



2RM CUSTOMER JOURNEY CHART

	AWARENESS	EVALUATION	SELECTION	LOYALTY
DECISION-MAKER'S NEEDS & WANTS	<p>I have a challenge and I want to fix it.</p> <ul style="list-style-type: none"> • What are my options? • What do I need to think about when addressing this problem? • Who else has faced this and what have they done? 	<p>There are so many options. Time to narrow the list to a manageable number. What criteria should I use to make the right choice? And which criteria mean the most to me and my work?</p>	<p>I finally picked. Make me feel good about my choice. Give me confidence that I did the right thing.</p>	<p>I'm proud of what I've accomplished. I want to connect with other people who are as dedicated as I am. I may also want to be recognized for my successes.</p>
POSITIVE EMOTIONAL STATE	Curiosity	Hope/optimism (my answer is out there)	Satisfaction	Sense of belonging
NEGATIVE EMOTIONAL STATE	Fear of the unknown	Anxiety about making the right choice	Regret	Boredom and complacency
CHANNELS THEY TURN TO	<ul style="list-style-type: none"> • Search (<i>SEO, SEM</i>) • Google answer box • Media (<i>traditional, trade, paid, earned</i>) • Social (<i>organic, paid</i>) • Out of home (<i>billboards, etc.</i>) 	<ul style="list-style-type: none"> • Brand website • Earned media • Blog 	<ul style="list-style-type: none"> • Email • Brand website 	<ul style="list-style-type: none"> • Social • Email • Owned experiences
CONTENT TYPES THEY ENGAGE WITH	<ul style="list-style-type: none"> • Images • Short-form content 	<ul style="list-style-type: none"> • Long-form content • Videos • Sales collateral 	<ul style="list-style-type: none"> • Long-form content • Videos • Sales collateral 	<ul style="list-style-type: none"> • E-newsletter • Podcasts • Loyalty events