

Aligning Digital Marketing with the Customer Experience



Matt Dittbenner

Marketing Director

Plaudit Design

Internet Marketing

- Responsive Web Design
- Search Engine Marketing
- Conversion Optimization

Digital Engagement

- Web & Mobile Experiences
- Customized Interactive Tools
- Virtual / Augmented Reality



Digital Marketing is HARD!

Digital Marketing is HARD!

It's a moving target.

- New Tools
- New Technologies
- Changing Best Practices



Digital Marketing is HARD!

It's tough to get attention.

Average Attention Span

- 2000: 12 seconds
- 2013: 8 seconds
- **Goldfish: 9 seconds**



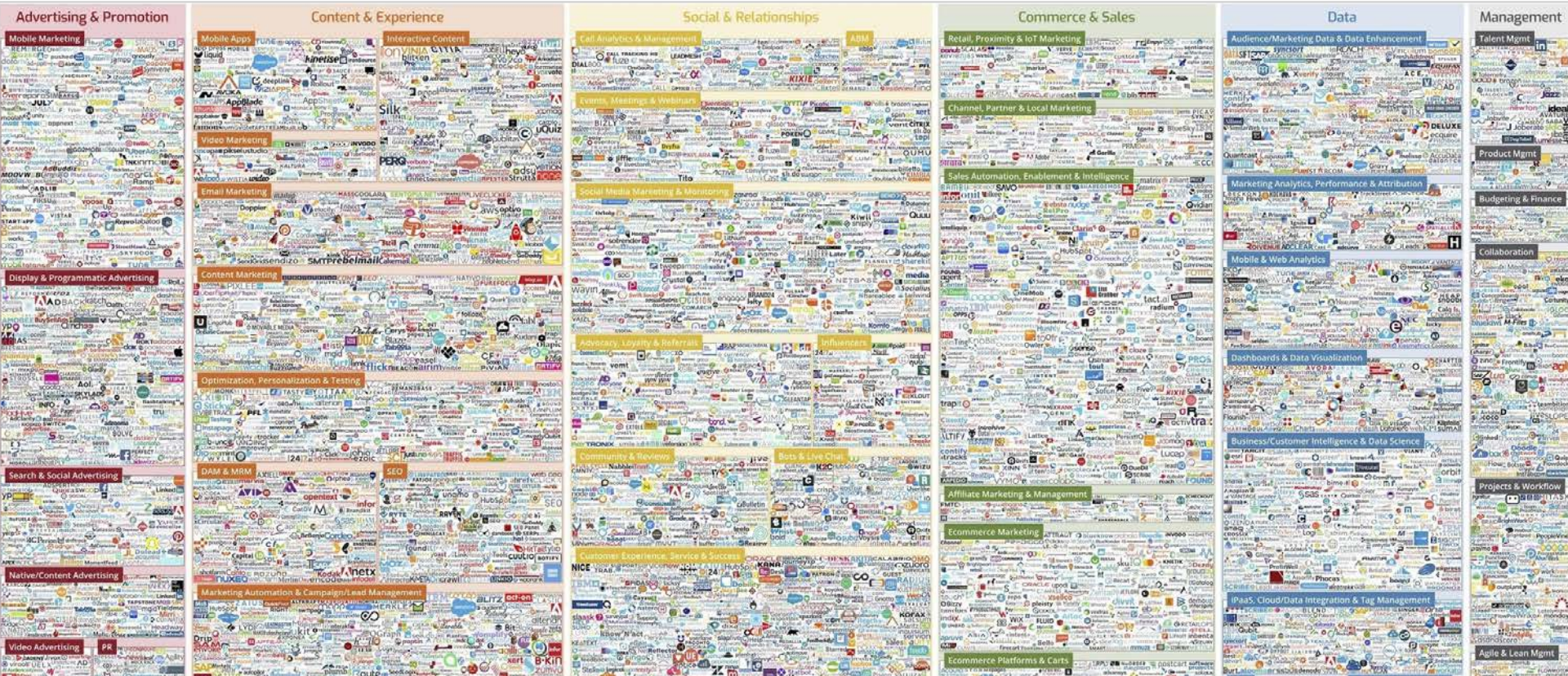
Digital Marketing is HARD!

Effective
Digital
Marketing



Effective Marketing

Effective Marketing



Effective Marketing

“We need to do more SEO!”

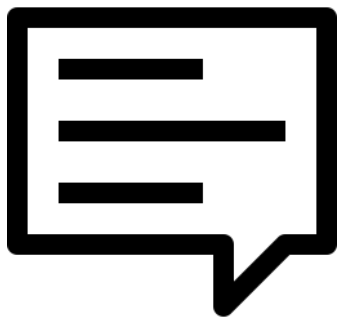
“We should write more for our blog.”

“We should do more social.”

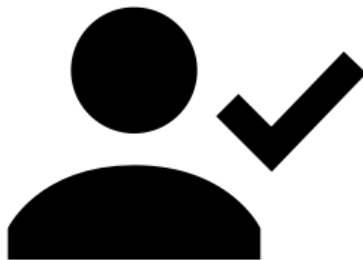
Effective Marketing

What makes marketing effective?

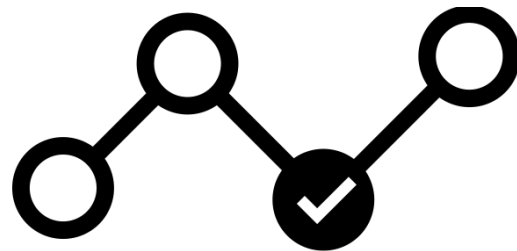
Effective marketing is made up of 3 components



The Right Message



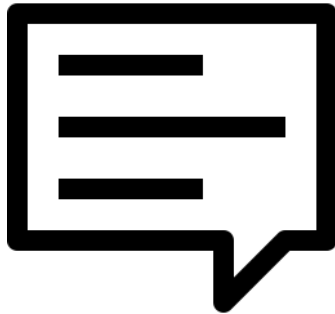
The Right Person



The Right Time

Effective Marketing

The Right Message



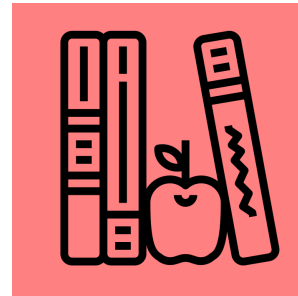
Entertain



Inspire



Educate

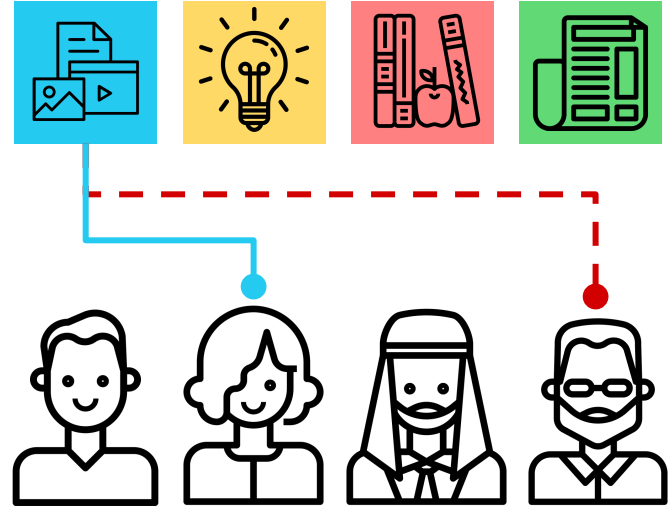


Inform



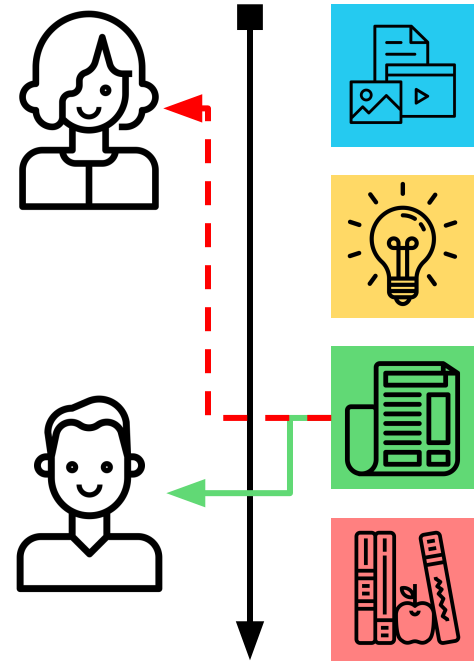
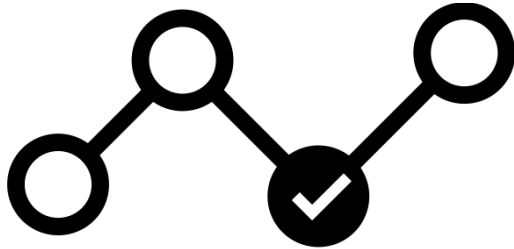
Effective Marketing

The Right Person



Effective Marketing

The Right Time





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<https://mention.com/blog/digital-marketing-strategy-guide/> ▼

Building a **digital marketing** strategy? This glossary explains many of the terms used by top **digital marketers**, and gives hands-on tips to use them.

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Digital Marketing For Beginners: How To Start Digital Marketing

BLOG, DIGITAL MARKETING, TECH 101

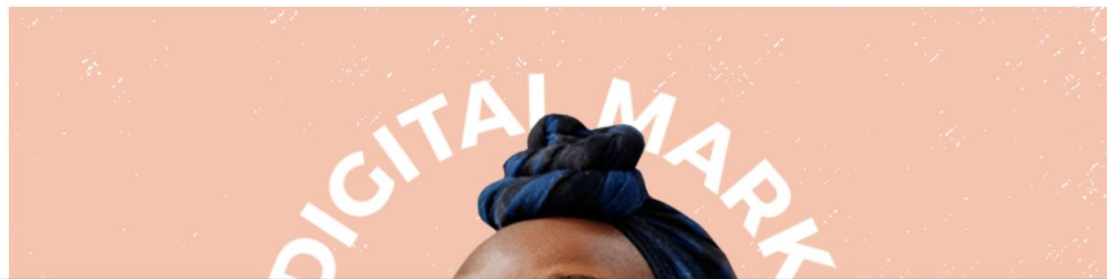
Tech 101: What is Digital Marketing?



Scott Morris

Last updated

February 22nd, 2019



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OK, GOT IT!





IS TECH RIGHT FOR YOU? Take our 3-minute quiz to find out!

TAKE THE QUIZ



SCOTT MORRIS

Last updated
February 22nd, 2019

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Get Our Free Beginners Guide to Digital Marketing

show you **EXACTLY** how to dive into the world of digital marketing.

OK, GOT IT!

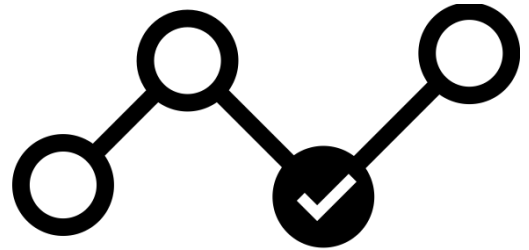
Effective Marketing



The Right Message



The Right Person




The Right Time

Aligning Digital Marketing with the Customer Experience

Understanding the Customer Experience

Understanding the Customer Experience



Firstname Lastname
Audience
Occupation: Lorem Ipsum, Organization
Age: XX years old
Location: City, XX

Quotes
"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor."

Description
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Influencers
Motivation
Audiences want to lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.
Goals
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Concerns
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We want them to feel

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Lorem Ipsum	Lorem Ipsum
Lorem Ipsum	Lorem Ipsum

Familiarity with Client

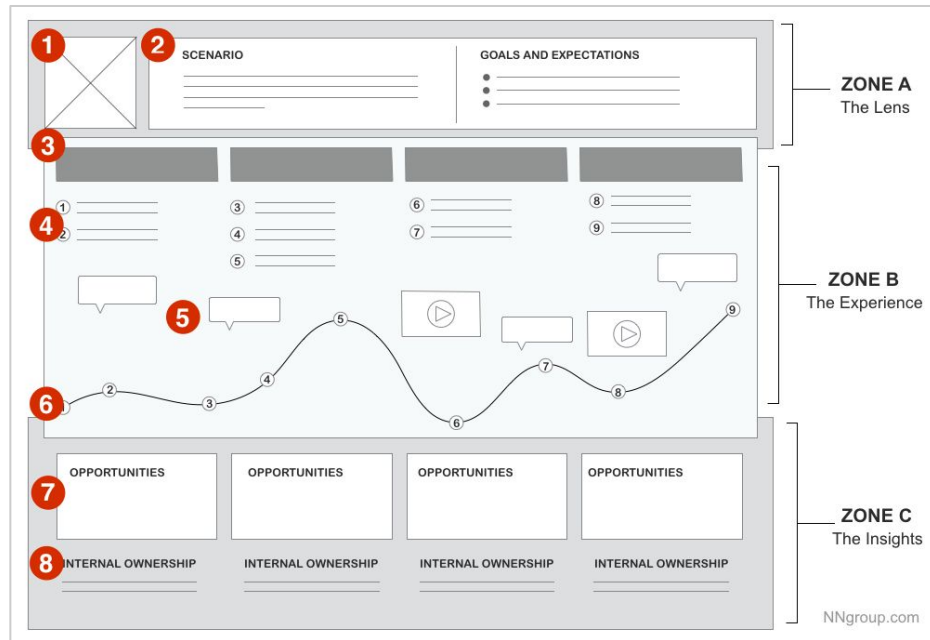
Not Familiar

Very Familiar

Tech Savviness

Novice


Expert



Persona

Customer Journey Map

Persona



Firstname Lastname
Audience
Occupation:
Lorem Ipsum, Organization
Age:
XX years old
Location:
City, XX

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor.”

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A persona is...

