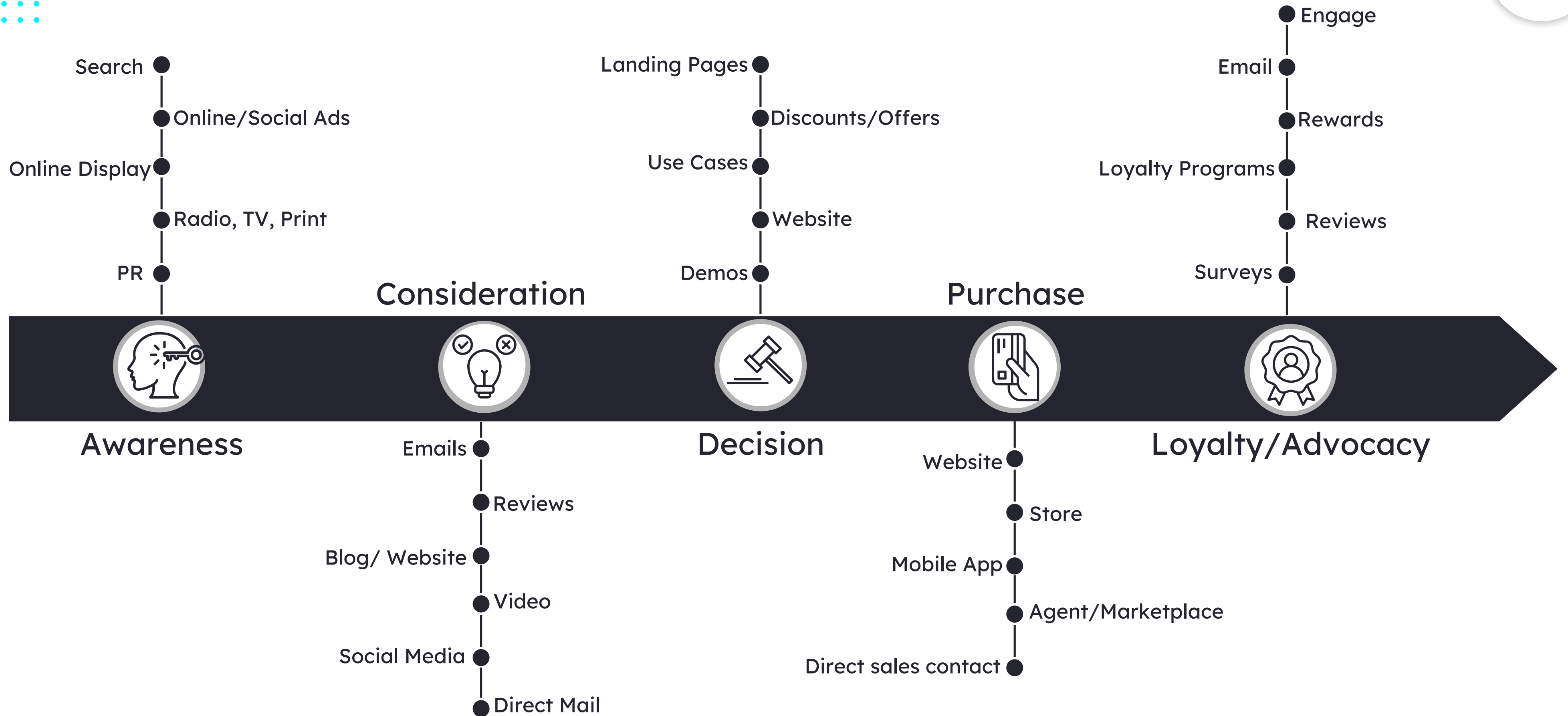
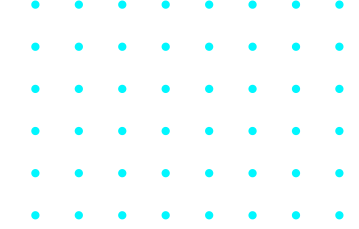


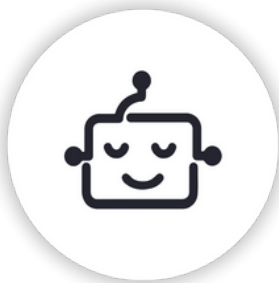
Common Buying Journey Touchpoints



**Some touchpoints may also apply to different stages, this is not a set-in-stone buying journey and must be adapted to your business & strategy.

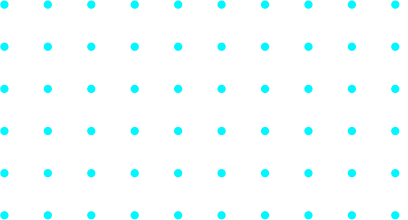


Touchpoint Mapping Example

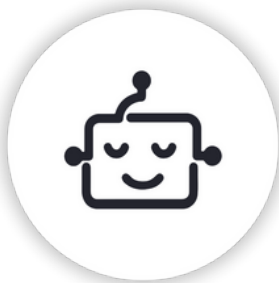


This is a sample touchpoint map. As consumers move through the phases that lead them to choose your brand and become loyal customers, they do so because each touchpoint along the way compels them to do so.

	1	2	3	4	5
	Awareness	Consideration	Decision	Purchase	Loyalty/Advocacy
Customer Activity	Discovers search ads while looking for solutions	Gets a retarget ad on social media	Looks for testimonials	Pays for subscription	Sends a promo code to a friend
Customer Goals	There is not a clear need of the product yet	Knows the product, but still needs time to make the decision	Choosing between a couple of alternatives	Decides to convert	Wants to get a reward for being a loyal customer
Touchpoints	Search ad, SEO, PR	Ads, social media, newsletter, case studies	Testimonials, retargeting ads	Email, retargeting ads	Email
Engagement Level	20%	40%	75%	90%	100%
Company Goals	Generate awareness and increase reputation	Educate prospects	Build trust	Take action	Create a relationship
Challenges	New product, still unknown	Understanding how the product works	Competitors	Company budget, bureaucratic decisions	Maintain trust and delight
KPI	Impressions, clicks, CPC	Clicks, CPC, CTR, social media engagement	Social media engagement, clicks, CPC, CPL	Conversions, CPA, ROI	CLTV, referrals



Touchpoint Mapping Example



Your turn! Plan the touchpoints in your buying journey to guide users and turn them into loyal consumers.

	1	2	3	4	5
	Awareness	Consideration	Decision	Purchase	Loyalty/Advocacy
Customer Activity					
Customer Goals					
Touchpoints					
Engagement Level					
Company Goals					
Challenges					
KPI					