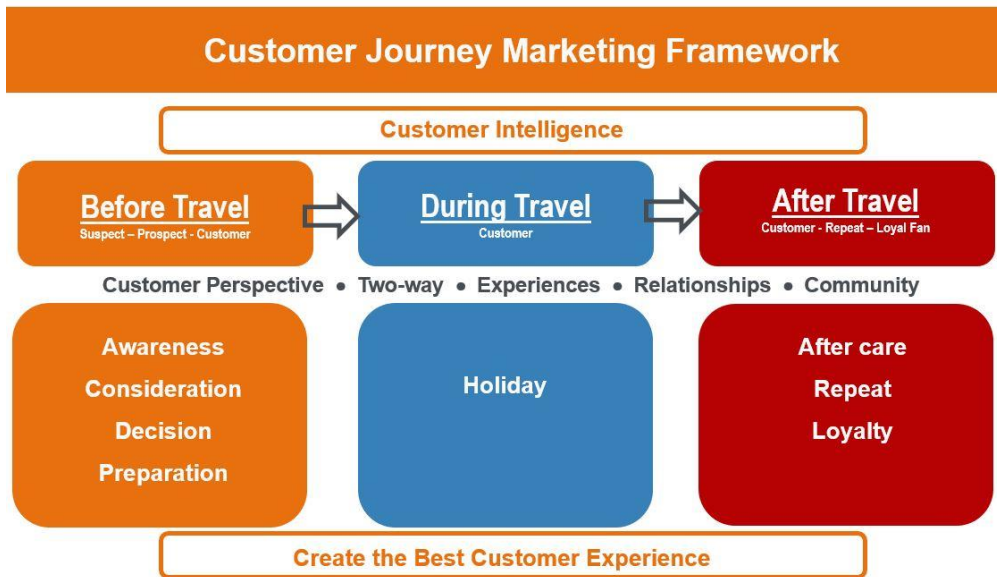


The Power of Customer Journey Marketing

The purpose of this workshop is to help you harness the power of customer journey marketing.

Great customer journey marketing will create an outstanding customer experience, generate more repeat business & referrals, and will ultimately provide more stability for your travel business.



We'll share insights and real-life examples with you to bring the framework to life.

Please use the back page to map the customer journey for your business.

Feel free to reach out for any extra support, questions etc.

Sonja van den Bosch

Founder & MD Twinlife Marketing

sonja@twinlifemarketing.com.au

+61 408644073

www.twinlifemarketing.com.au

'Every single interaction you have with your customer, is an opportunity to create something remarkable.'

Customer Journey Mapping Worksheet

Efficiency – Convenience – Knowledgeable Service – Friendly Service – Easy Payment – Human Interaction – Personalisation – Up to date Technology – Loyalty Program – Unique Experience – Social Responsibility – Easy Mobile Experience – Brand Image – Fun - Atmosphere

Customer Journey	Awareness	Consideration	Decision	Preparation	Holiday	After Care	Repeat	Advocacy
What is the customer searching for? What does (s)he need, want and value?								
What does the customer expect?								
What are the customer's touchpoints with the business?								
How do we want to improve these touchpoints? How can we add more value?								
Why and how will we make this change?								