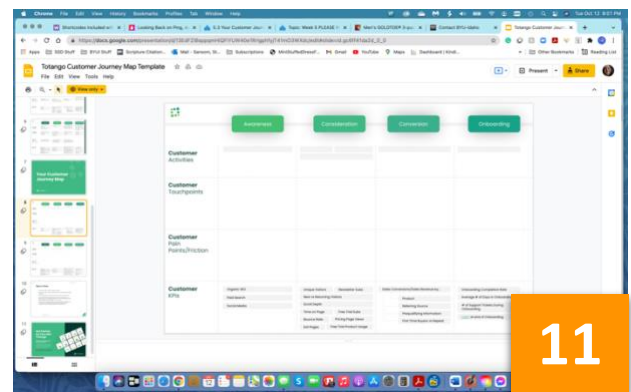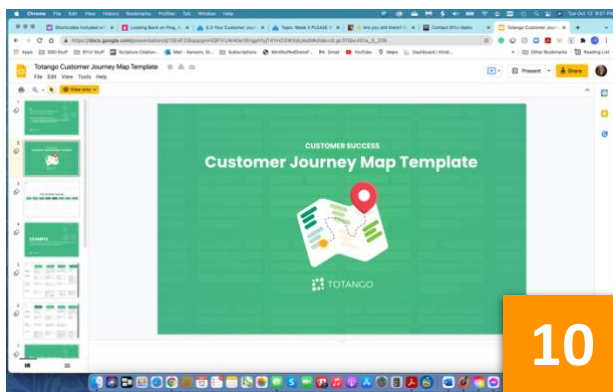

12. Last slide is a *remarketing* piece trying to get me to signup for the service. – This is consideration because I am still undecided, but this slide has made it easy to do so if I choose.

13. I go back to my browser and type in the visible URL – This ends my *consideration*, I have decided.
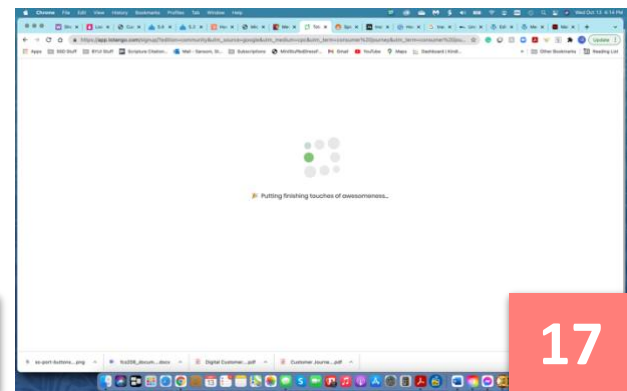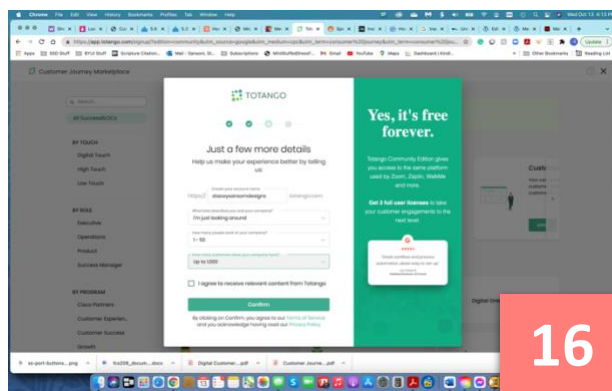
Totango (continued 4)

DECISION

14. Landing page is the primary home page of the website – I start the *decision stage* because I am actively searching for the signup and I am committed.

15. Click the "Start for Free" button. – I sign up using my business email using the Google option. This is *decision* because I am ready to "buy" and am entering my details.
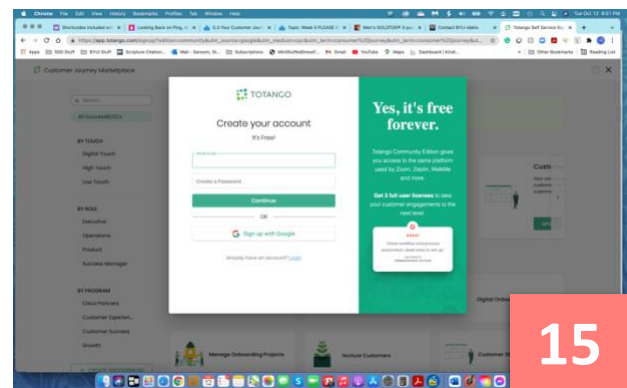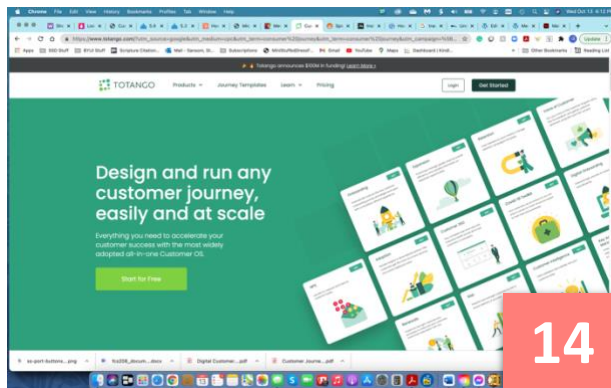
16. Form number 3 and it has been super easy! I hit Confirm and I am on my way – I am now a "buyer" in the *decision stage*.

