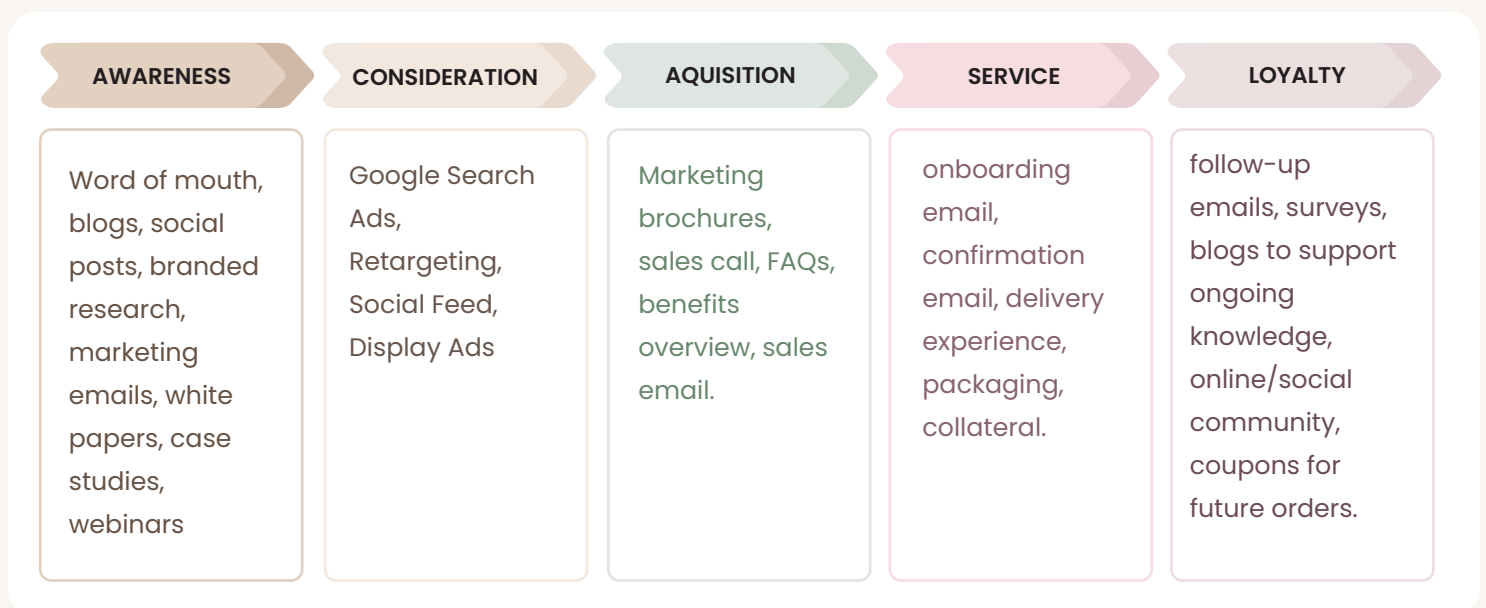


COUSTOMER JOURNEY AUDIT

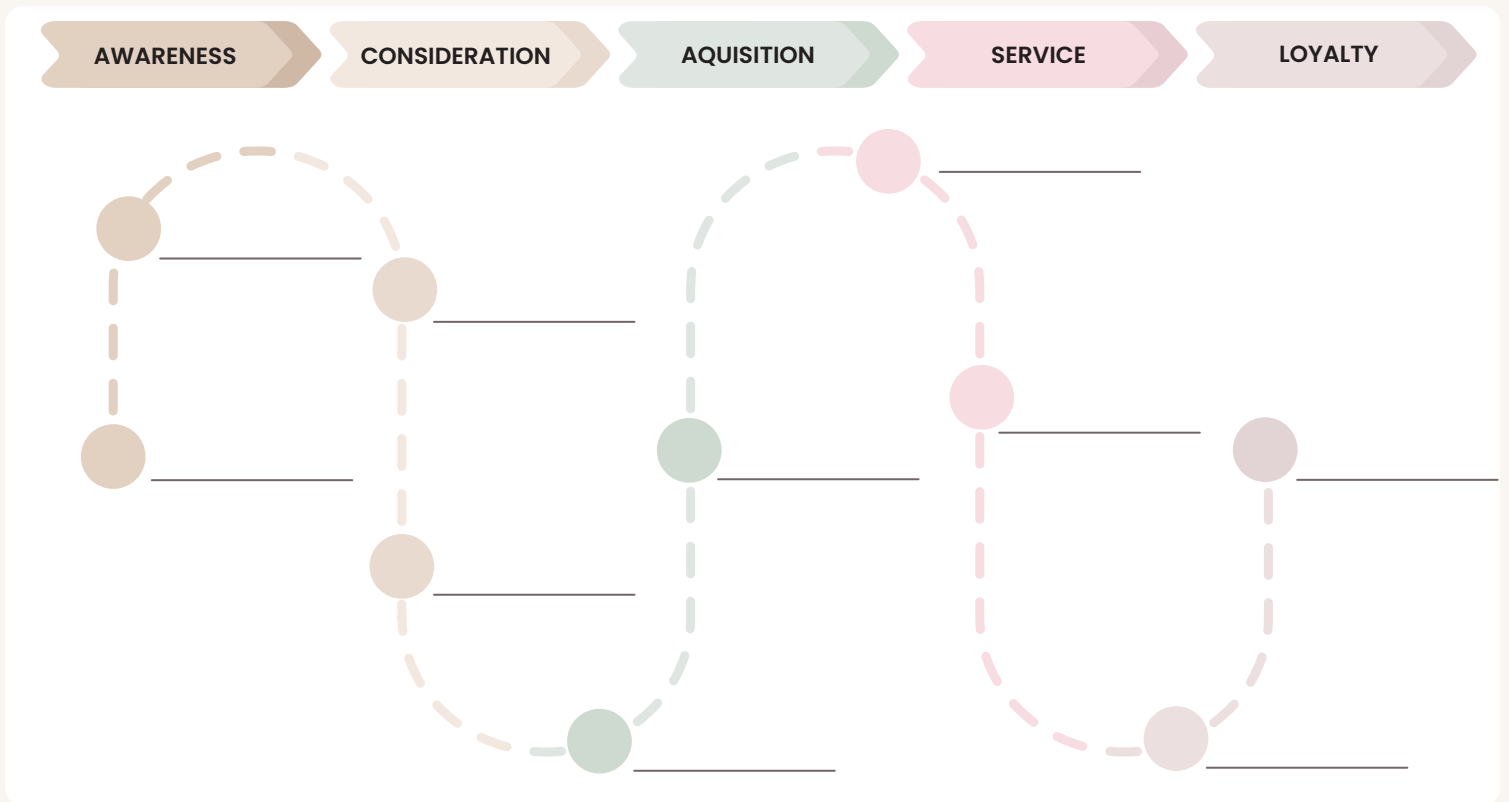
Where to begin? As a small business owner, it is crucial to think from the point of view of your customer. This is an exercise of putting yourself in the customer's shoes in order to fully understand their experience so that you can identify pain points, anticipate their needs and questions, and add personality to the experience.

