



A Strategy User Manual For  
Building Better Outcomes:

# HOW TO DESIGN YOUR MARKETING CUSTOMER EXPERIENCE



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# HOW TO DESIGN YOUR MARKETING CUSTOMER EXPERIENCE

*Purpose:*

# How To Design Your Marketing Customer Experience

*Where do we have the greatest opportunity to 'win' with your Audience(s)?  
What touchpoint(s) deliver the greatest impact – cost efficiency, reach, and impact/receptivity?*

Considering the entire process, a brand takes when engaging with different consumers enables the ability to connect effectively and authentically. We will explore The Consumer Decision Journey (CDJ), Consumer Touchpoints and Marketing Ecosystem.



*An Essay:*

# Optimizing Media Plans through a Comprehensive Understanding of the Consumer Decision Journey

Creating an effective media plan in the dynamic landscape of consumer engagement necessitates a deep understanding of the consumer decision journey. This journey is not a linear path but a complex network of touchpoints and interactions. To establish a media plan that not only reaches but resonates with the audience, it is crucial to analyze where and how to engage consumers most effectively. This essay explores the components of the consumer decision journey, focusing on identifying the most impactful touchpoints in terms of cost efficiency, reach, and receptivity, thereby enabling brands to 'win' with their audiences.



An Essay:

# Optimizing Media Plans through a Comprehensive Understanding of the Consumer Decision Journey



The **Consumer Decision Journey** is a framework that maps out the path a consumer takes from recognizing a need to post-purchase behavior.



**Touchpoints** are the various platforms and channels through which consumers interact with a brand.



The **ecosystem** refers to how all these touchpoints and stages of the consumer journey come together to deliver a cohesive and value-added customer experience..



# THE CONSUMER DECISION JOURNEY

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*Understanding the Consumer Decision Journey:*

# Navigating the Consumer Decision Journey: Insights and Strategies for Marketing Professionals

In the ever-evolving landscape of consumer behavior, understanding the consumer decision journey (CDJ) is paramount for marketing professionals in both brands and agencies. This journey encompasses the entire process from initial awareness to post-purchase evaluation, which has become increasingly complex in the digital age.

This essay aims to provide an in-depth analysis of the CDJ, incorporating recent insights, data, trends, and professional points of view (POVs) to equip marketing professionals with the knowledge and strategies necessary for effective consumer engagement.





An Essay:

# Navigating the Consumer Decision Journey: The Evolving Nature of the Consumer Decision Journey

The CDJ, traditionally viewed as a linear progression from need recognition to purchase, has transformed into a more dynamic and interconnected process. Digital technology, particularly the rise of social media and mobile devices, has expanded and complicated the journey, introducing new touchpoints and influencing factors.



## Multi-Channel Interactions:

Consumers now interact with brands across multiple online and offline channels. A Google study revealed that 90% of consumers switch between an average of three devices to complete a task, indicating the non-linear nature of modern consumer journeys.



## Increased Consumer Expectations:

Today's consumers expect personalized, relevant, and seamless experiences across all touchpoints. Salesforce reports that 76% of consumers expect companies to understand their needs and expectations.



## The Role of Social Media and

**Influencers:** Social media platforms and influencers significantly shape consumer opinions and decisions. According to a survey by Mediakix, 80% of marketers find influencer marketing effective, and 71% rate the quality of customers and traffic from influencer marketing as better than other sources.

An Essay:

# Navigating the Consumer Decision Journey: Key Behavioral Stages of the Consumer Decision Journey



## 1. Awareness:

The journey begins with awareness, where consumers first learn about a brand or product. Effective strategies at this stage include targeted advertising, content marketing, and social media engagement.



## 2. Consideration:

Consumers evaluate and compare options. Brands can influence decisions by leveraging targeted content, customer reviews, and comparison tools.



## 3. Purchase:

The actual transaction occurs. Ease of purchase, customer support, and a seamless checkout process are crucial.



## 4. Post-Purchase:

The focus shifts to customer retention and loyalty after the purchase. This stage includes customer service, follow-up communication, and loyalty programs.



