

Customer Journey Map

	Awareness	Consideration	Purchase	Post-Purchase	Loyalty & Advocacy
What is the customer trying to achieve?					
How is the customer feeling?					
Where is the customer interacting with our brand?					
What negative experiences does our customer have?					



Brands that understand their customer journey don't just sell—they build connection, trust, and long-term value.

- **Builds Empathy**
 - It puts you in your customer's shoes. Knowing what they're thinking, feeling, and doing at each stage helps you create experiences that truly resonate.
- **Improves Marketing & Messaging**
 - When you know where your customers are in their journey, you can speak to them in the right tone, at the right time, with the right message—whether they're just discovering you or ready to buy again.
- **Refines Your Offerings**
 - Seeing where customers get stuck, confused, or frustrated reveals what needs fixing—whether it's your website, product descriptions, packaging, or post-purchase support.
- **Increases Retention & Loyalty**
 - When the entire journey—from discovery to repeat purchase—feels thoughtful and seamless, customers are more likely to return and refer others.
- **Drives Smarter Decisions**
 - It becomes easier to prioritize where to invest your time and money—like improving your checkout flow, training staff, or fine-tuning email follow-ups—based on real behavior.