- Fictional Character
- Based on research
- Represents a type of customer

Persona



Firstname Lastname
Audience
Occupation: Lorem Ipsum, Organization
Age: XX years old
Location: City, XX

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Influencers

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We want them to feel

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Familiarity with Client

Not Familiar

Very Familiar

Tech Savviness

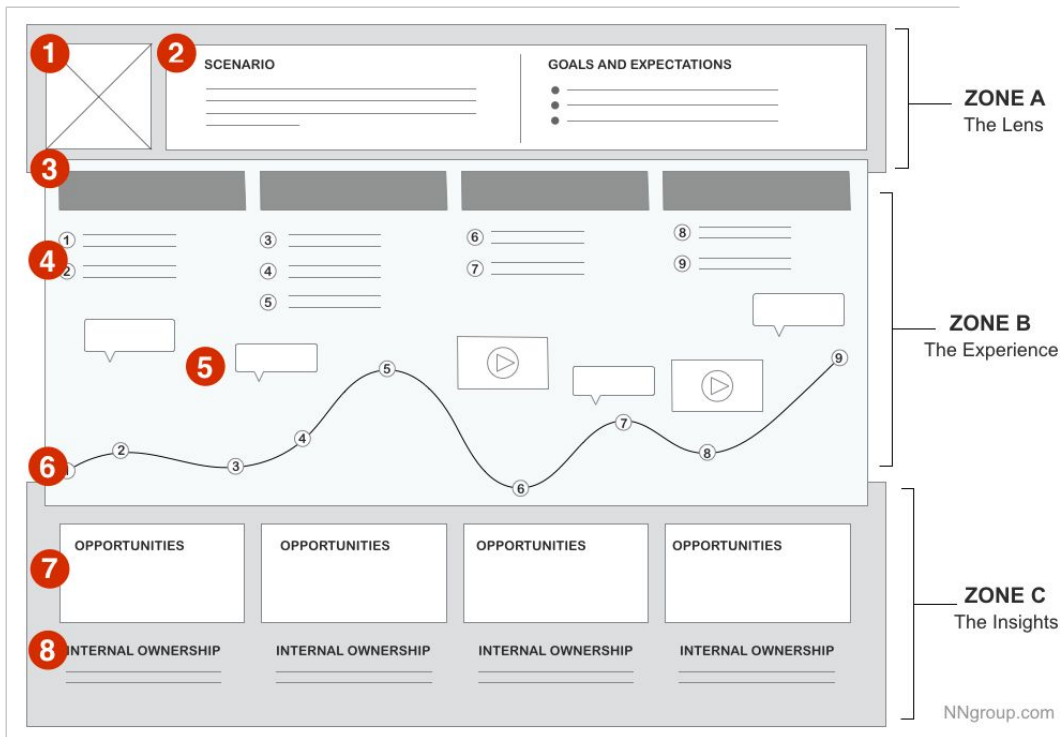
Novice

Expert

Typical Elements:

- Profile
- Description
- Motivations
- Goals
- Concerns
- Needs

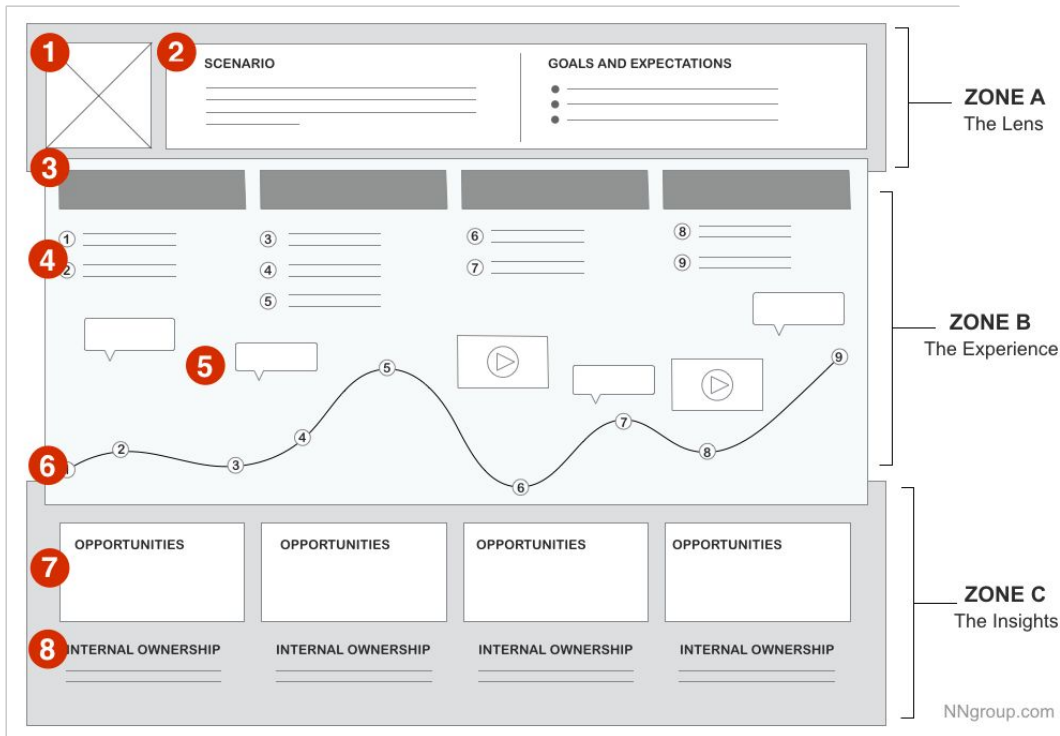
Customer Journey Map



A customer journey map is...

- Perspective of a specific persona
- Visual representation of steps they take.

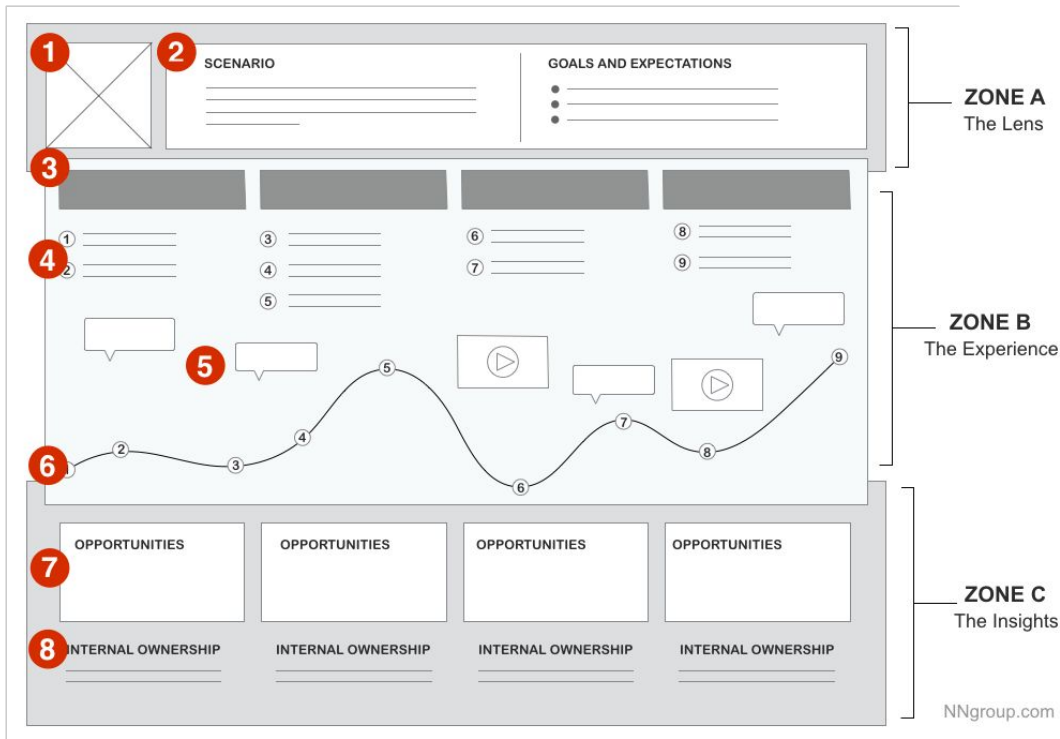
Customer Journey Map



Divided into 3 zones:

- The Lens
- The Experience
- The Insights

Customer Journey Map

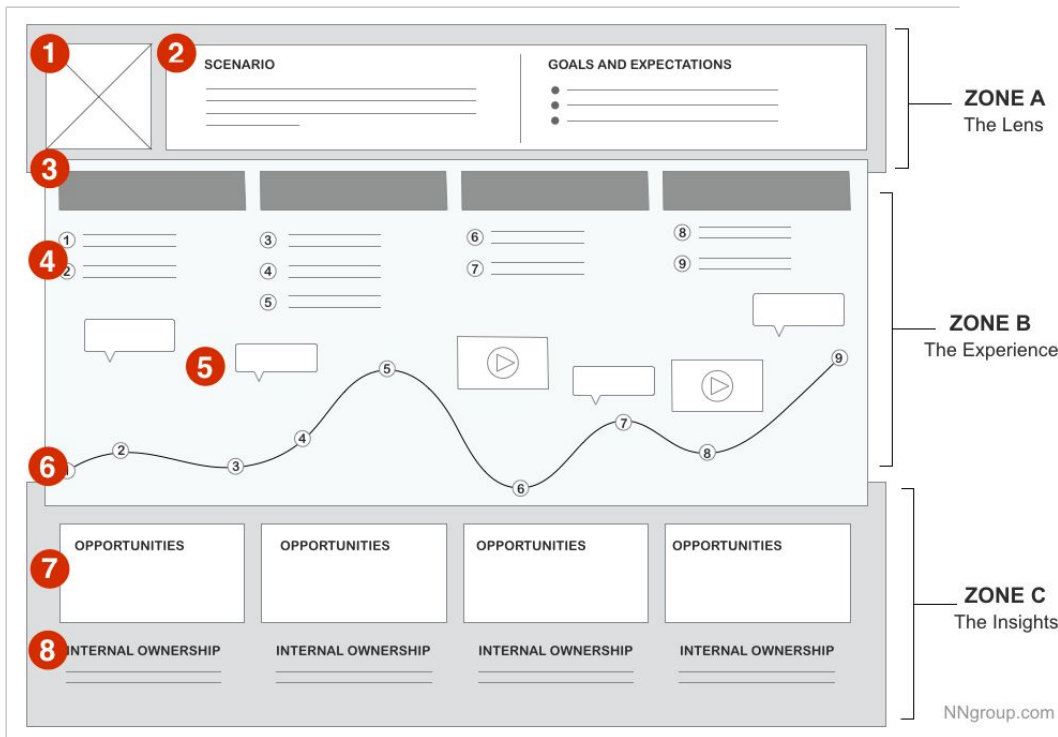


The Lens:

Outlines the context for this map

- Who
- What

Customer Journey Map



The Experience:


- Phases
- Actions
- Thoughts
- Emotions



- Opportunities
- Internal Ownership

- Opportunities
- Internal Ownership

Understanding the Customer Experience



Firstname Lastname
Audience
Occupation: Lorem Ipsum, Organization
Age: XX years old
Location: City, XX

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor.”

Description

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We want them to feel

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Lorem Ipsum	Lorem Ipsum

Familiarity with Client

Not Familiar

Very Familiar

Tech Savviness

Novice

Expert

Persona

1

2

3

4

5

6

7

8

SCENARIO

GOALS AND EXPECTATIONS

1

2

3

4

5

6

7

8

9

OPPORTUNITIES

INTERNAL OWNERSHIP

ZONE A
The Lens

ZONE B
The Experience

ZONE C
The Insights

NNgroup.com

Customer Journey Map

Aligning Digital Marketing with the Customer Experience

Building a Digital Marketing Strategy

Building a Digital Marketing Strategy

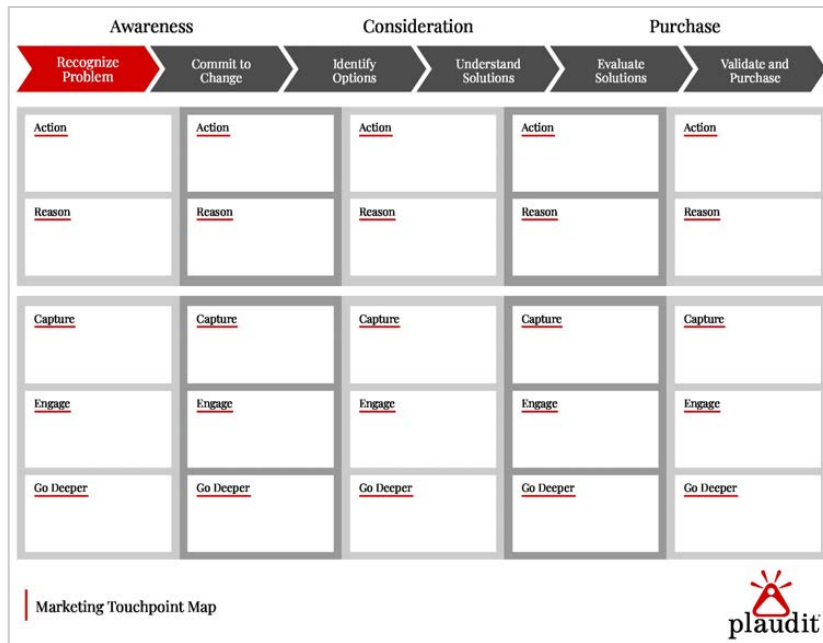
3 Steps:

1. Clarify Customer Actions
2. Identify Digital Touchpoints
3. Link Touchpoints Together

Building a Digital Marketing Strategy



Customer
Action Map



Marketing Touchpoint Map

The Buyer's Journey

Awareness

Recognize
Problem

Commit to
Change

Consideration

Identify
Options

Understand
Solutions

Purchase

Evaluate
Solutions

Validate and
Purchase

The Buyer's Journey

Awareness



Recognize
Problem

Commit to
Change

I
C

The Buyer's Journey

Consideration

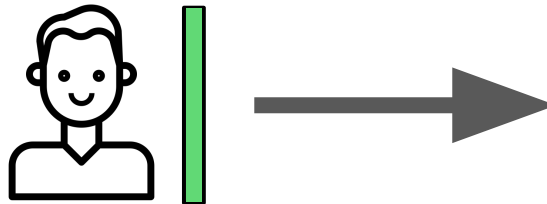


The Buyer's Journey

Purchase

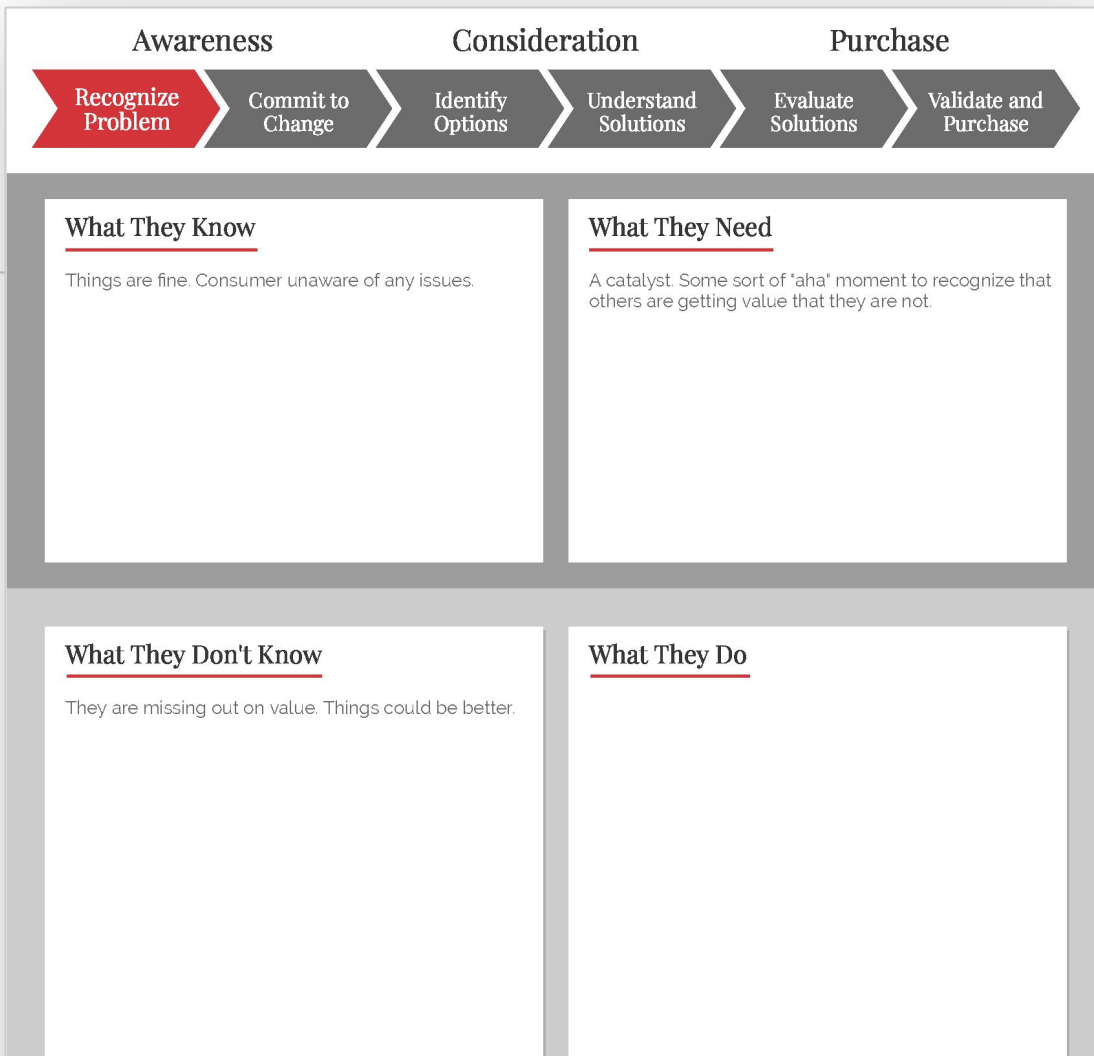


The Buyer's Journey



The Customer Action Map

- Used to map customer actions to each stage of the buyer's journey.
- Six Worksheets – One for each stage.



The Customer Action Map

- **What They Know** – The consumer's "Current State".
- **What They Need** – What do they need to be comfortable enough to move on to the next step?



What They Know

Things are fine. Consumer unaware of any issues.

What They Need

A catalyst. Some sort of 'aha' moment to recognize that others are getting value that they are not.

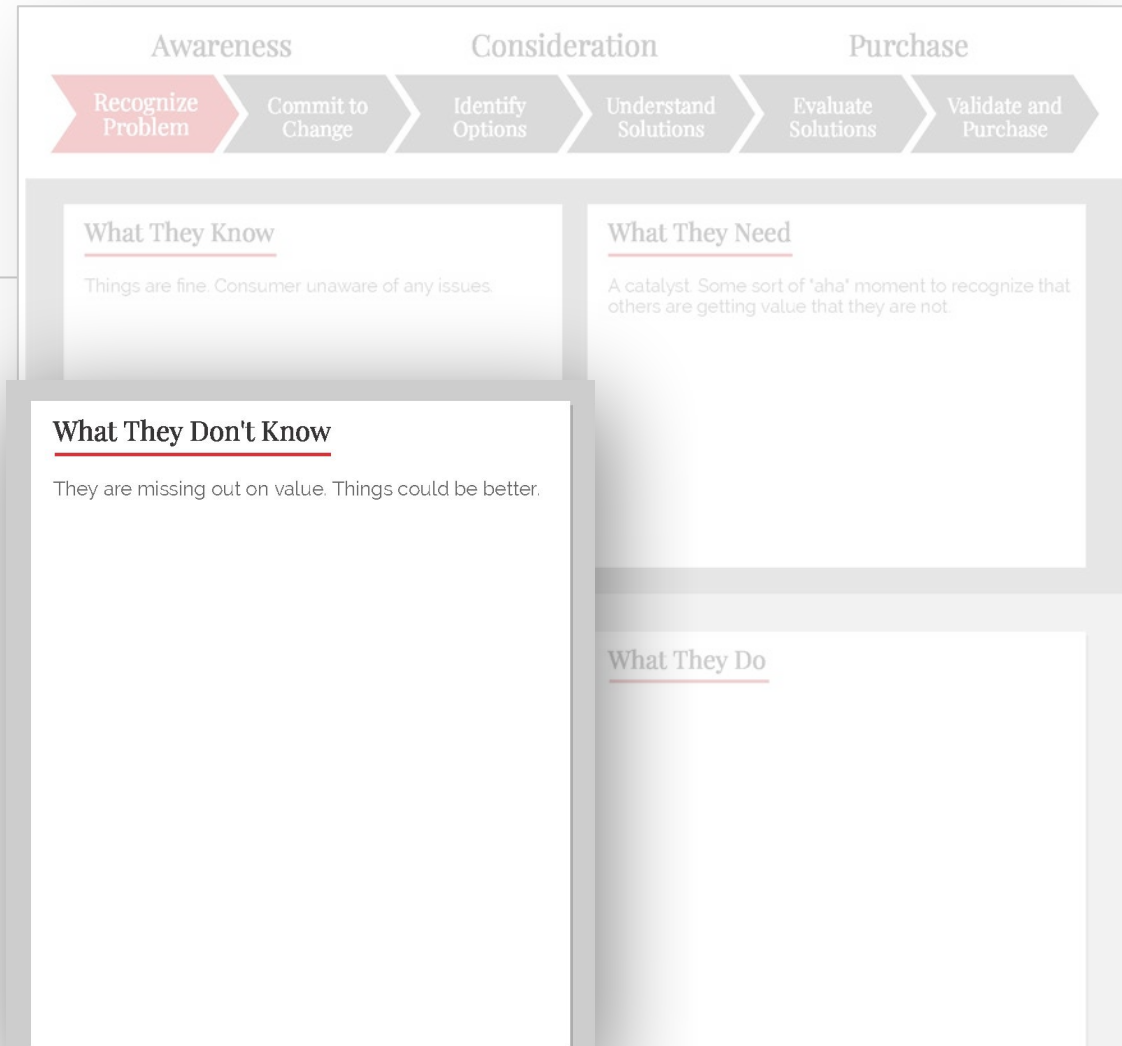
What They Don't Know

They are missing out on value. Things could be better.

What They Do

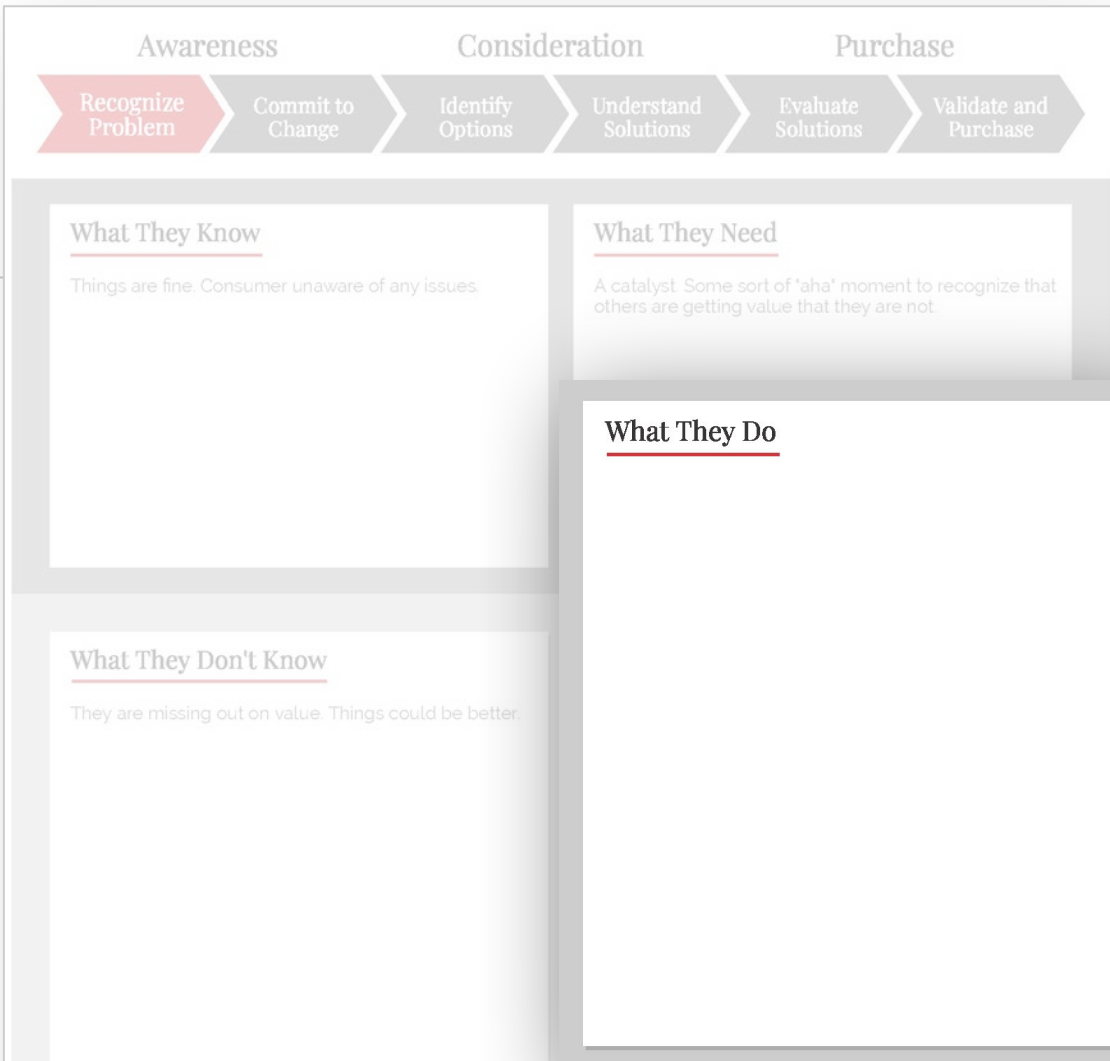
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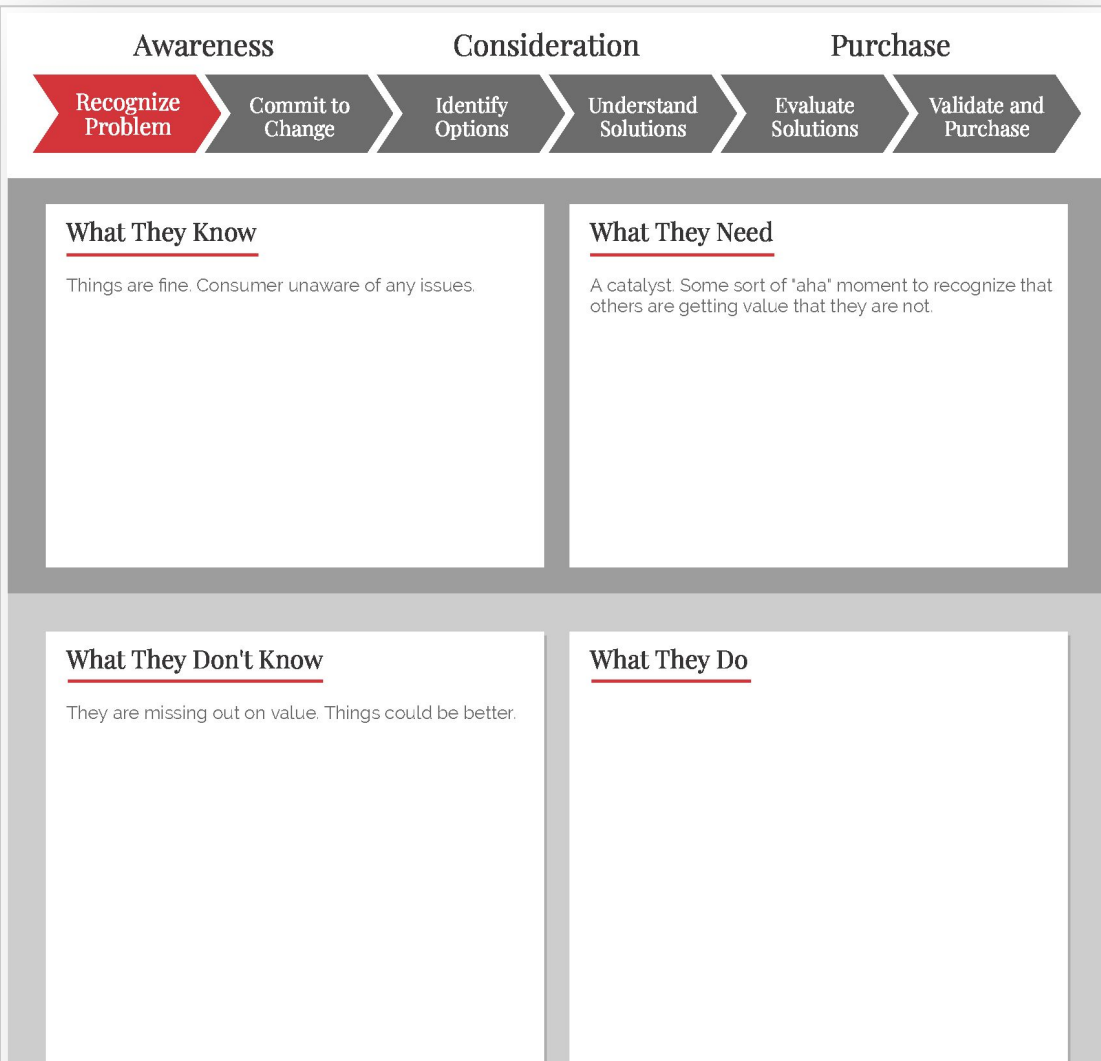
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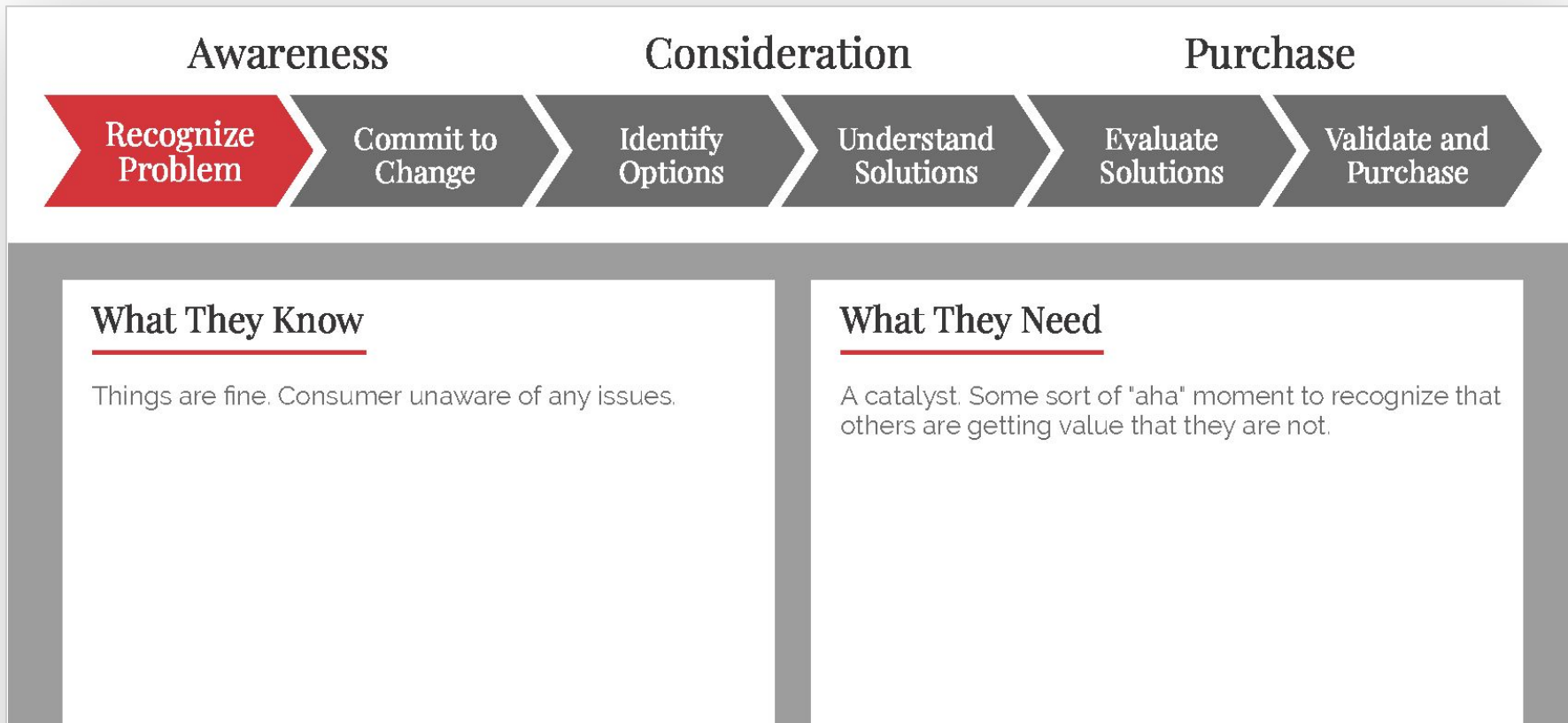


