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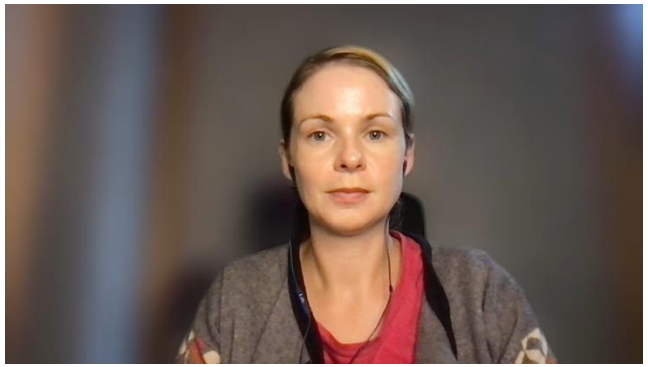
Principles of Marketing

The customer journey



Jenna Tiffany CMktr, FHEA, F IDM

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This lecture covers:

The customer journey

- The RACE model
- STP
- Customer journey maps



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The online value proposition

"A statement of the benefits of online services, reinforces the core proposition and differentiations from an organisation's offline offering and those of competitors."

- *Chaffey & Sedgewick-Ellis, (2012)*

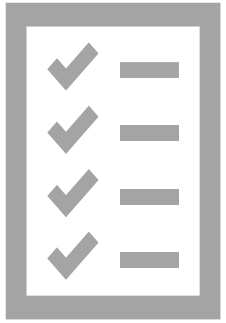


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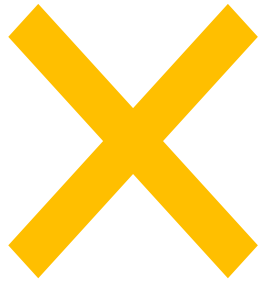
Tactics