## 5. Advocacy:

Satisfied customers become brand advocates. Encouraging online reviews and leveraging user-generated content are effective strategies.

An Essay:

# Navigating the Consumer Decision Journey: Strategies for Engaging Consumers Along the Journey



**Data-Driven Personalization:** Utilizing data analytics to personalize interactions at each journey stage. For instance, Amazon's recommendation system uses customer data to personalize the shopping experience.



**Omnichannel Marketing:** Creating a consistent brand experience across all online and offline channels. A Harvard Business Review study found that omnichannel customers spend an average of 4% more in-store and 10% more online than single-channel customers.



**Content Marketing:** Developing relevant and valuable content to attract and engage consumers. According to the Content Marketing Institute, 72% of marketers say content marketing increases engagement and the number of leads.



**Leveraging Social Proof:** Utilizing reviews, testimonials, and influencer partnerships to build trust and influence purchase decisions.



**Customer Experience Optimization:** Continuously improving the customer experience based on feedback and data. Bain & Company notes that companies that excel in customer experience grow revenues 4-8% above their market.

*Understanding the Consumer Decision Journey:*

# Navigating the Consumer Decision Journey: Insights and Strategies for Marketing Professionals

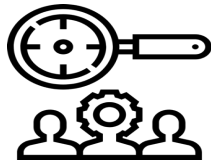


The consumer decision journey is critical for marketing professionals seeking to engage with their audience effectively. In the digital age, this journey is characterized by its non-linear nature, the importance of multi-channel interactions, and heightened consumer expectations. By understanding and strategically engaging with consumers at each journey stage and leveraging data-driven insights, omnichannel strategies, and content marketing, brands and agencies can create meaningful connections with consumers, ultimately driving loyalty and advocacy. As the consumer landscape evolves, staying abreast of these trends and adapting strategies accordingly will be crucial to marketing success.

Navigating the Consumer Decision Journey:

# Choosing the Right Consumer Decision Journey:

To determine our touchpoints, we must understand what type of consumer journey we need to use and then establish the appropriate OSEP based on the context of the Journey - needs, barriers, motivations.



## TYPE OF JOURNEY

PLANNED  
(DISRUPTED) HABITUAL  
ECOSYSTEM  
PATIENT-CENTRIC



## CDJ

**JOURNEY STAGES:** TRIGGERS, MOMENTS & ACTIONS  
**COMMUNICATION TASK:** ACTIVITY  
**NEED STATE:** MINDSET, NEEDS, BARRIERS  
CONTENT/EXPERIENCE & MESSAGING



## TOUCHPOINT/S





OWNED  
PAID  
EARNED  
NETWORKED



Navigating the Consumer Decision Journey:

# Choosing the Right Consumer Decision Journey:

Decision journeys can vary significantly within a category thanks to a variety of factors. Think of the journey framework as the scaffolding upon which the customer journey is built. Before considering research methodologies, start by selecting the appropriate framework for the category and brand situation.

JOURNEY TYPE	JOURNEY MAP	CHARACTERISTICS	USE CASE	INSIGHT
<b>Planned</b>		<ul style="list-style-type: none"> <li>• Longer</li> <li>• Infrequent</li> <li>• Research intense</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Services</li> <li>• Auto</li> <li>• Telco</li> <li>• Consumer Electronics</li> </ul>	Identify distinctive stages in the decision journey and connect the dots across stages.
<b>[Disrupted] Habitual</b>		<ul style="list-style-type: none"> <li>• Frequent</li> <li>• Low involvement</li> <li>• Double-check</li> </ul>	<ul style="list-style-type: none"> <li>• FMCG</li> <li>• OTC</li> <li>• Pet Food</li> <li>• Health &amp; Beauty</li> </ul>	A routine is established but can be easily disrupted if the cost of switching is low.
<b>Ecosystem</b>		<ul style="list-style-type: none"> <li>• Multiple stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> </ul>	Understand the role, need and expectation of each touchpoint against each constituent
<b>Patient-centric</b>		<ul style="list-style-type: none"> <li>• Patient care</li> <li>• Highly considered</li> </ul>	<ul style="list-style-type: none"> <li>• Pharma</li> <li>• Healthcare</li> </ul>	Look at a different starting point – patient need-states – regardless of treatment events or even disease indications.

