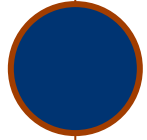


# CRAFTING THE CUSTOMER VALUE JOURNEY FOR CLIENTS

Presented by Marketing Department.

## ● EVERY CUSTOMER IS UNIQUE

- - Each customer needs to be well understood to provide a successful outcome they desire.
- Each customer is at different stages of their journey with any business they are relating with.



# Knowing Your Customer

In delivering the right service to the customer, there is a need to know who they really are.



## Key Considerations:

1. The demographics
2. Interests
3. Frustrations
4. Needs
5. Before and After State



### Demographics/ Interest

Female

Age: 21 - 35

#### Interests:

Lifestyle, Food, Makeup, Hair, Current affairs/trends, movie awards, tourists/travel, social media

**Where do they hang:** Instagram, YouTube, Snapchat, TikTok

### Frustrations & Fears

- No one is seeing/ engaging their content after publishing it online.
- Not being able to earn a sustainable income.
- Electricity problems.
- Time to shoot and edit videos.
- How to come up with creative ideas.

### Before & After State

	Before	After
Have	Basic, Generic Videos	More professional & quality content
Feel	Frustrated & Tired	Confident, In control, Creative
Status	Struggling content creator trying to make it.	Elevated Status. Stands out & recognized

## Vloggers/ Content Creators/ Influencers



### Key Purchase Drivers

- Ease of Use
- Price
- Durability
- Referral from a friend/ trusted advisor

### Wants & Aspirations

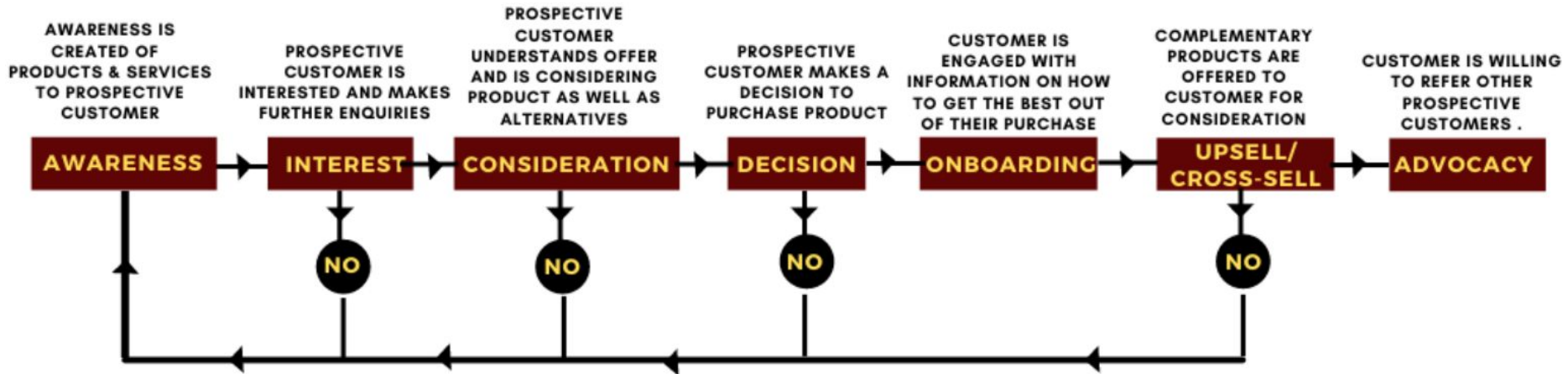
- Become a known influencer that brands want to work with
- Earn reasonable income for content created
- Have a voice and be a source of inspiration
- Produce high-quality videos with ease
- Get respected and appreciated for their work

- Customer Journey Process Map.

- Key Considerations:

1. What stage of the journey is the customer?
2. Why it is necessary to do the right thing in each stage of the customer journey.

# CUSTOMER JOURNEY & PROCESS MAP



- Content Map Layout

- Key Considerations:

1. What do they need to ensure they make the right decision to stay with you and make the next move?



# CONTENT MAP LAYOUT FOR VLOGGERS/INFLUENCERS

## PRODUCT(S):

- **PHONE SLIDEX,**
- **INFLUENCER VIDEO KIT**

AWARENESS	INTEREST	CONSIDERATION	DECISION	ONBOARDING	UPSELLING/ CROSS-SELLING	ADVOCACY
<ul style="list-style-type: none"> <li>• WHAT YOU NEED TO KNOW TO CREATE ENGAGING CONTENT AS A NIGERIAN INFLENCER</li> <li>• 7 QUICK TIPS TO CREATE CONTENT THAT MAKES TOP BRANDS WANT TO WORK WITH YOU</li> <li>• 3 AFFORDABLE VIDEO EQUIPMENTS YOU NEED TO CREATING AMAZING VIDEO CONTENT</li> <li>• 7 SIMPLE WAYS TO IMPROVE THE LIGHTING FOR YOUR VIDEO</li> <li>• 3 VIDEO IDEAS THAT WILL MAKE YOUR CONTENT STAND OUT ON INSTAGRAM</li> </ul>	<ul style="list-style-type: none"> <li>• SUBSCRIBE TO GET WEEKLY TIPS IN YOUR INBOX ON HOW TO MAKE STUNNING VIDEOS</li> <li>• DOWNLOAD THE INFLUENCER GUIDE FOR CREATING ENGAGING CONTENT</li> <li>• HOW TO GET YOUR HOME STUDIO ON A BUDGET: EVERYTHING YOU NEED TO KNOW</li> </ul>	<ul style="list-style-type: none"> <li>• WHY PHONE SLIDEX</li> <li>• HOW TO USE A PHONE SLIDEX TO MAKE ENGAGING VIDEOS</li> <li>• HOW TO CREATE STUNNING VIDEOS FOR BRANDS USING A PHONE SLIDEX</li> </ul>	<ul style="list-style-type: none"> <li>• GET 10% OFF YOUR SLIDEX ORDER</li> <li>• ORDER A SLIDEX AND GET FREE SHIPPING</li> </ul>	<ul style="list-style-type: none"> <li>• SETTING UP YOUR SLIDEX</li> </ul>	<ul style="list-style-type: none"> <li>• GET 10% OFF YOUR INFLUENCER VIDEO KIT</li> <li>• HOW TO BUILD A PROFITABLE PERSONAL BRAND USING THE INFLUENCER VIDEO KIT</li> </ul>	<ul style="list-style-type: none"> <li>• REFER A FRIEND AND GET 15% OFF YOUR ORDER</li> </ul>

- Customer Journey Activity Sheet

- Key Considerations:

1. What do they need to ensure they make the right decision to stay with you and make the next move?
- 2.

# CUSTOMER JOURNEY ACTIVITY SHEET

AWARENESS	INTEREST	CONSIDERATION	DECISION	ONBOARDING	UPSELLING/ CROSS-SELLING	ADVOCACY
<ul style="list-style-type: none"> <li>• ATTEND FILM FESTIVAL</li> <li>• SEND OUT DIRECT MAIL</li> <li>• CREATE &amp; PUBLISH SOCIAL CONTENT</li> <li>• MAKE COLD OUTREACH</li> <li>• REACH OUT TO REFERRALS</li> <li>• CREATE ENGAGING VIDEO CONTENT</li> <li>• ATTEND &amp; SPEAK AT INDUSTRY EVENTS</li> <li>• RUN PAID ADS</li> <li>• PURCHASE BOOTHS AT EVENTS</li> </ul>	<ul style="list-style-type: none"> <li>• GET CONTACT DETAILS OF INTERESTED PERSONS</li> <li>• CREATE AND SEND FOLLOW-UP EMAILS, CALLS, TEXT</li> <li>• SCHEDULE DISCOVERY SESSION TO UNDERSTAND NEEDS</li> </ul>	<ul style="list-style-type: none"> <li>• SEND PROPOSAL</li> <li>• PAY COURTESY VISIT TO LOCATION</li> <li>• SEND PRODUCT BROCHURE</li> <li>• SCHEDULE DISCOVERY SESSION TO ELABORATE AND EVALUATE CUSTOMER'S NEEDS</li> </ul>	<ul style="list-style-type: none"> <li>• SHARE CASE STUDIES</li> <li>• OFFER WARRANTY</li> <li>• OFFER FLEXIBLE PAYMENT OPTIONS</li> <li>• OFFER BONUS/FREE EQUIPMENTS</li> <li>• OFFER SUPPORT</li> </ul>	<ul style="list-style-type: none"> <li>• SEND CUSTOMER PURCHASE CONFIRMATION</li> <li>• PACKAGE CUSTOMER ORDER FOR DELIVERY</li> <li>• SEND CUSTOMER A SCOPE OF WORK</li> <li>• GIVE CUSTOMER A WALK-THROUGH OF PRODUCT AND EXPECTED OUTCOME</li> <li>• TAKE MEASUREMENT</li> </ul>	<ul style="list-style-type: none"> <li>• OFFER COMPLEMENTARY NEW PRODUCTS/SERVICE AT A DISCOUNT</li> </ul>	<ul style="list-style-type: none"> <li>• ASK FOR A REFERRAL VIA WORD OF MOUTH, EMAIL, TEXT ETC.</li> </ul>

● Customer Journey Metrics Sheet.

● Key Considerations:

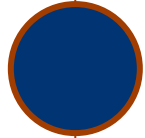
1. What are the parameters to consider to determine the successful outcome of each stage?