Tactics are the detail of the strategy



Lists all of the digital media tools a marketer plan to use and when



Tactics do not drive strategy



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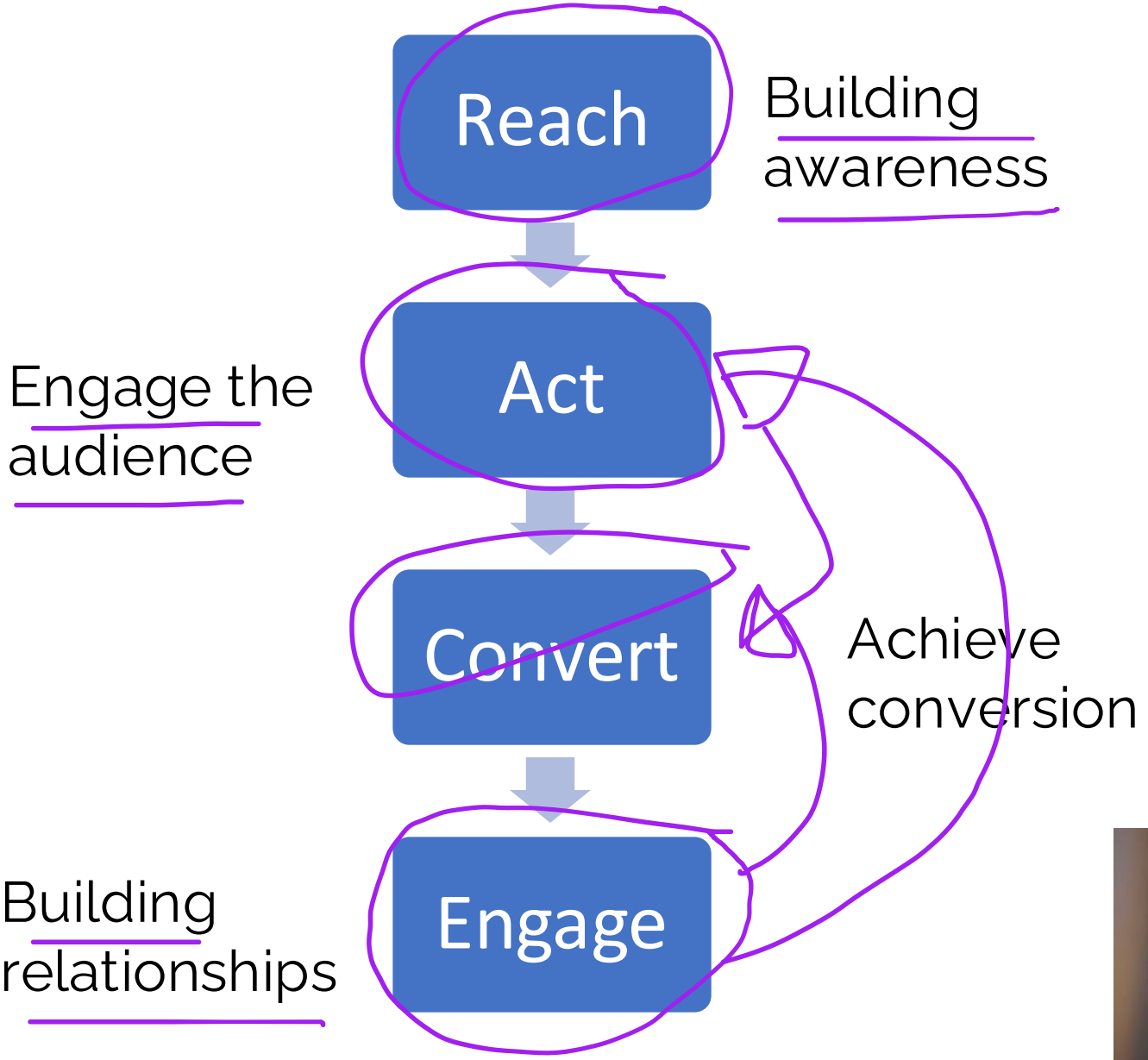
Strategy checklist

- ✓Where are we now? – Situational analysis – SWOT & PESTLE
- ✓Where do we want to go? – Objectives
- ✓Who is your customer? – Awareness & reach – right now
- ✓How are we going to get there? – Tactics
- ✓Was the strategy a success?