The Customer Action Map



Example: Boutique Bridal Shop

Boutique Bridal Shop



Recognize Problem

What They Know

- Things are fine. Unaware of any issues.
- Don't have a dress. Don't need one yet.
- Want to get married!

What They Need

- Catalyst/"Aha moment."
- Need to get engaged.

Awareness

Recognize Problem

Commit to Change

Consideration

Identify Options

Understand Solutions

Purchase

Evaluate Solutions

Validate and Purchase

What They Know

Things are fine. Consumer unaware of any issues.

Don't have a dress. Don't need one yet.

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Need to get engaged!

What They Don't Know

They are missing out on value. Things could be better.

What They Do

Recognize Problem

What They Don't Know

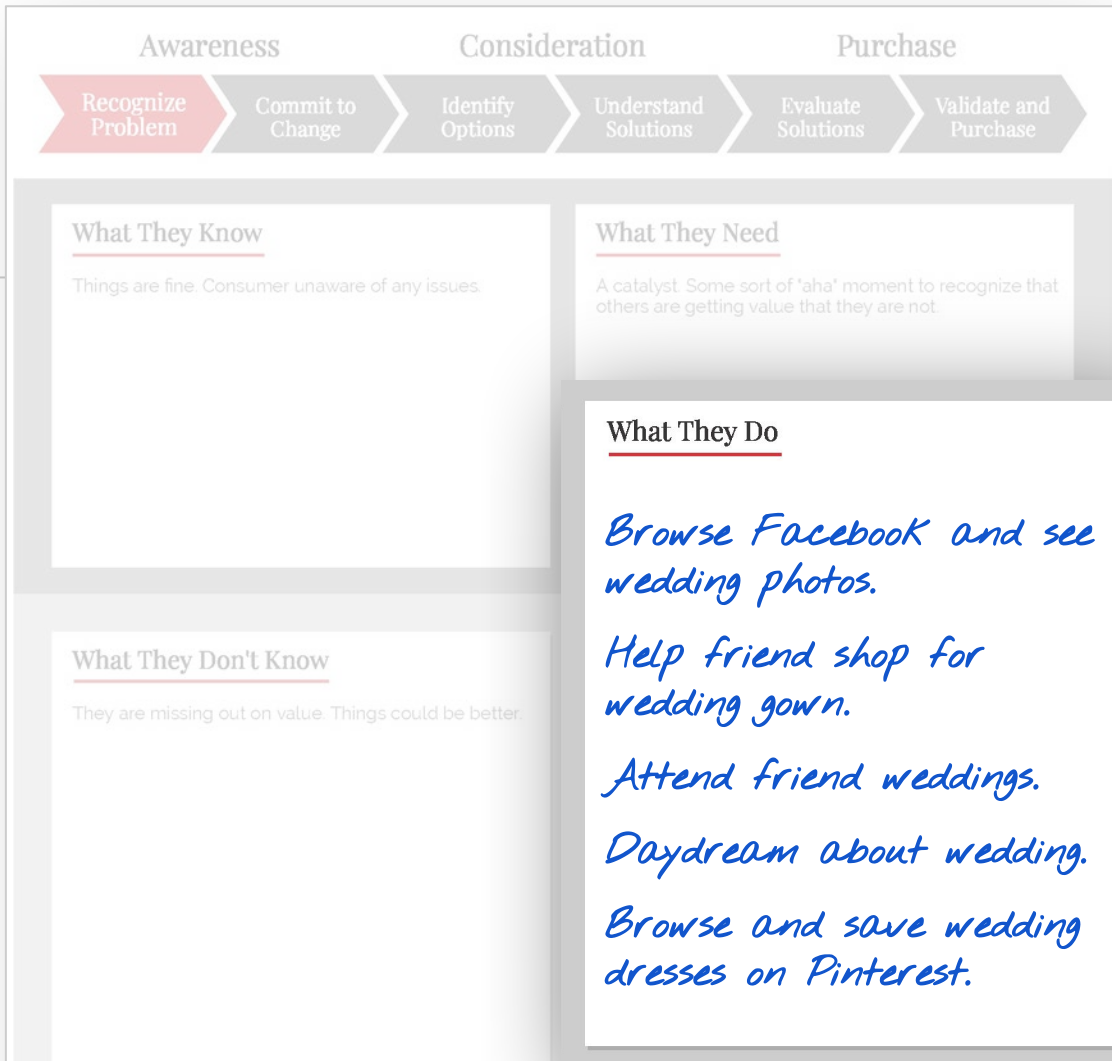
- What style of dress do I like best?
- Any details about the wedding.



Recognize Problem

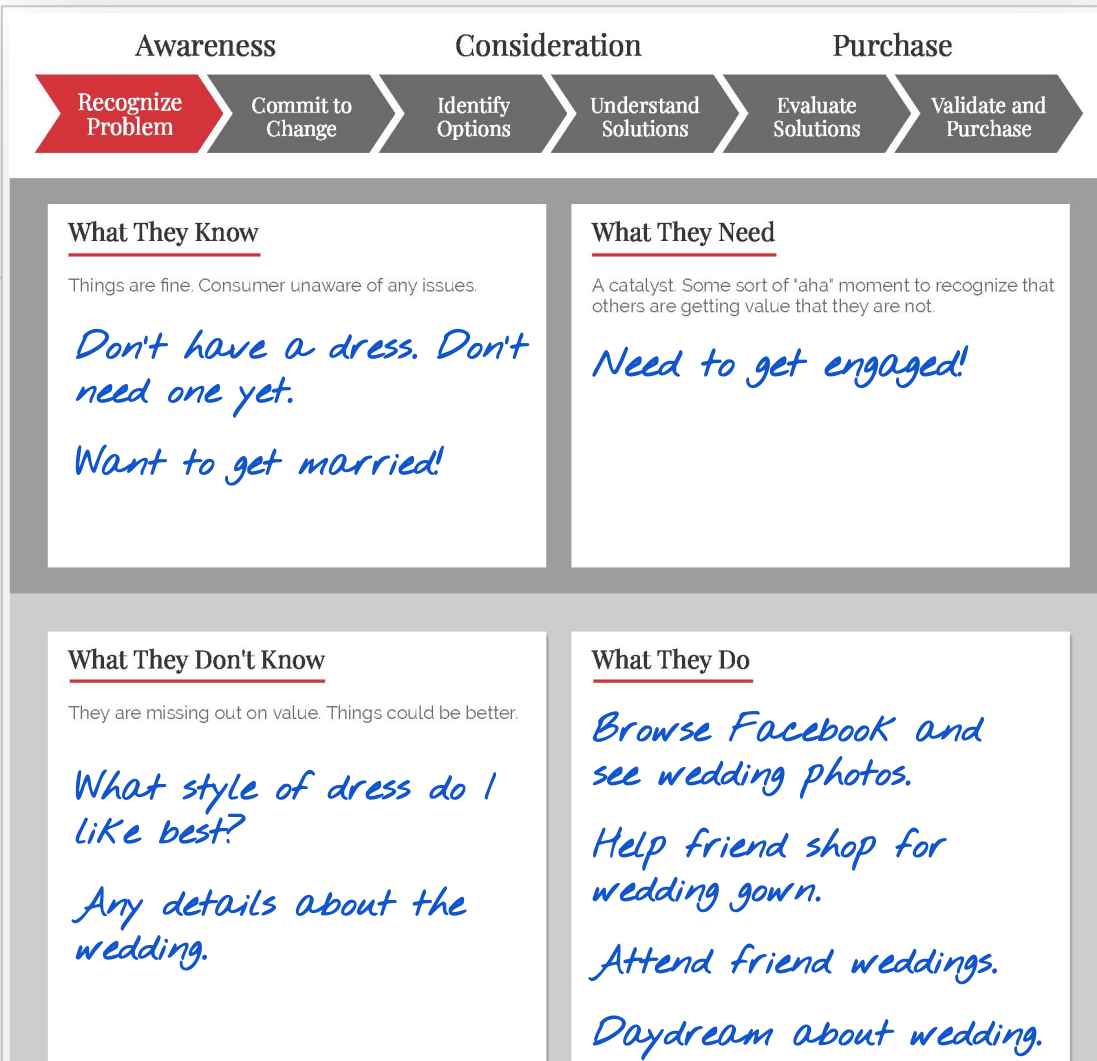
What They Do

- Browse Facebook and see family/friend weddings.
- Help friend shop for wedding gown.
- Attend family/friend weddings.
- Daydream about wedding.
- Browse and save wedding dresses on Pinterest.



Recognize Problem

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Commit to Change

What They Know

- Engaged!
- There is a lot to do before the big day.
- I'm going to need a dress.

What They Need

- A compelling reason to act. Confidence that workable solutions exist.
- Need to get engaged.

Awareness

Recognize Problem

Commit to Change

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Understand Solutions

Purchase

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Validate and Purchase

What They Know

Experienced a pain point. Aware of potential issue/opportunity and that things could be better.

Engaged!

There is a lot to do before the big day.

I'm going to need a dress.

What They Need

A compelling reason to act. Confidence that workable solutions exist.

Prioritize the dress.

What They Don't Know

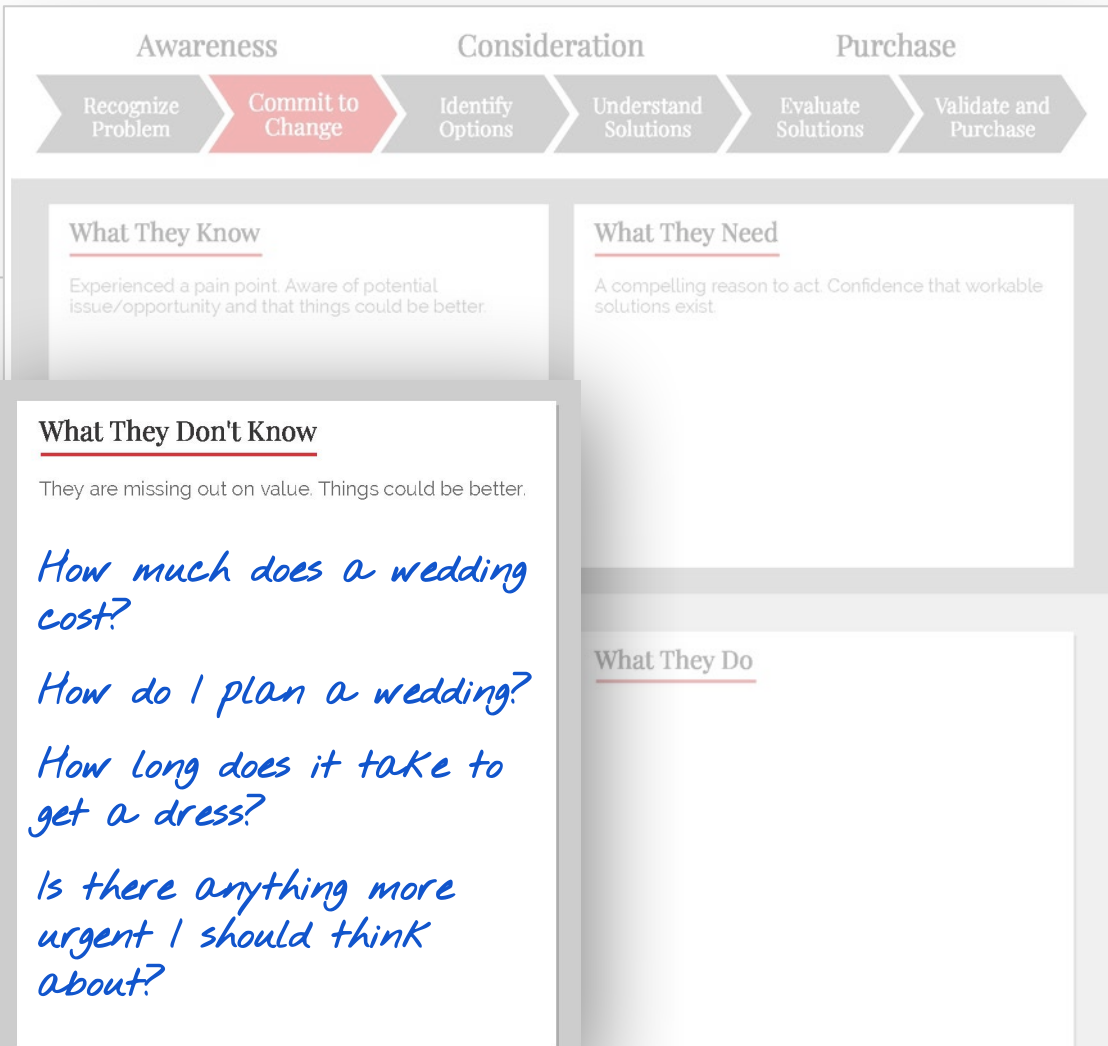
Unsure about the full impact of the issue. They don't know if the problem is worth solving.