Navigating the Consumer Decision Journey:

# Factors to Consider When Deciding Your CDJ

FACTOR THAT DEFINES CONSUMER JOURNEY	WHAT IS IT?	AWARE	DISCOVER	PREFER	PURCHASE	RECOMMEND
<b>Need State</b>	<i>What is the consumer's need state?</i>	Identify products and services to meet their fundamental needs	Develop initial consideration set of brands	Compare brands/solutions; refine consideration set	Choose the brand that best fulfills their needs	Evaluate their experience
<b>Brand</b>	<i>What is the role of the brand?</i>	Bring news about our products to consumers	Help consumers to get to know what the brand stands for	Provide relevant arguments about why our brand is the right choice to fit consumers needs	Help consumers find our brand or product	Help consumers to share their experiences and opinions
<b>Comms</b>	<i>What is the role of comms?</i>	Introduce a new product or brand	Help consumers to obtain information to support their decision	Help consumers to see how appealing a brand is	Help consumers to decide our brand at the moment of purchase	Create content to motivate consumers to talk about our products
<b>Messaging</b>	<i>What type of messaging is necessary?</i>	Ensure that people cant miss our communications and messages	Give them new ideas that will inspire them to consider us now	Ensure we provide information on key features & benefits of our products for comparison	Focus on the positive experience/enjoyment of using the brand	Increase advocacy among our buyers
<b>Information</b>	<i>What information do they need to get to the next stage?</i>	Provide reminders to consumers about our products or brands	Convince that now is the right time to buy in the category	Make it easier to compare us with competition	Encourage consumers to use and buy the product more frequently	Reward and encourage loyalty





# TOUCHPOINTS



*Understanding Consumer Touchpoints:*

# Navigating Consumer Touchpoints: Insights, Trends, and Strategies in the Modern Marketing Landscape

In marketing, consumer touchpoints are critical moments where customers interact with a brand, product, or service. These interactions shape their perceptions, influence decisions, and ultimately determine the success of marketing strategies. In an increasingly digital and interconnected world, the number and complexity of these touchpoints have expanded, making it essential for marketers to understand and strategically engage with them.

This essay explores the various consumer touchpoints, providing insights, data, trends, and professional points of view (POVs) to understand their role in the modern marketing ecosystem comprehensively.



*Understanding Consumer Touchpoints:*

# Navigating Consumer Touchpoints: Insights, Trends, and Strategies in the Modern Marketing Landscape

**Definition and Importance:** A consumer touchpoint is any interaction between a consumer and a brand.

This can range from viewing an advertisement to experiencing post-purchase customer service.

Each touchpoint offers an opportunity to build brand awareness, influence perception, and drive consumer behavior.

**Types of Touchpoints:** These include:

- *Traditional Advertising* (TV, radio, print),
- *Digital Advertising* (social media, email, SEO, PPC),
- *In-store Experiences*,
- *Customer Service Interactions*,
- *Word-of-Mouth*, and
- increasingly, *Virtual and Augmented Reality Experiences*.



An Essay:

# Navigating Consumer Touchpoints: Insights and Data on Consumer Touchpoints



**The Digital Shift:** With the rise of digital media, online touchpoints have become increasingly significant. A report by Statista indicates that as of 2023, over 5.3 billion people are actively using the internet, thereby expanding the digital touchpoints manifold.



**The Power of Social Media:** Social media platforms have emerged as critical touchpoints. Data from Hootsuite and We Are Social reveals that the average user spends about 2.5 hours on social networks and messaging daily.



**Omnichannel Presence:** Consumers expect a seamless omnichannel experience. A study by Harvard Business Review found that omnichannel customers spend an average of 10% more online than single-channel customers.