17. Totango thought of everything and entertained me while I waited for account to be setup. The emojis and statements on the screen changed as I waited.
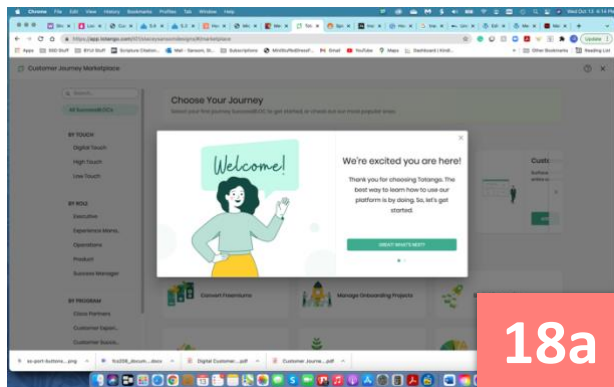
Totango (continued 5)

DECISION

18. I am in my account and they have a quick 2 slide pop-up to get me started. – This is *decision* because I have made it all the way through account setup without abandoning my plan to join. Now we move into *retention and nurturing* and the experience has been nice.
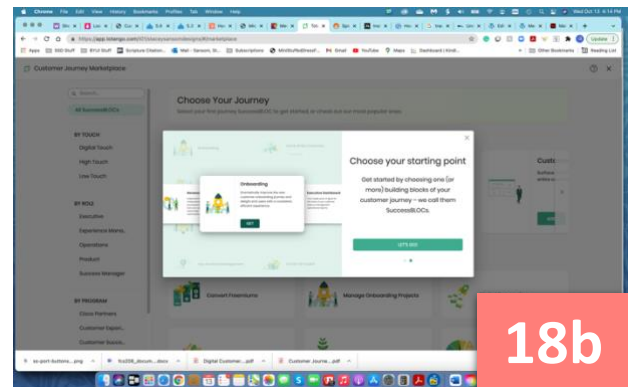
    a. Welcome – I actually smille when I see this because it has been such a pleasant experience thus far. I am happy to click on the "Great! What's next?" button to see more.

    b. Invitation to choose where I get started which I click the button for.

19. Landing page is a bunch of selections to start my planning and I scroll until I find and click on "Nurture Customers" but I switch tabs 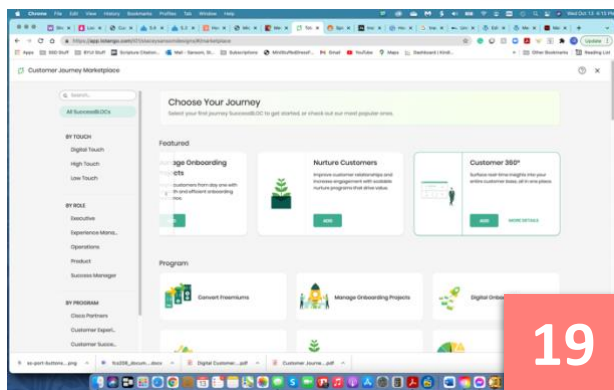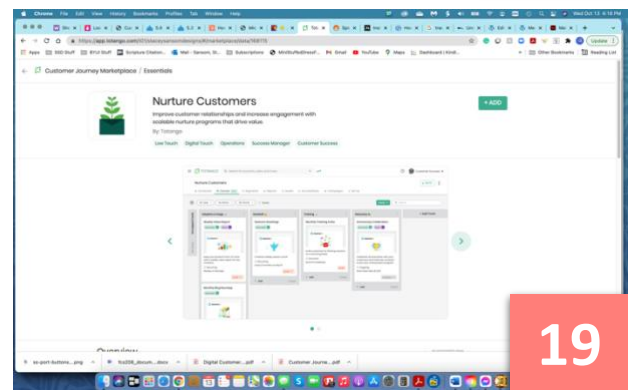because I still have work to do.