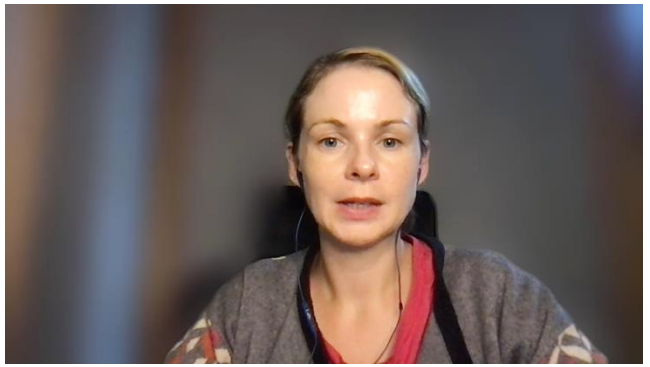
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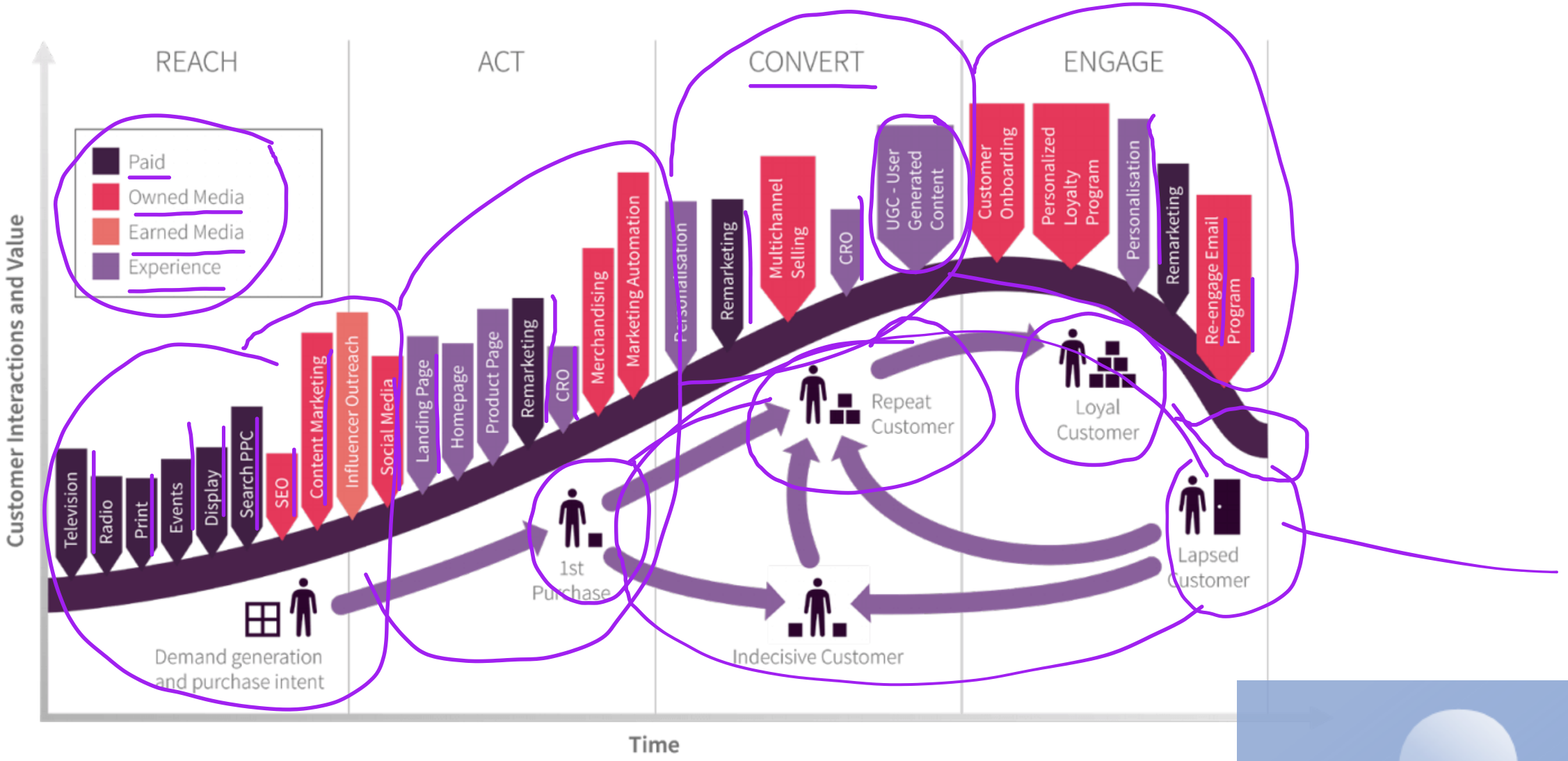
RACE