An Essay:

# Navigating Consumer Touchpoints: Trends Influencing Consumer Touchpoints



**Personalization:** Tailoring experiences and communications to individual consumer preferences and behaviors is becoming increasingly important. Epsilon's research shows that 80% of consumers are more likely to purchase when brands offer personalized experiences.



**Mobile Optimization:** With the growing use of smartphones, optimizing touchpoints for mobile is crucial. Google's research indicates that 61% of users are unlikely to return to a mobile site they had trouble accessing.



**Sustainability and Ethical Considerations:** Consumers increasingly value sustainability and ethics in their brand interactions. Nielsen reports that 73% of global millennials are willing to pay extra for sustainable offerings.

*Things to Consider:*

# Navigating Consumer Touchpoints: Useful Tips To Consider When Including Touchpoints In A Consumer Journey

## 1. UNIVERSAL TOUCHPOINTS

At first, map out universal touchpoints, which are ones that can be applied to all of your brand's customers. Eventually, you'll create more specific experience maps with more distinct touchpoints.

## 3. VISUALIZE THE TOUCHPOINTS

Visually illustrate the customer journey map, including flow from one touchpoint to the next. Having a visual will help you to see areas that work well and also areas that need to be improved. Spend extra time with the touchpoints that act as breakpoints.

## 2. DETAIL EACH TOUCHPOINT

Make a list of touchpoints and pay extra attention to the ones that serve as breakpoints. For each one, include a description, interaction method, and customer expectation.

## 4. CUSTOMIZE EACH TOUCHPOINT

Based on the data that was gathered throughout the mapping process, brands should revisit each touchpoint and further develop content that's more relevant to the customer.



*Understanding Consumer Touchpoints:*

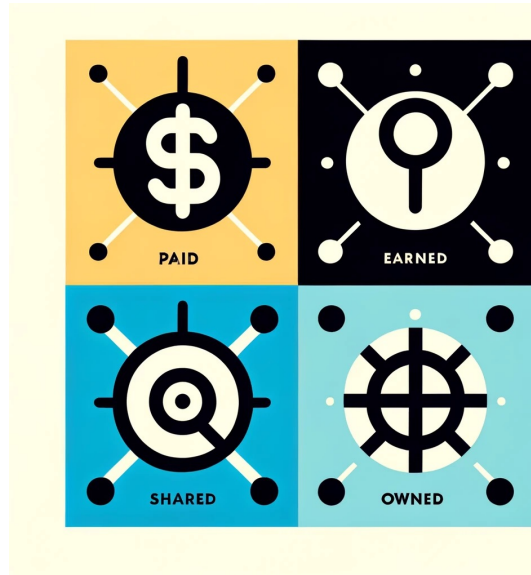
# Navigating Consumer Touchpoints: Insights, Trends, and Strategies in the Modern Marketing Landscape



Consumer touchpoints are pivotal elements in the tapestry of marketing strategies. In today's digital age, understanding and effectively leveraging these touchpoints is essential for creating meaningful connections with consumers. The personalization, mobile optimization, and sustainability trends reflect broader societal shifts and consumer expectations. For marketers, success lies in an integrated, data-driven approach that prioritizes customer experience and adapts to the evolving landscape of consumer interactions. As these touchpoints evolve with technological and cultural shifts, so must the strategies marketers employ to engage consumers effectively at each point in their journey.

*Navigating Consumer Touchpoints:*

# The Convergence of Media: Paid, Owned, Earned, and Networked



**Integrated Approach:** The most successful brands integrate all four media types, leveraging the strengths of each. For instance, a campaign might combine paid ads to drive traffic, owned content to engage visitors, earned media for credibility, and networked efforts for extended reach.


**Data-Driven Decisions:** Utilizing data analytics to optimize media spend and strategy is becoming increasingly prevalent—for example, Netflix's use of viewer data to inform content creation and marketing strategies.

**Authenticity and Transparency:** Authenticity is critical, especially in earned and networked media. Consumers are savvy and can quickly detect insincerity, which can backfire.

**Adapting to Changing Consumer Behaviors:** With the rise of ad blockers and shifting social media algorithms, brands must continuously adapt their strategies to remain effective.