You create value as a brand when you proactively identify opportunities to create a positive and memorable brand experience at every touchpoint. This is what will allow you to be best-in-class for your audience and create loyalty and trust so that your business will succeed long-term.

Step 1. Take a look at the below examples and choose a few from each stage that would or do work for your business. Write them on the next page. Bonus points if you can think of something unique and not listed here that would benefit your customer.



COUSTOMER JOURNEY TOUCHPOINTS



On the next page, you will use your answers above to assess your current or future customer journey and make it smoother and more memorable for the customer. Below are some examples to get you started.

Example: At-home fitness product. Brand: Energetic, Aspirational, Values Improving Lives

AWARENESS

IG Reel

What they should see: *Catchy hook about fad diet and fitness frustrations and finally seeing results, about 20 seconds prompting to your page to learn more.*

What they should feel: *Aspirational "fitspo" vibes, but still attainable and practical*

Why they should care: *Focusing on the target audience's biggest fitness pain point, and offering relief, convenience and at-home fitness solutions that help them.*

SERVICE

**Delivery/
Packaging**

What they should see: *Beautiful bright lime green mailers that say "It's go time!"*

What they should feel: *Energized, excited, dopamine rush.*

Brand Mission/execution: *We value problem solving and fighting homelessness, so we include an instruction card to eliminate frustration and ensure customer success, as well as details on how their purchase benefited their local homeless shelter.*

LOYALTY

**Post-
purchase
Email**

What they should see: *Email following delivery. Subject: "Easy fitness has arrived! Now what?"*

What they should feel: *Supported, excited, informed, like their success is inevitable*

Brand Mission/execution: *Inspirational video showing others using the product, with a link to follow on TikTok for daily inspiration and use videos. Top pins: "How to be successful" and "common mistakes we see" to answer FAQs right away. Also "Send us your videos" to encourage sharing their own content.*

The Customer Journey Audit is below. For each stage in the journey, fill in for one or two touchpoints below. Thoughtfully consider how to improve the experience for your customer and to convey your brand's values, tone, and style to make it your own!

1. AWARENESS

What they should see:

What they should feel:

Why they should care:

What they should see:

What they should feel:

Why they should care:

2. CONSIDERATION

What they should see:

What they should feel:

Why they should care:

What they should see:

What they should feel:

Why they should care:

3. ACQUISITION

What they should see:

What they should feel:

Why they should care:

What they should see:

What they should feel:

Why they should care:

4. SERVICE

What they should see:

What they should feel:

Brand Mission/execution:

What they should see:

What they should feel:

Brand Mission/execution:

5. LOYALTY

What they should see:

What they should feel:

Brand Mission/execution:

What they should see:

What they should feel:

Brand Mission/execution:

Congrats! By completing this customer journey audit you've taken a major step towards building a memorable and customer-centric brand. But the real work comes from implementing what you've developed and expanding on it based on real customer feedback. Don't stop the momentum!



In case we haven't met yet...

My name is Sarah Casterline, and I'm an award-winning brand designer, Yale SOM and Hubspot certified marketer, and content creator.

I can help you in three ways:

SOCIAL MEDIA



@SarahCasterlineDesign

Free content on entrepreneurship, small business marketing, and design.



A simplified, no-fluff program to help female e-commerce business owners blow up & thrive so they can have more time, freedom, creative control, and authenticity.

BRAND DESIGN



One-on-one custom branding and marketing for startups and entrepreneurs ready for the next level.