



MTM EXECUTIVES

Coaching, Consulting & Services

Empowering the people who power business.

Mapping Your Customer Journey



Today's customer journey is made up of macro and micro interactions that are anything but linear. While most people will search for a business or check out their social media, much smaller groups will sign up for emails or see a specific social media post.

So while we want to optimize the macro or big interactions to stay competitive, we also want to optimize the smaller or micro-interactions to connect deeper and stand out. This is where small businesses can differentiate themselves for success.

To begin, let's map out a journey. Then ask:

What are our strengths? Where can we stand out?

Use your buyer persona(s) to define 5-7 stages of a new customer journey:

(ex. 1. Awareness via social media, 2. Booking via the website, 3. Consultation via Zoom, 4. Follow-up via Email. 5. Survey)

What are some micro-interactions that may occur?

(ex. Booking via a website may include a landing page visit, clicking a booking link, and then visiting a booking app. Then there may be a confirmation email and a reminder email.)



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Optimizing Your Customer Journey

To optimize effectively, be sure to include as many touchpoints as you can think of. If you have multiple options for an interaction such as online and offline visits, for example, be sure to include both as subcategories (i.e. A., B., etc...)

Then be honest with yourself about where you struggle and where you excel. Let this guide where you focus your energy. Prioritize one at a time until you have optimized each touchpoint to your satisfaction.

You could have hundreds and some may be short-term while others are long-term. Start with the ones that make the biggest impact but be patient with yourself.



Where do you struggle?

Where do you excel?

Where can you stand out/differentiate?