What They Do

Commit to Change

What They Don't Know

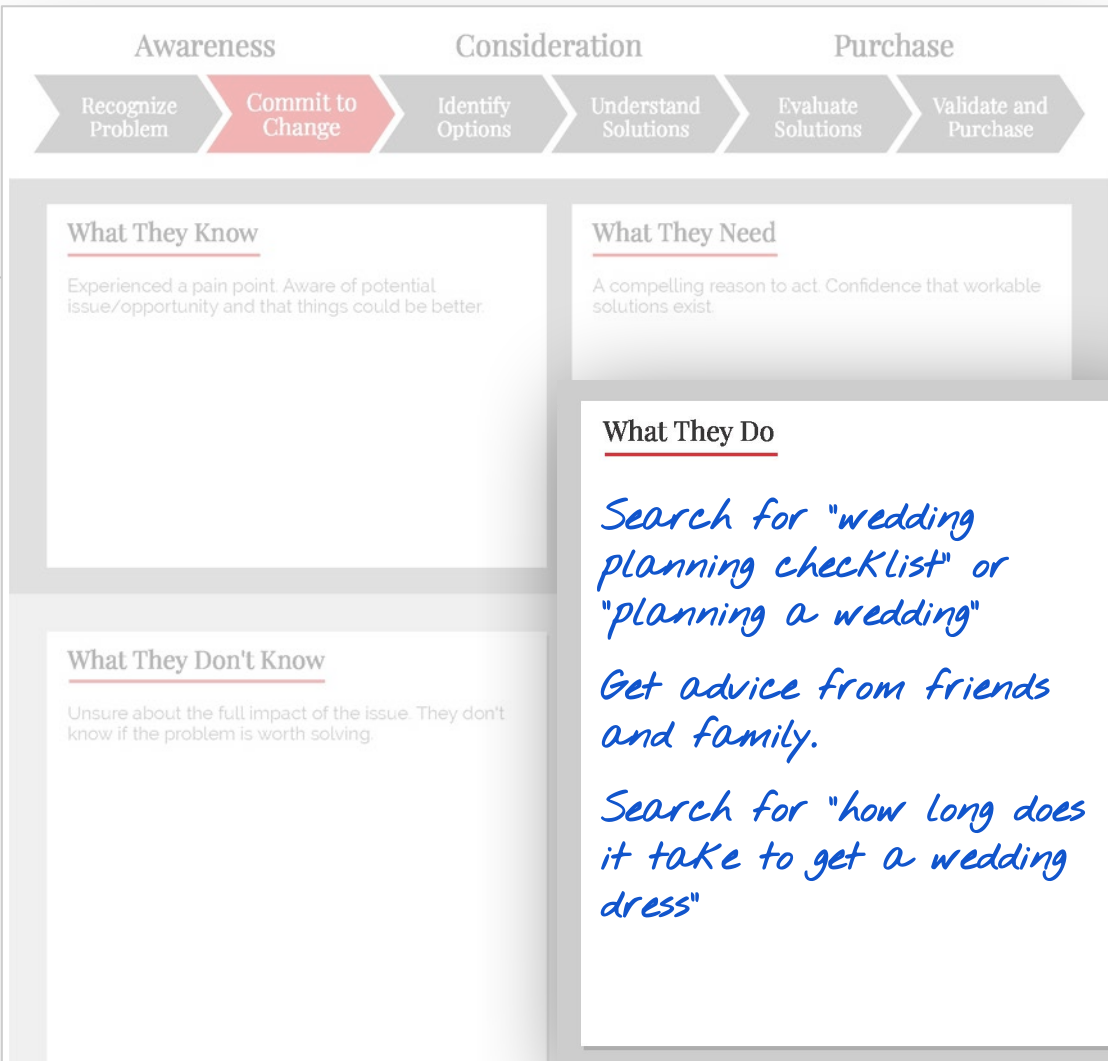
- How much does a wedding cost?
- How do I plan a wedding?
- How long does it take to get a wedding dress?
- Is there anything more urgent I should think about?



Commit to Change

What They Do

- Search for “wedding planning checklist” or “planning a wedding”
- Get advice from friends and family.
- Search for “how long does it take to get a wedding dress”



Commit to Change

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A compelling reason to act. Confidence that workable solutions exist.

Prioritize the dress.

What They Don't Know

Unsure about the full impact of the issue. They don't know if the problem is worth solving.

How much does a wedding cost?

How do I plan a wedding?

How long does it take to get a dress?

What They Do

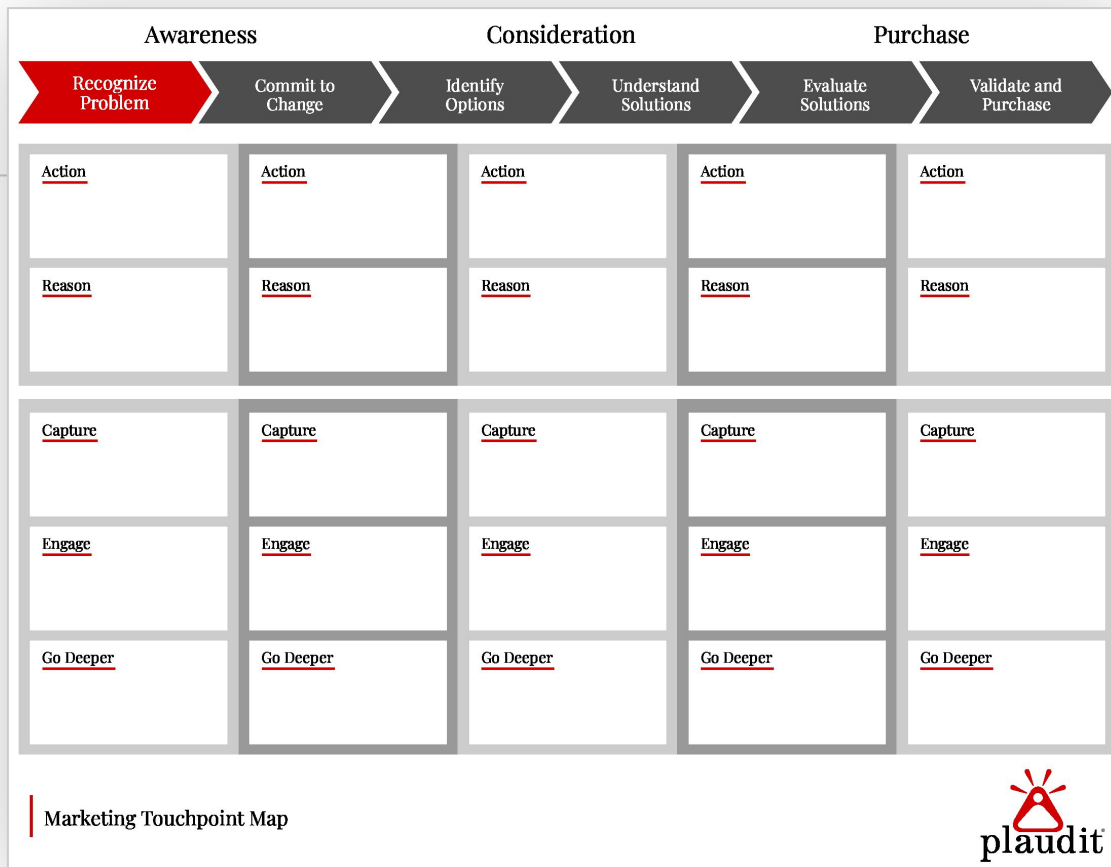
Search for "wedding planning checklist" or "planning a wedding"

Get advice from friends and family.

Search for "how long does it take to get a

The Marketing Touchpoint Map

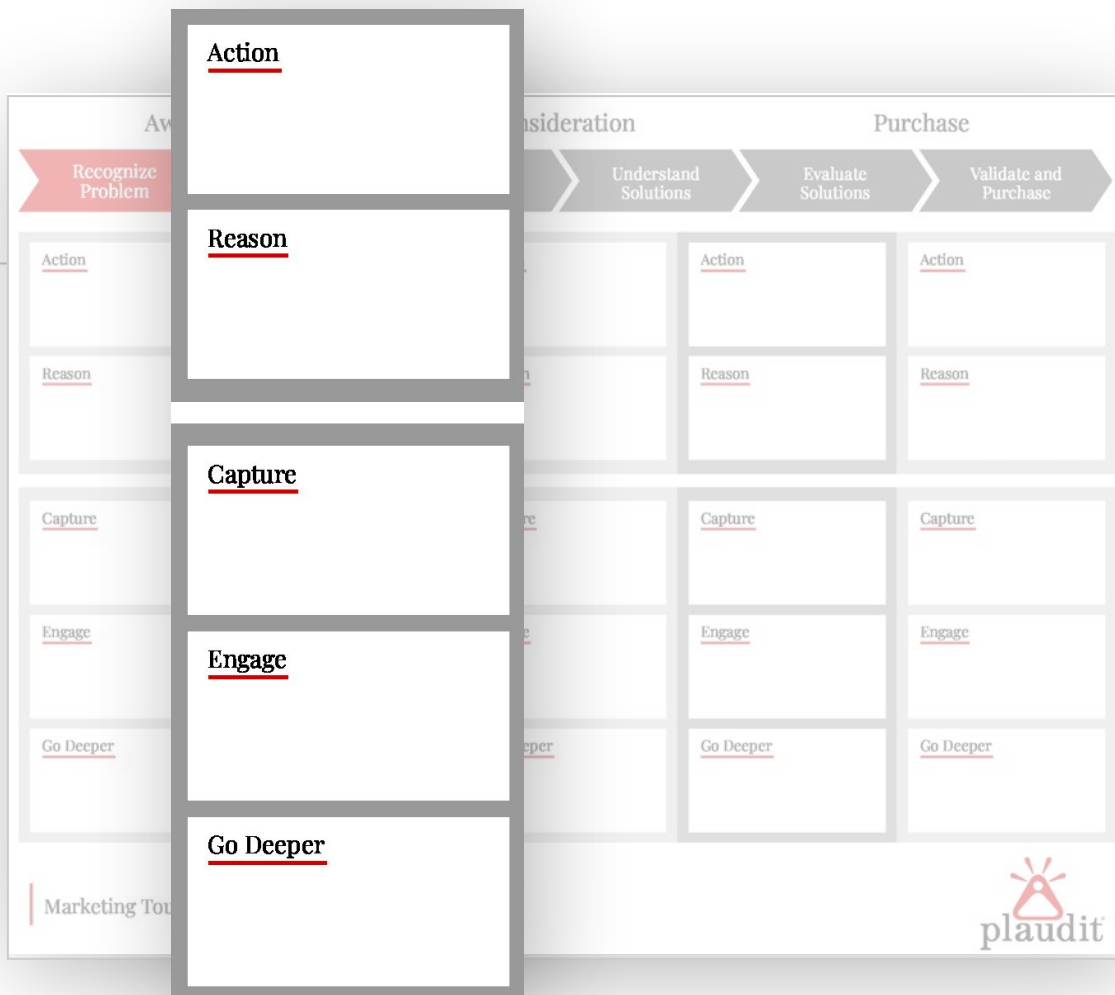
- Used to map touchpoints with each buyer action.
- Six Worksheets – One for each step.



The Marketing Touchpoint Map

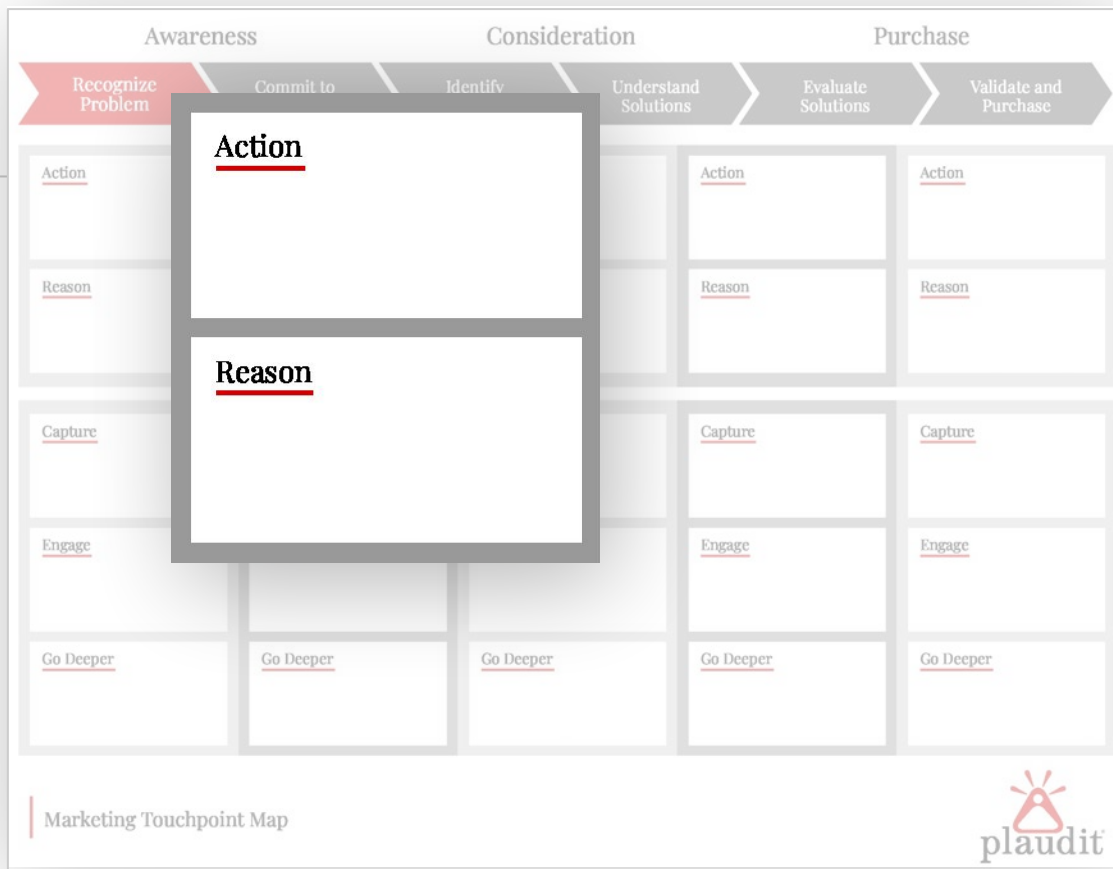
Each column represents an "Action Path".