## Understanding Consumer Touchpoints:

# Navigating Consumer Touchpoints:

	DESCRIPTION	MAJOR PLAYERS	PRICING MODEL	PRO'S	CON'S	CDJ ALIGNMENT
	This includes all marketing that requires payment, like advertisements on television, radio, print, online, or social media platforms. Paid media is a great way to quickly generate visibility and drive traffic. Brands can precisely target their audience, control the message, and track the effectiveness of their ads.	Google and Facebook dominate the digital space, while traditional powerhouses like NBC and The New York Times still hold sway in offline media.	CPM - cost per 1000 impressions Engagement CPC - cost per click, with premium pricing for high-traffic slots or targeted demographics.	Immediate and scalable reach, control over messaging, and measurable ROI.	It can be expensive, particularly for prime placements. There's also increasing consumer resistance to overt advertising	Awareness Consideration Preference
	This refers to any media that the brand controls, like their website, blog, email newsletters, and social media profiles. Owned content is crucial for engaging visitors once they've arrived via paid or other media. It allows brands to tell their story, build relationships, and provide value to their audience.	Brands with robust content strategies, like Red Bull with high-octane sports content or American Express with business-focused insights.	Primarily investment in content creation and platform maintenance. Costs can vary widely based on the scale and quality of output.	Full control over messaging, cost-effective in the long term, and excellent for building long-term customer relationships.	It can be expensive, particularly for prime placements. There's also increasing consumer resistance to overt advertising	Awareness Consideration Preference Purchase Post-Purchase
	Earned media is publicity gained thru efforts other than paid advertising, such as customer reviews, media coverage, word-of-mouth, & social media mentions. It's valuable because it provides credibility & endorsement from 3rd parties, which can be more persuasive than direct brand messages.	Brands that excel in PR and customer experience, like Apple or Tesla, often generate significant earned media.	While ostensibly 'free,' it often requires investment in PR, customer service, and quality product/service offerings.	High credibility and trust, organic reach, and often viral potential.	Less control over messaging, can be unpredictable.	Consideration Preference Purchase Post-Purchase
	.Often overlapping with social media, shared media involves the sharing of content, participation in social networks, & collaborative projects with other brands or influencers. It extends the brand's reach via networks & communities, fostering engagement & spreading brand awareness organically.	Brands with strong influencer networks, such as Fashion Nova or Glossier, excel here.	Varies from direct payments to influencers to revenue-sharing models with partners.	Access to established audiences, humanized brand representation, and creative collaboration opportunities.	Requires careful selection of partners, potential brand misalignment risks.	Consideration Purchase Post-Purchase



*Understanding Consumer Touchpoints:*

# Navigating Consumer Touchpoints: Insights, Trends, and Strategies in the Modern Marketing Landscape

## **Determine The Steps In The Journey As Well As Key Drivers And Needs At Each Step:**

- What kind of Journey is the consumer taking?
- How complex is the journey? How many phases are there to the Journey?
- What emotional and rational triggers motivate someone to begin the process?
- How do users/consumers view the steps in the process?
- What are their attitudes, emotions, behaviors, goals and needs at each stage of the journey and how does their mindset evolve?
- What actions are they taking to move themselves onto the next stage?
- Why is the customer motivated to keep going to the next stage? What structural, process, cost, implementation, or other barriers stand in the way of moving on to the next stage?

## **Explore Informational Needs and Sources:**

- What is the customer doing at each stage?
- What are the key questions that need to be answered at each stage of the journey?
- What are their unmet needs for information?
- Who are their trusted advisors/influencers?
- What assets, materials, content do they need? From the brand?

## **Touchpoints:**

- What specific things are we doing at each touchpoint?
- Are the touchpoints addressing customers' motivations, and answering their questions or allaying concerns? Are they working for your target customers, and for novices and experts alike?
- Are the touchpoints addressing your customers' unmet/underlying/latent needs? Are their needs going unstated that neither you nor competitors are solving?
- Are all the touchpoints speaking with the same tone, the same message, even the same words? Is your brand being communicated effectively and clearly?
- Are there hiccups in the flow from one stage to the next that may cause potential customers to drop off, or cause dissatisfaction for current customers (and perhaps costly product returns or help-line calls)?
- Are the touchpoints differentiating you from competitors and helping retain the customer?