Source: Smartinsights.com



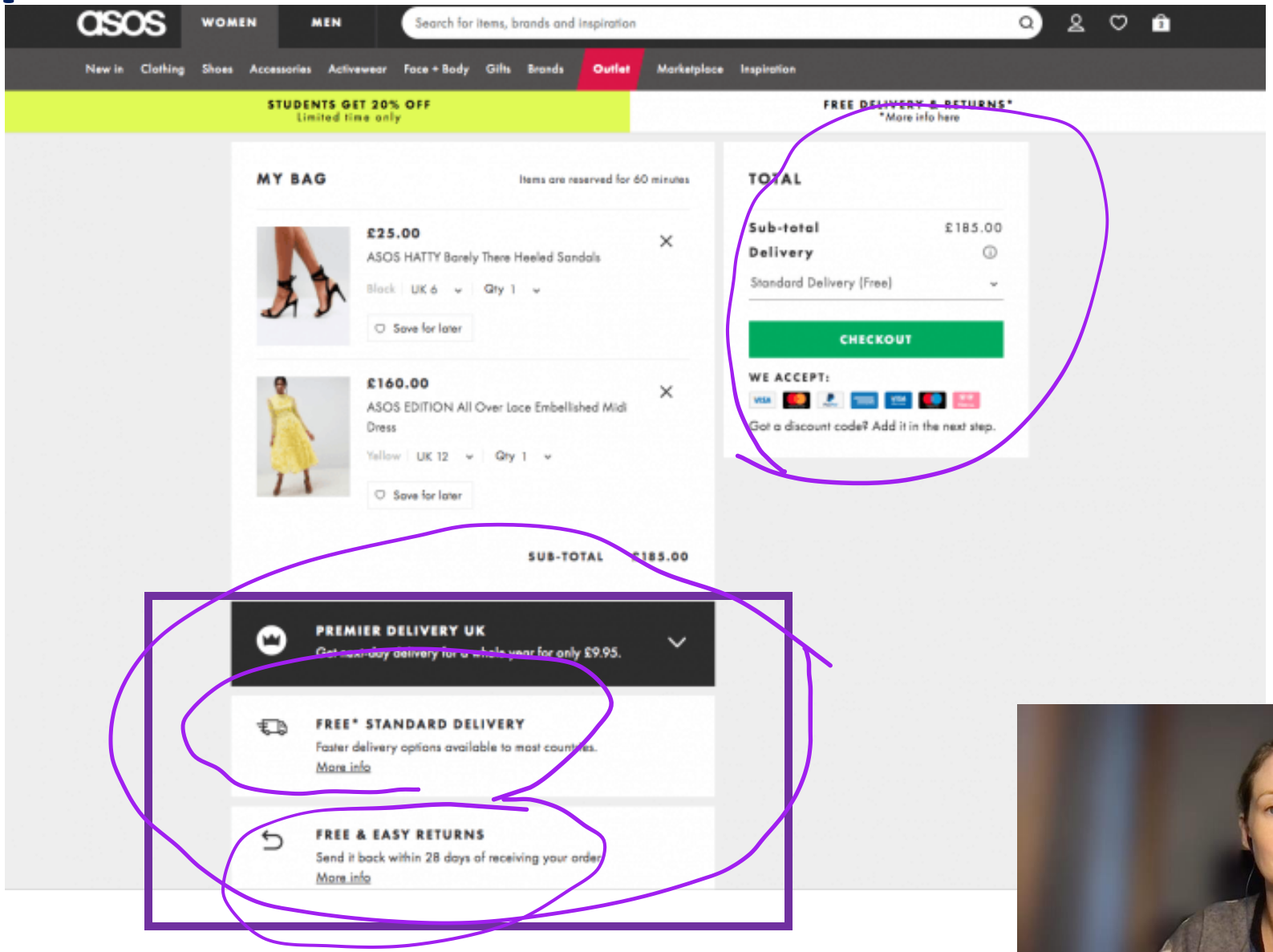
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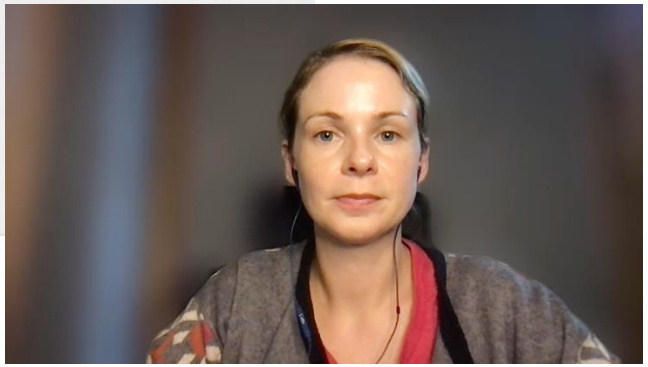