This will help us align a series of touchpoints with a single customer action.

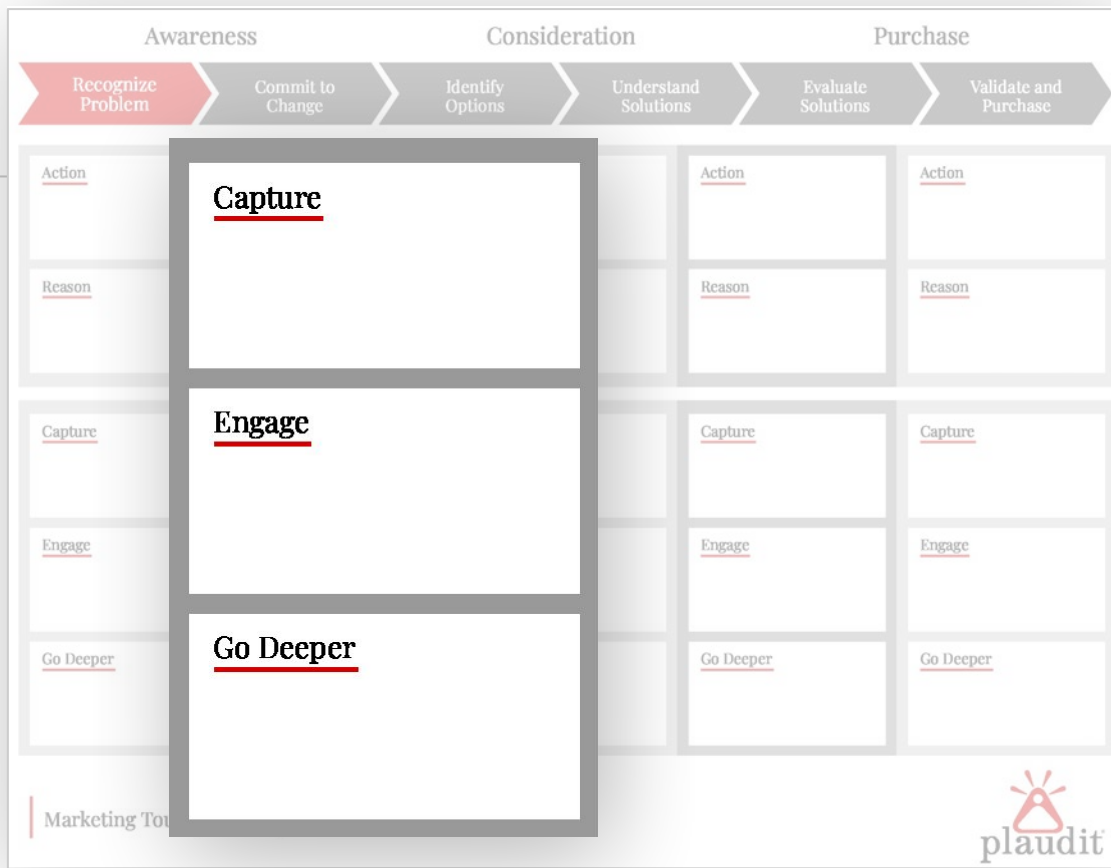


The Marketing Touchpoint Map

- **Action** – An action from the “What They Do” box on the Customer Action Map.
- **Reason** – The goal for this action. What the customer is trying to achieve.

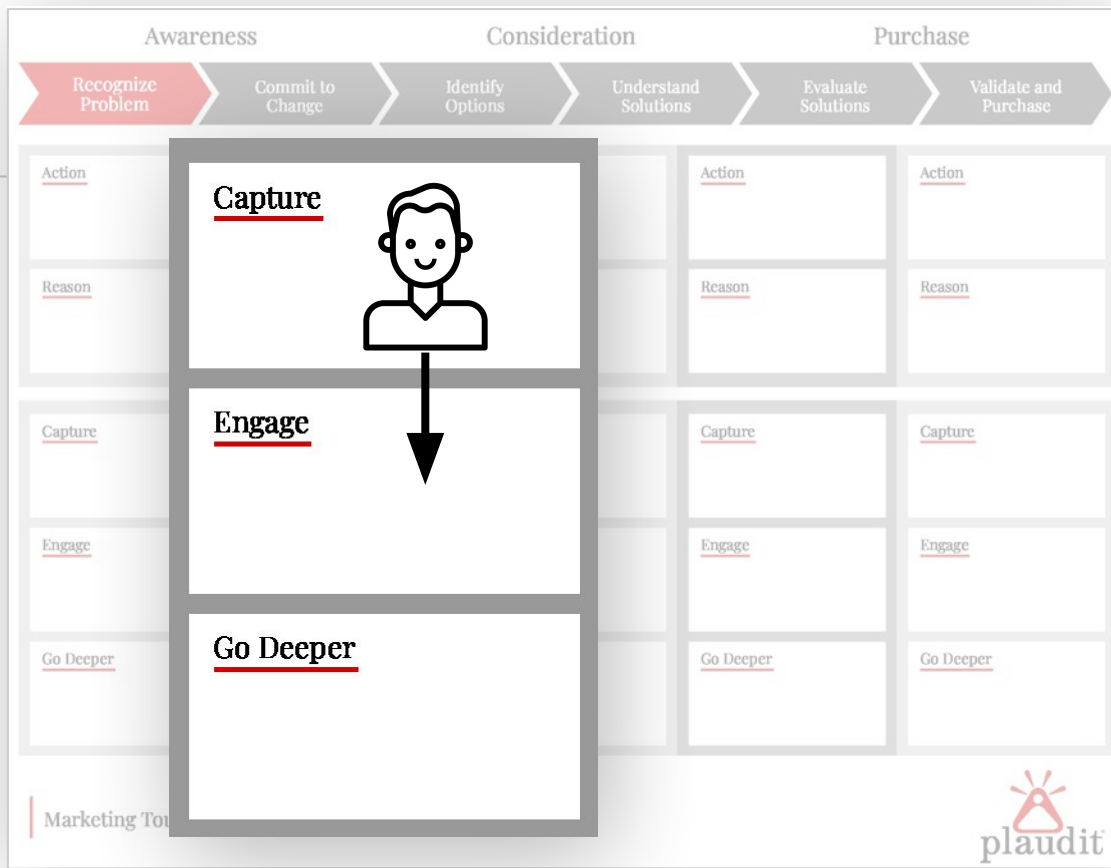


The Marketing Touchpoint Map



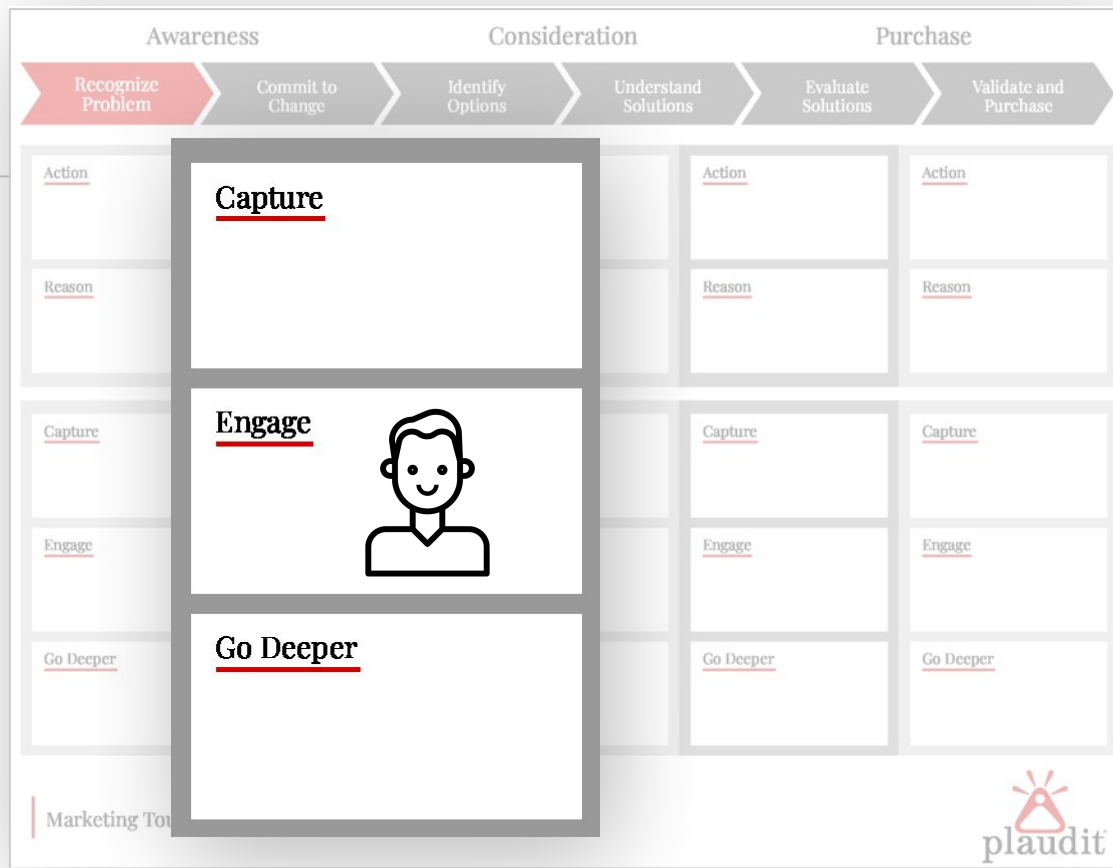
The Marketing Touchpoint Map

- **Capture** – Capture the customer's attention as they perform this action.



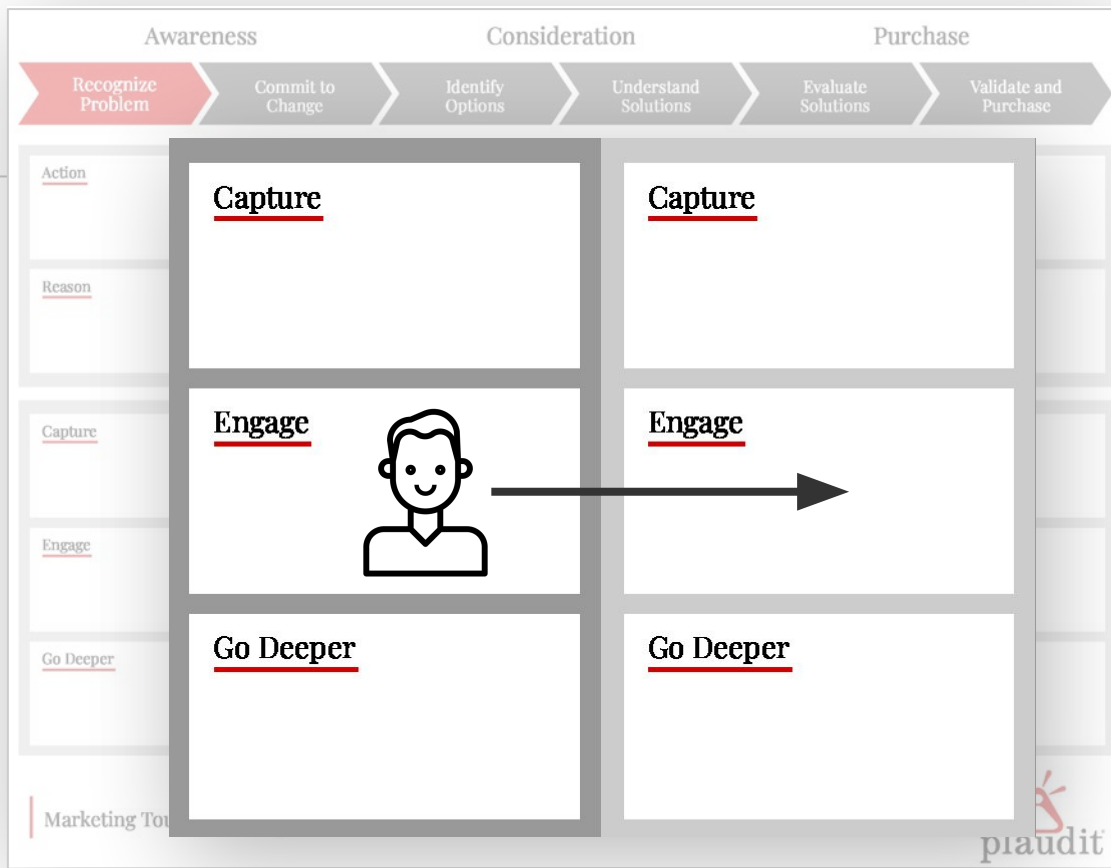
The Marketing Touchpoint Map

- **Capture** – Capture the customer's attention as they perform this action.
- **Engage** – The touchpoint we want the customer to engage with.