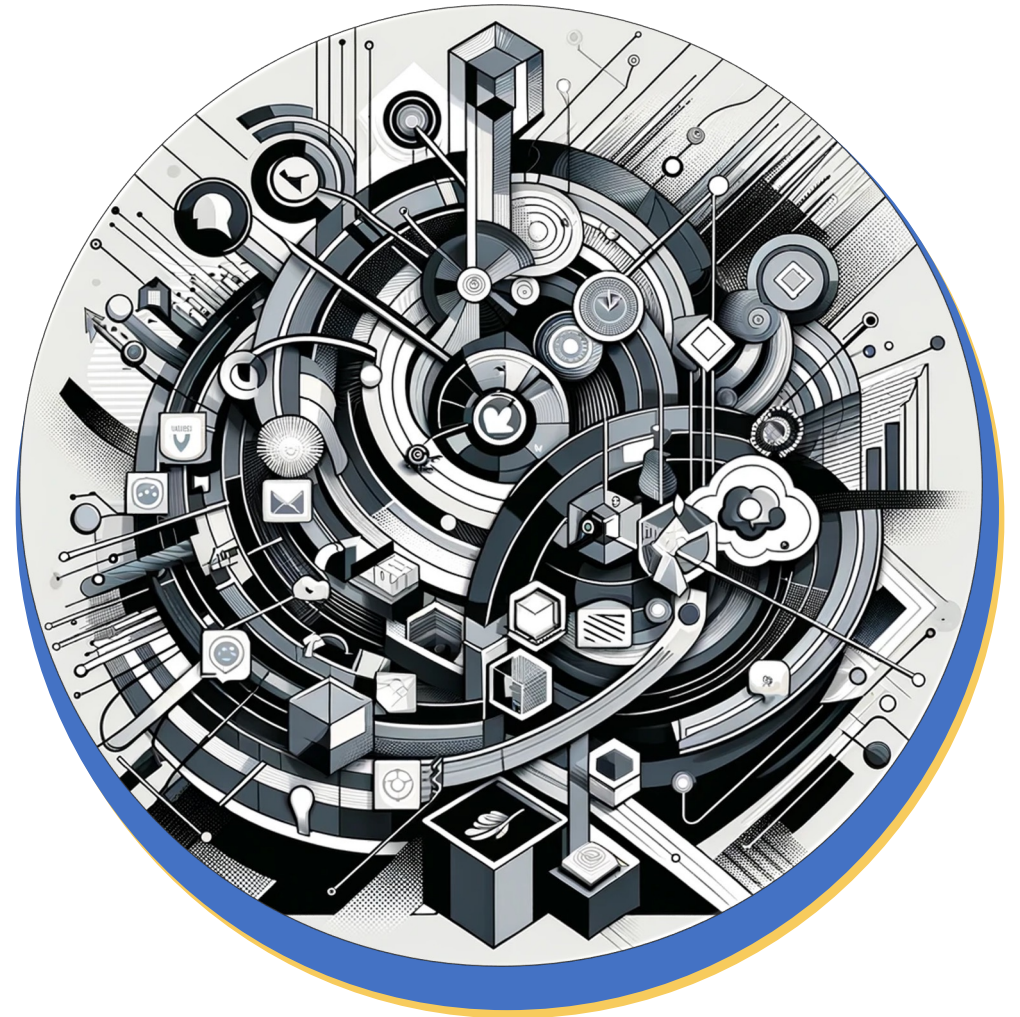
# ECOSYSTEM

*Understanding the Marketing Ecosystem:*

# Navigating the Marketing Ecosystem: Insights, Trends, and Perspectives

The marketing ecosystem is a complex network of channels, technologies, strategies, and consumer interactions that collectively define the modern marketing landscape. This ecosystem continually evolves, driven by technological advancements, changing consumer behaviors, and emerging platforms. For marketing professionals, navigating this ecosystem requires an understanding of its various components and an ability to adapt to its dynamic nature.