Source: Smartinsights.com

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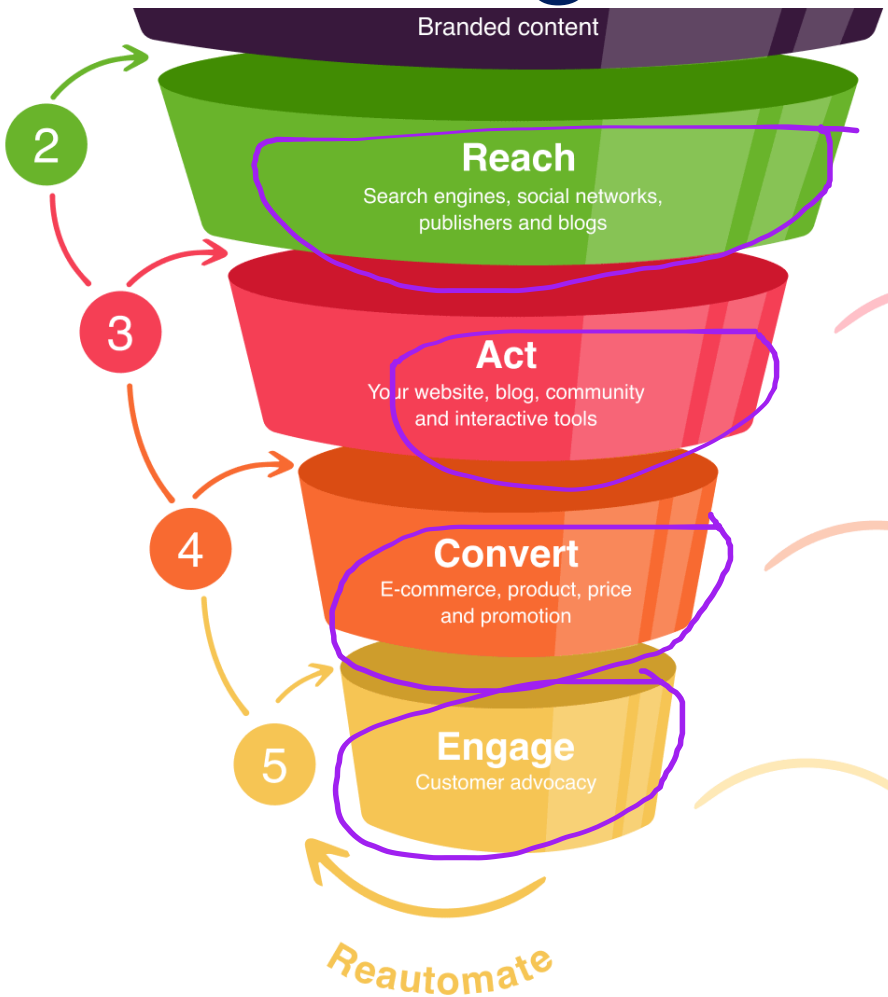
Brand example - Convert





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Marketing channel mix



Buyer stage
Exploration
Publish and promote your content, allow sharing to other outposts, networks and influencers. Draw people to your content hub

Key measures
- Unique visitors
- Value per visit
- Fans/Followers

Buyer stage
Decision making
Be worth finding via clear customer journeys and a content hub that is relevant, inspirational, useful and creates leads