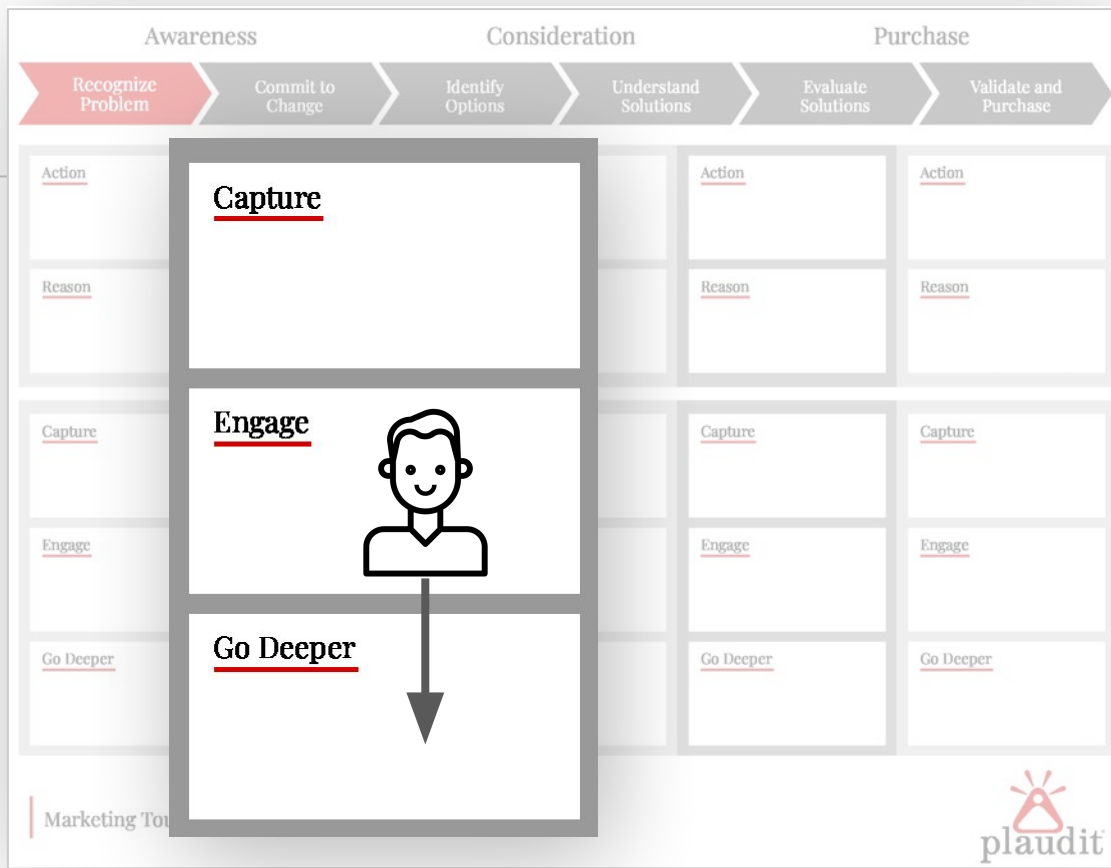
The Marketing Touchpoint Map

- **Capture** – Capture the customer's attention as they perform this action.
- **Engage** – The touchpoint we want the customer to engage with.



The Marketing Touchpoint Map

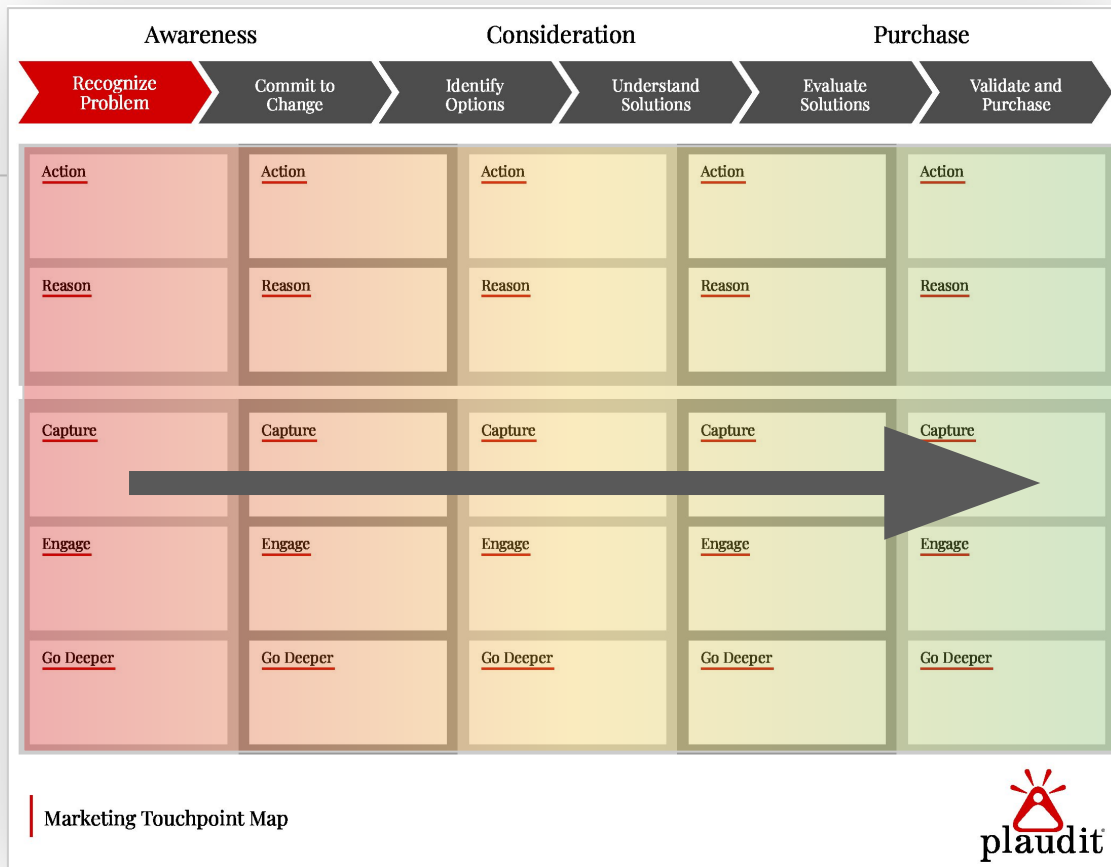
- **Capture** – Capture the customer's attention as they perform this action.
- **Engage** – The touchpoint we want the customer to engage with.
- **Go Deeper** – Provide additional detail for customers who need it.



The Marketing Touchpoint Map

Start with the most popular actions first.

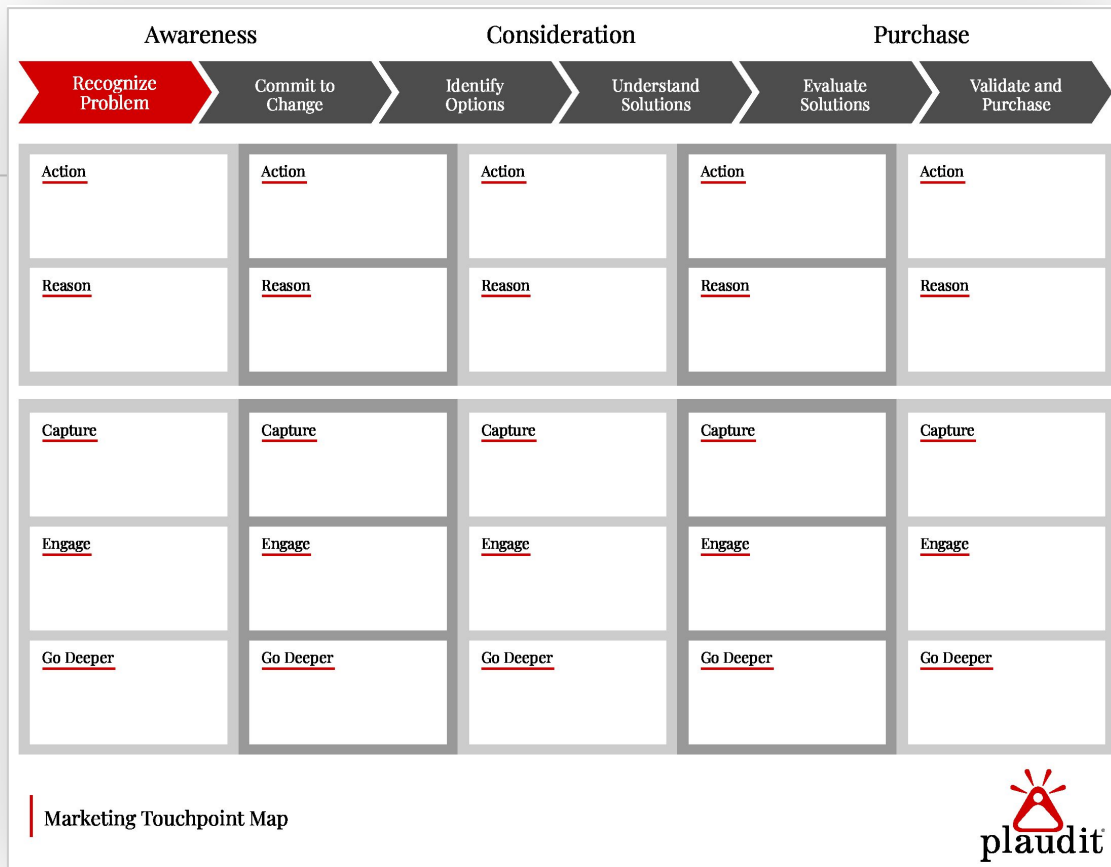
- Which actions do the most customers take?
- Which actions represent the most important decisions?
- Which actions have the biggest impact?



The Marketing Touchpoint Map

Prioritize the actions where:

- You CAN reach the customer.
- You have the best chance of getting in front of the customer.




The Marketing Touchpoint Map

Fill out each worksheet as best as you can to map your marketing activities to customer actions.

- Add your existing marketing activities as well as new ones.
- Use more than one sheet if you need more space.

Awareness		Consideration		Purchase	
Recognize Problem	Commit to Change	Identify Options	Understand Solutions	Evaluate Solutions	Validate and Purchase
<u>Action</u>	<u>Action</u>	<u>Action</u>	<u>Action</u>	<u>Action</u>	<u>Action</u>
<u>Reason</u>	<u>Reason</u>	<u>Reason</u>	<u>Reason</u>	<u>Reason</u>	<u>Reason</u>
<u>Capture</u>	<u>Capture</u>	<u>Capture</u>	<u>Capture</u>	<u>Capture</u>	<u>Capture</u>
<u>Engage</u>	<u>Engage</u>	<u>Engage</u>	<u>Engage</u>	<u>Engage</u>	<u>Engage</u>
<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>

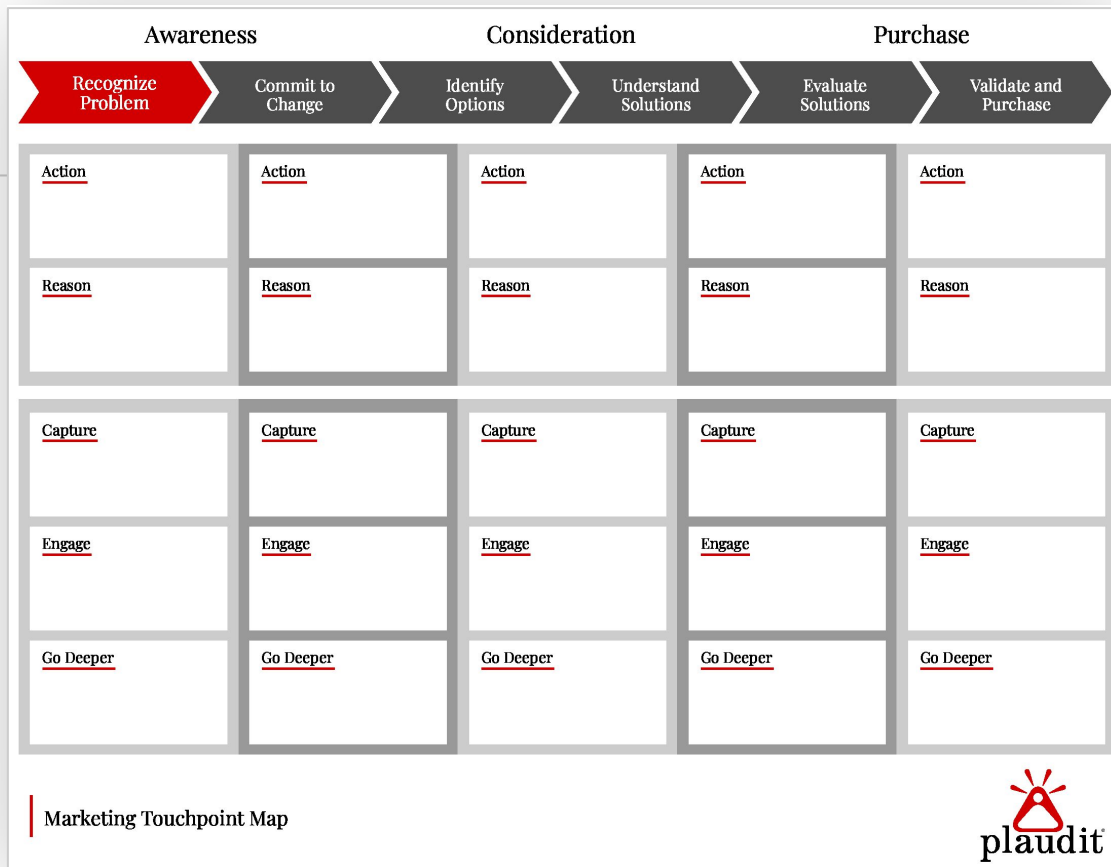
Marketing Touchpoint Map



The Marketing Touchpoint Map

You can also use it to evaluate marketing initiatives.

- Make sure your new ideas have a place to live.
- If they don't fit, they may not be connected to customer needs.



Example: Boutique Bridal Shop

Boutique Bridal Shop

Recognize Problem

What They Do

Browse Facebook and see wedding photos.

Help friend shop for wedding gown.

Attend friend weddings.

Daydream about wedding.

Browse and save wedding dresses on Pinterest.

Commit to Change

What They Do

Search for "wedding planning checklist" or "planning a wedding"

Get advice from friends and family.