This essay explores the current state of the marketing ecosystem, highlighting key insights, data, trends, and professional points of view (POVs).



*The Components of the Marketing Ecosystem:*

# Navigating the Marketing Ecosystem: Insights, Trends, and Perspectives

**Digital and Traditional Channels:** The ecosystem encompasses digital (social media, email, SEO, PPC) and traditional channels (TV, print, radio). Each channel offers unique advantages and challenges.

**Technology and Tools:** Technology is a cornerstone of the modern marketing ecosystem, from customer relationship management (CRM) systems to analytics tools and marketing automation platforms.

**Data and Analytics:** The ability to collect, analyze, and act on data is crucial. Big data and advanced analytics allow for more targeted and personalized marketing strategies.

**Consumer Behavior and Expectations:** Understanding evolving consumer behaviors and expectations is vital. This includes preferences for personalization, privacy concerns, and the increasing role of social responsibility in consumer decision-making.



*The Components of the Marketing Ecosystem:*

# Navigating the Marketing Ecosystem: Insights, Trends, and Perspectives

- 1. The Rise of Omnichannel Marketing:** Consumers expect a seamless experience across all channels. A study by ClickZ found that omnichannel campaigns achieve a 287% higher purchase rate than single-channel campaigns.
- 2. Increased Focus on Customer Experience (CX):** Gartner predicts that by 2023, more than 50% of organizations will redirect their investments to customer experience innovations.
- 3. The Growing Importance of Personalization:** According to Epsilon, 80% of consumers are more likely to make a purchase when brands offer personalized experiences.
- 4. The Impact of Artificial Intelligence (AI):** AI is transforming marketing through personalized content, chatbots, predictive analytics, and more. Salesforce reports that 51% of marketing leaders are using AI.
- 5. Sustainability and Ethical Marketing:** Consumers increasingly favor brands that demonstrate social responsibility. Nielsen found that 73% of global consumers would change their consumption habits to reduce their environmental impact.



*Understanding the Marketing Ecosystem:*

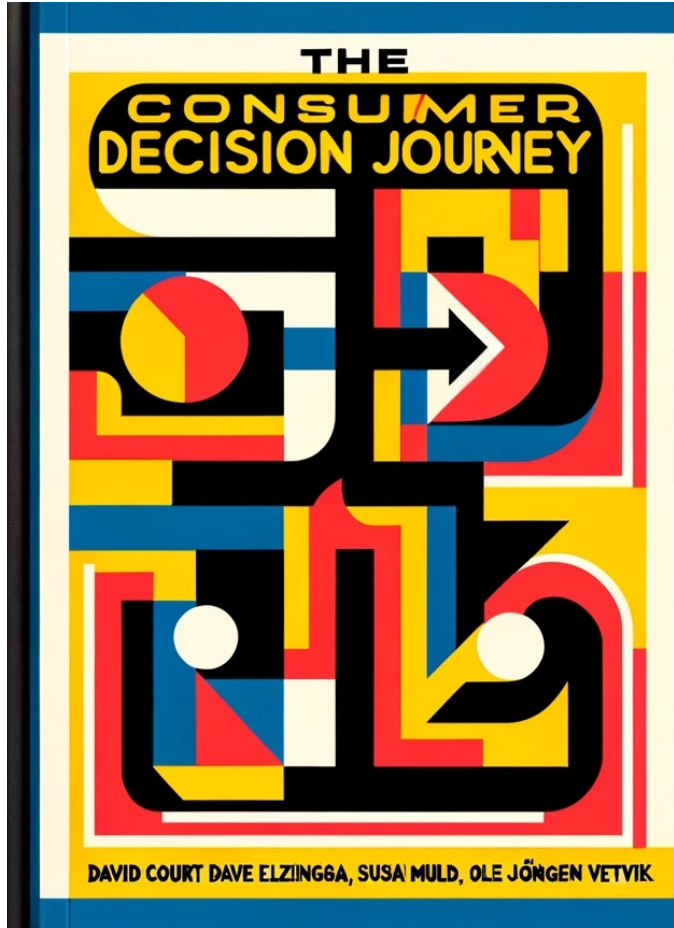
# Navigating the Marketing Ecosystem: Insights, Trends, and Perspectives