Key measures
- Leads/Lead conversion rate
- Time on site
- Shares/Comments/Likes

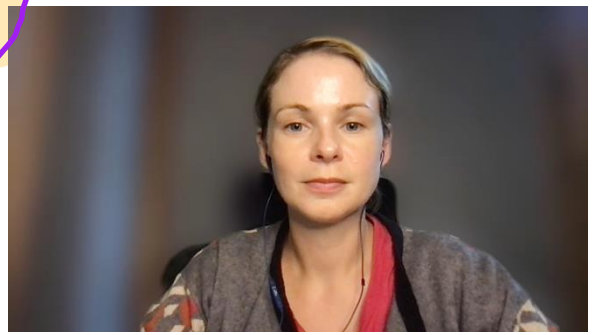
Buyer stage
Purchase
Capitalise on marketing investment using CRO, marketing automation and remarketing to ensure contextual relevance drives conversion

Key measures
- Sales (on and offline-influence)
- Revenue/Profit
- Average order value

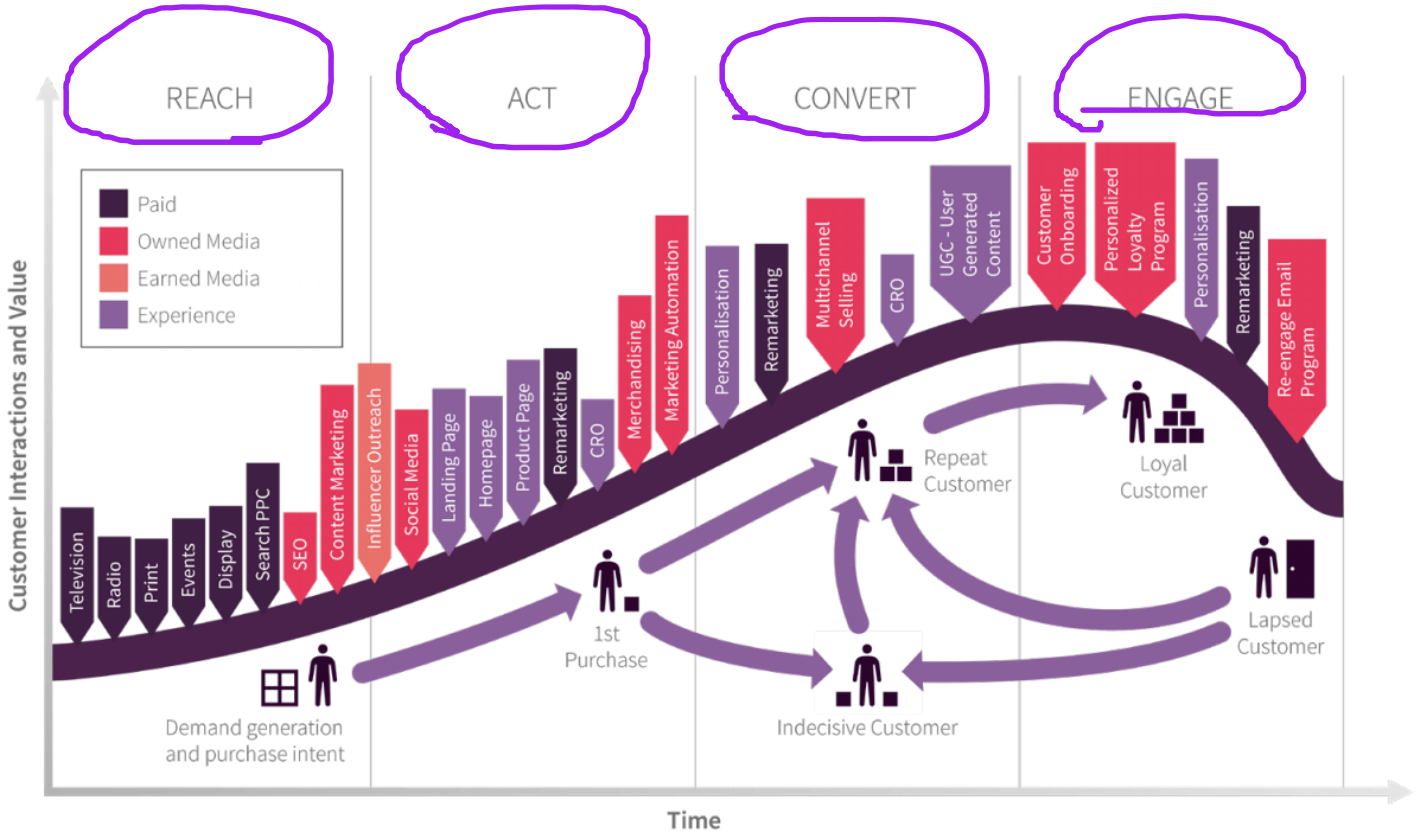
Buyer stage
Advocacy
Thrilled customers are key to social media marketing, social proof, repeat sales and referral. Start your marketing here!