# CUSTOMER JOURNEY METRICS SHEET

AWARENESS	INTEREST	CONSIDERATION	DECISION	ONBOARDING	UPSELLING/ CROSS-SELLING	ADVOCACY
<ul style="list-style-type: none"> <li>• NO. OF SOCIAL POST IMPRESSIONS</li> <li>• NO. OF SOCIAL POST REACH</li> <li>• NO. OF VIDEO VIEWS</li> <li>• NO. OF SOCIAL POST CLICKS</li> <li>• NO. OF WEBSITE VISIT</li> <li>• TIME SPENT ON WEBSITE</li> <li>• NO. OF VIDEO VIEWS</li> <li>• NO. OF CUSTOMER OUTREACH</li> <li>• NO OF EVENT ATTENDED</li> <li>• NO. OF BOOTH VISITORS</li> <li>• NO. OF DIRECT MAIL SENT</li> </ul>	<ul style="list-style-type: none"> <li>• NO. OF ENQUIRIES RECIEVED</li> <li>• NO. OF LEADS</li> <li>• NO. OF FOLLOW-UP MADE</li> <li>• NO. OF DISCOVERY SESSIONS/APPOINTMENTS BOOKED</li> </ul>	<ul style="list-style-type: none"> <li>• NO. OF PROPOSALS SENT</li> <li>• NO. OF DISCOVERY SESSIONS/ APPOINTMENT HELD</li> <li>• NO. OF PRODUCT BROCHURES SENT</li> </ul>	<ul style="list-style-type: none"> <li>• NO. OF ITEMS SOLD</li> <li>• SIZE OF TRANSACTION</li> </ul>	<ul style="list-style-type: none"> <li>• CUSTOMER SATISFACTION SCORE</li> </ul>	<ul style="list-style-type: none"> <li>• NO. OF ITEMS SOLD</li> <li>• SIZE OF TRANSACTION</li> </ul>	<ul style="list-style-type: none"> <li>• NO. OF REFERRALS RECIEVED</li> <li>• NET PROMOTER SCORE</li> </ul>

“

*Do it for yourself, then you can do it for others.*



## Full-Service Digital Marketing Service.

A full-service digital marketing service for clients should entail:

- Ideal Client Analysis and Re-evaluation
- Content Calendar
  - Advertising review.

## ● The Digital Marketing ToolBox.

### ● Inside the box...

1. Email Marketing
2. Content Marketing
3. Social Media/Community Management
4. Paid Advertising
5. Design
6. Strategy
7. SEO
8. Data & Analytics
9. Lead Generation
10. Sales



## Spanners & Hammers & Bolts...

Tools:

1. \*Hubspot
2. \*Publer
3. \*Moosend
4. \*Headline Analyzer
5. \*Google Analytics
6. \*Grammarly
7. \*Facebook & Google Ads
8. \*Canva



## Resources

1. \*Call Script
2. \*Email Template
3. \*Design Canvas
4. \*Customer Journey Map
5. \*Customer Avatar Framework
6. \*Sales Funnel Content Layout

## Toolbox Activity

1. \*No. of content published weekly
2. \*No. of weekly emails
3. \*No. of weekly social content published
4. \*No. of platforms used
5. \*Ad budget
6. \*Customer service support
7. \*No. of leads generated
8. \*No. of sales generated

## KPIs. - Results from the Toolbox Activity

1. \*No. of content published weekly
2. \*No. of weekly emails
3. \*No. of weekly social content published
4. \*No. of platforms used
5. \*Ad budget
6. \*Customer service support
7. \*No. of leads generated
8. \*No. of sales generated

## ● Email Content (Elements)

### ● The Content.

1. \*The Headline
2. \* The Media
3. \*The Intro
4. \*The Body
5. \*The Close
6. \*The Call to Action
7. \*The link

### Resources.

1. Content Map Layout
2. \*Customer Avatar sheet
3. \*Customer Journey
4. \*Email Type

### Tools

1. \*Headline Analyzer
2. \*Moosend
3. \*Grammarly



## ● Email Content (Elements)

## ● Types of Email Content.

1. \*Promotional Emails
2. \*Educational/Content Emails
3. \*Relationship Building Emails

## Metrics

1. \*Open Rates
2. \*Click-through Rates
3. \*Bounce Rate
4. \*Unsubscribes

## ● Blog Content (Elements)

### ● The Content.

1. \*The Headline
2. \* The Media
3. \*The Intro
4. \*The Body
5. \*The Close
6. \*The Call to Action

### Resources.

1. \*Content Map Layout
2. \*Customer Avatar sheet
3. \*Customer Journey
4. \*Blogpost Type

### Tools.

1. \*Headline Analyzer
2. \*Wordpress
3. \*Grammarly

## ● Blog Content (Elements)

## ● Types of Blog Posts.

1. \*List Blog post
2. \*How-To Blog post
3. \*Interview Blog post
4. \*Checklist/Guide Blog post
5. \*Case Study Blog post
6. \*Research Blog post
7. \*Series Blog post

## Metrics

1. \*# of Visitors
2. \*Time Spent
3. \*# of Clicks
4. \*# of shares
5. \*# of comments



Thank You