The marketing ecosystem is a dynamic and multifaceted environment that demands continuous learning and adaptation from professionals. Critical trends like omnichannel marketing, customer experience focus, personalization, AI integration, and ethical marketing are shaping the future of this landscape. Understanding these trends and incorporating them into marketing strategies is essential for success. As the ecosystem evolves, so must marketers' strategy and tools to engage with their audiences effectively. The future of marketing lies in the ability to blend technology, data, and creative storytelling to create meaningful and lasting connections with consumers.

Resources:

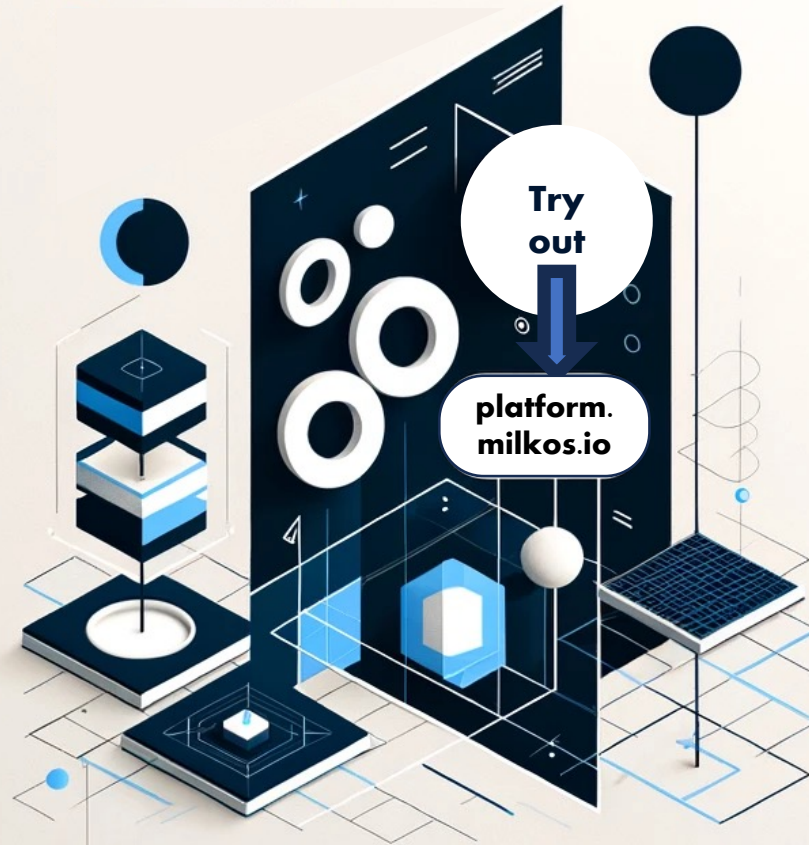
# The Art & Science for Determining Your Audience Allocation



The Consumer Decision Journey, as conceptualized by McKinsey & Company, involves consumers using technology to actively evaluate products and services, and adjusting their choices accordingly. This model empowers marketing leaders to plan, manage, and optimize their marketing activities tailored to different stages of the consumer decision journey. It's a reflection of the evolving way consumers engage with brands and products, indicating the importance of understanding and adapting to these changes in the marketplace. Businesses can use internal data to map out their customers' unique paths in this decision journey, recognizing that it's a personal process for each consumer.



Customer First: Personalizing the Customer-Care Journey emphasizes the importance of prioritizing the customer experience. It includes topics such as capturing what the customer wants, applying agile methodology to customer care, and strategic steps for putting the customer first. This approach involves focusing on the customer's journey and the support they need throughout their interaction with a company. This perspective is crucial for creating a personalized and effective customer-care journey.



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