Search for "how long does it take to get a wedding dress"

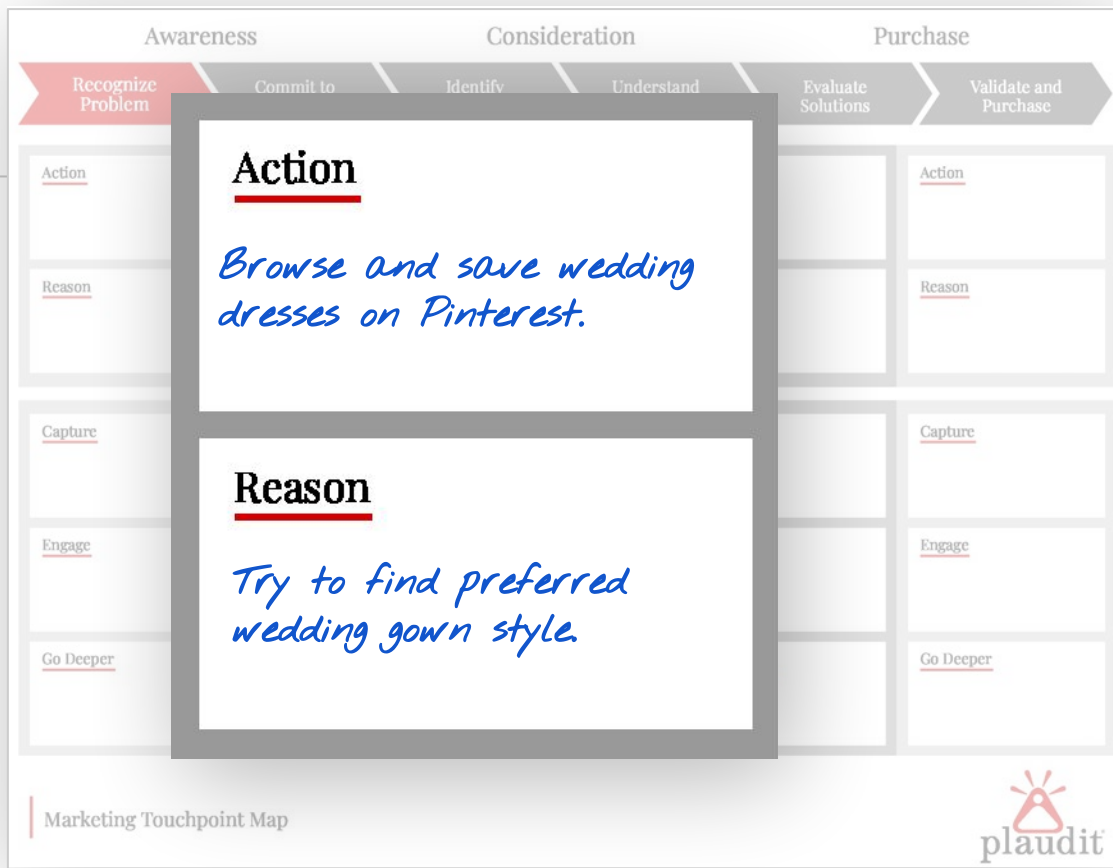
Recognize Problem

Action

- Browse and save wedding dresses on Pinterest.

Reason

- Try to find preferred wedding gown style.



Recognize Problem

Capture

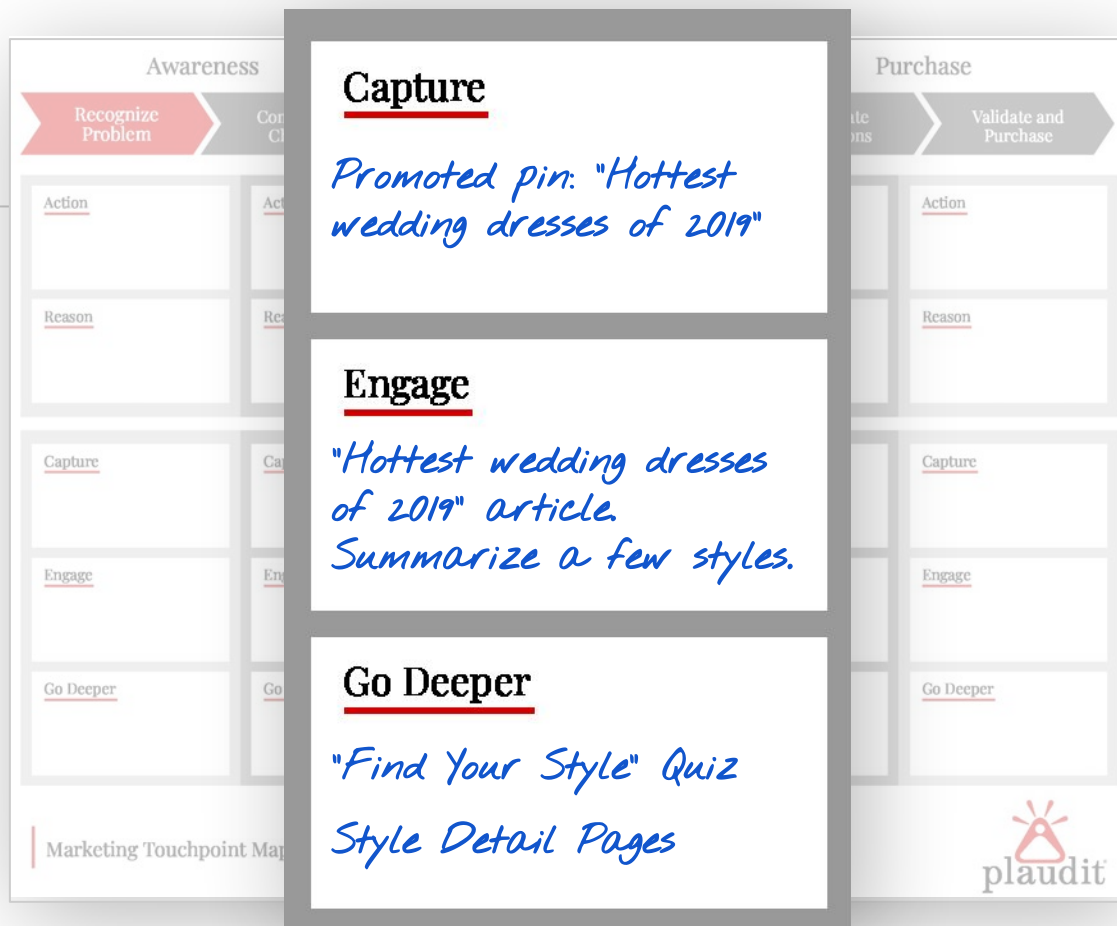
- Promoted pin: "Hottest wedding dresses of 2019"

Engage

- "Hottest wedding dresses of 2019" article. Summarize a few styles.

Go Deeper

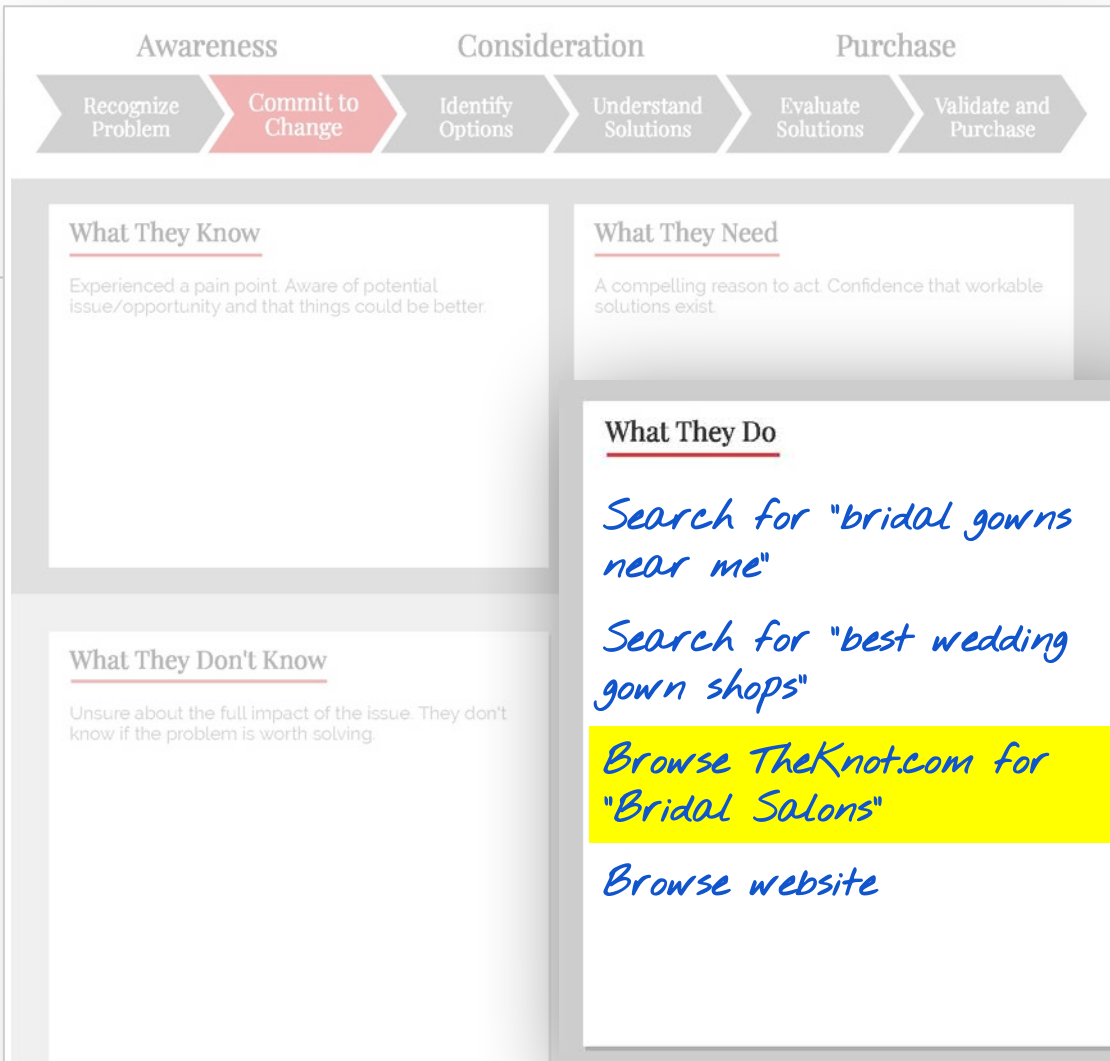
- "Find Your Style" Quiz
- Style Detail Pages



Identify Options

What They Do

- Search for “bridal gowns near me”
- Search “best wedding gown shops”
- Browse TheKnot.com for “Bridal Salons”
- Browse website for information.



Identify Options

Action

- Browse TheKnot.com for "Bridal Salons"

Reason

- Identify a variety of potential locations - emphasize reviews/awards.



Identify Options

Capture

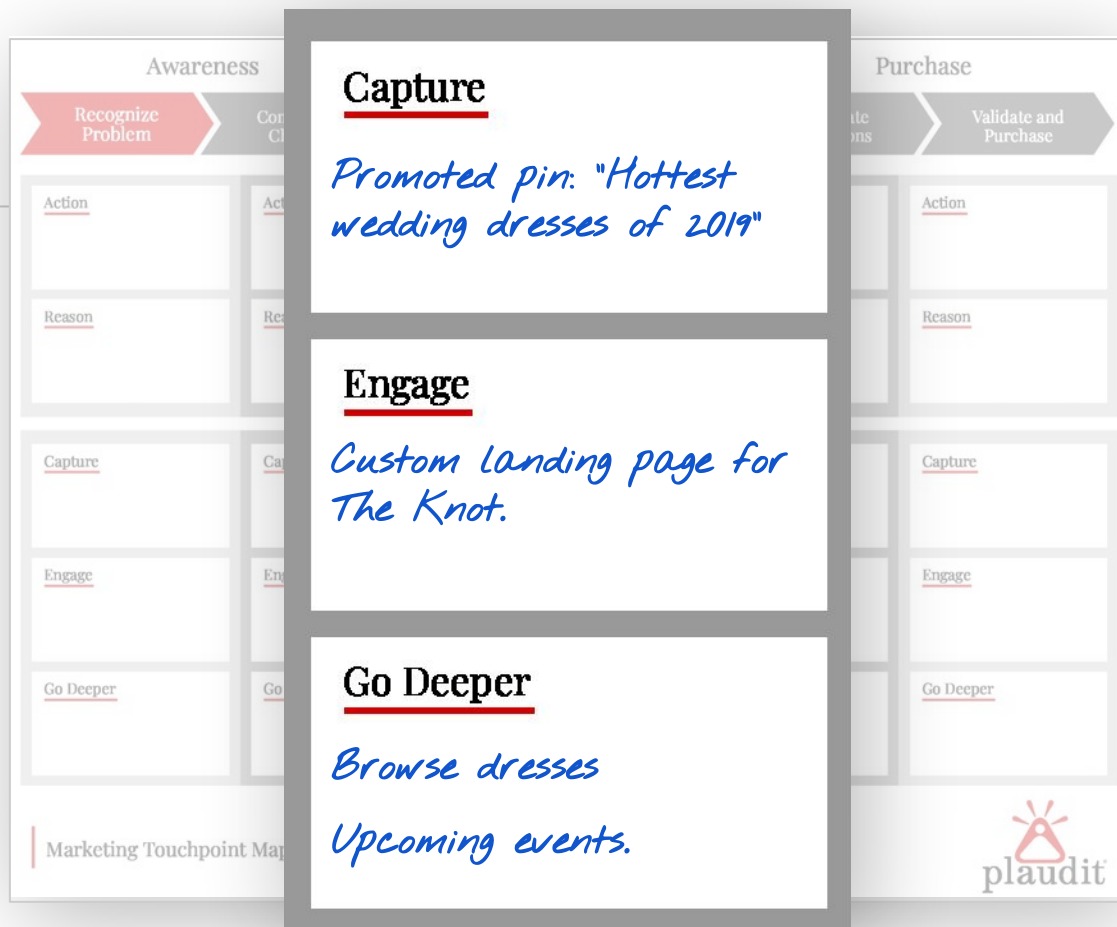
- Featured vendor page - build reviews and awards.

Engage

- Custom landing page for The Knot visitors.

Go Deeper

- Explore dress styles.
- Upcoming Events




Awareness		Consideration		Purchase	
Recognize Problem	Commit to Change	Identify Options	Understand Solutions	Evaluate Solutions	Validate and Purchase
What They Know Things are fine. Consumer unaware of any issues.		What They Need A catalyst. Some sort of "aha" moment to recognize that others are getting value that they are not.			
What They Don't Know They are missing out on value. Things could be better.		What They Do			

Customer Action Worksheet
 

Customer Action Map

Awareness		Consideration		Purchase	
Recognize Problem	Commit to Change	Identify Options	Understand Solutions	Evaluate Solutions	Validate and Purchase
<u>Action</u>	<u>Action</u>	<u>Action</u>	<u>Action</u>	<u>Action</u>	<u>Action</u>
<u>Reason</u>	<u>Reason</u>	<u>Reason</u>	<u>Reason</u>	<u>Reason</u>	<u>Reason</u>
<u>Capture</u>	<u>Capture</u>	<u>Capture</u>	<u>Capture</u>	<u>Capture</u>	<u>Capture</u>
<u>Engage</u>	<u>Engage</u>	<u>Engage</u>	<u>Engage</u>	<u>Engage</u>	<u>Engage</u>
<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>	<u>Go Deeper</u>

Marketing Touchpoint Map
 

Marketing Touchpoint Map

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Thank You!

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