Key measures
- Repeat purchase (Lifetime value)
- Satisfaction and Loyalty
- Advocacy

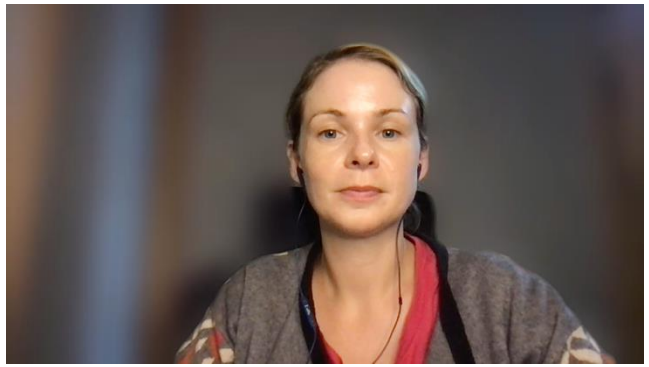
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Task: Marketing channel mix

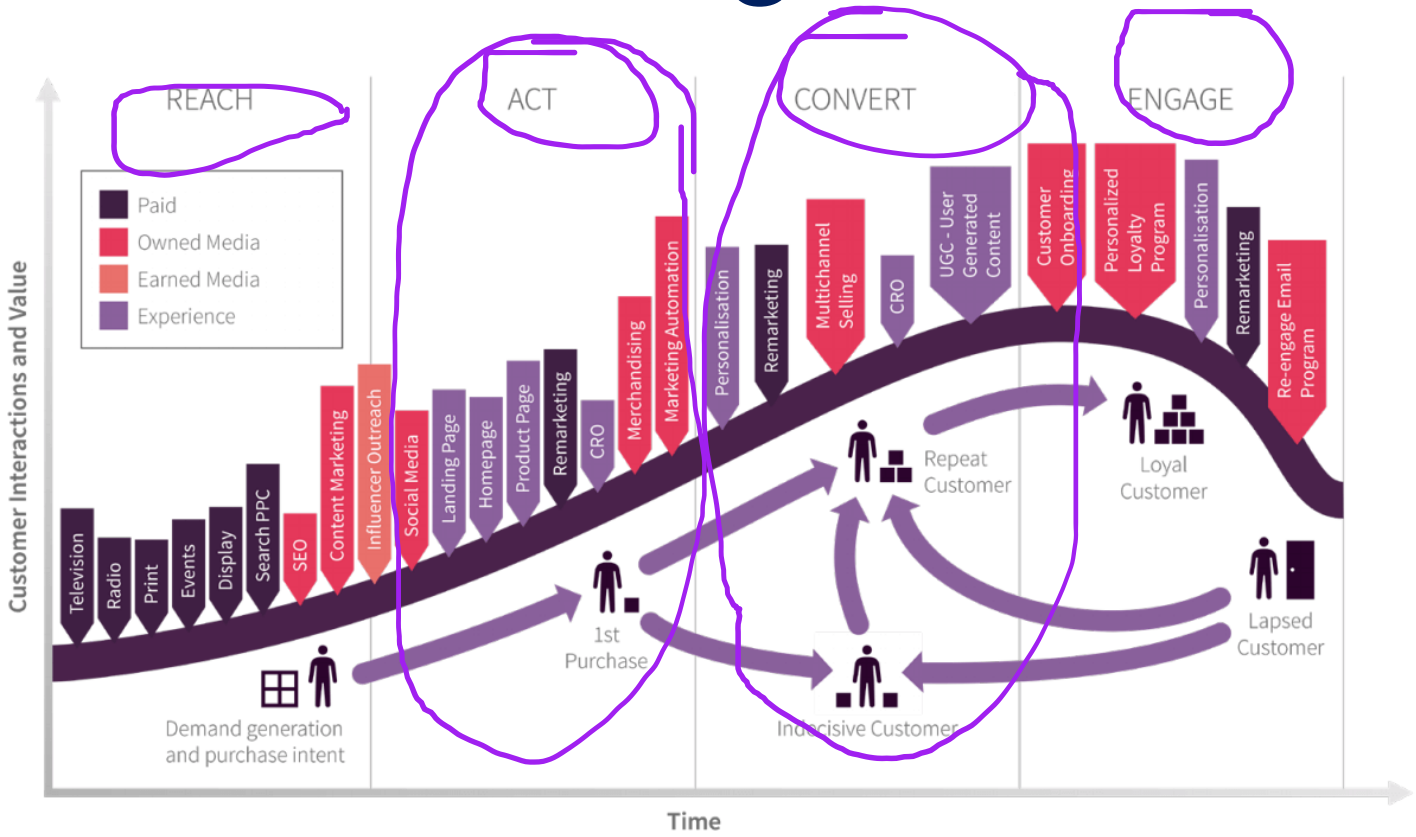


Plot your 7P's marketing campaign along the RACE customer journey for your persona

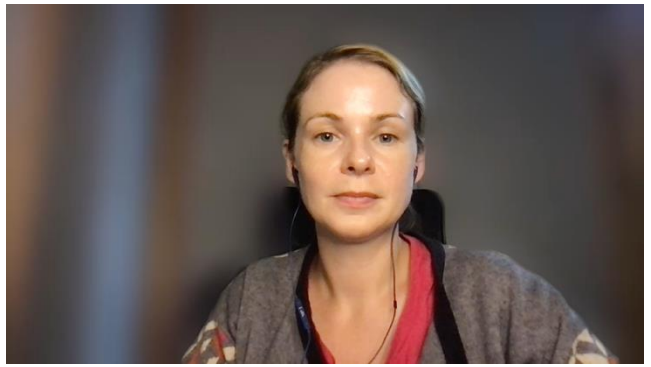


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Task: Marketing channel mix

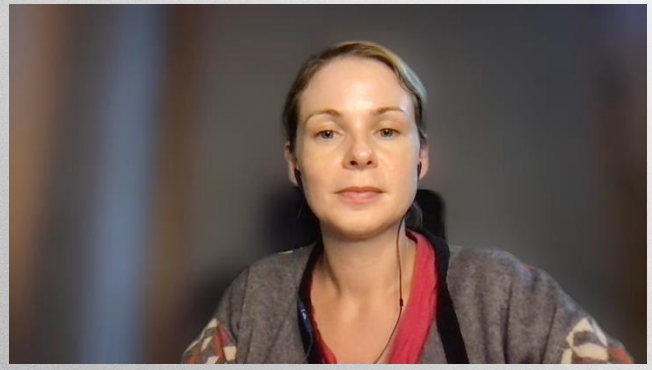


Pick one channel and create the campaign e.g. create the copy, the imagery for PPC ads, create a website landing page…a channel and tactic of your choice



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What's the value?



Segmentation, Targeting & Positioning (STP)

1. SEGMENTATION
"Divide the total market into smaller segments"

"Select customers to serve"

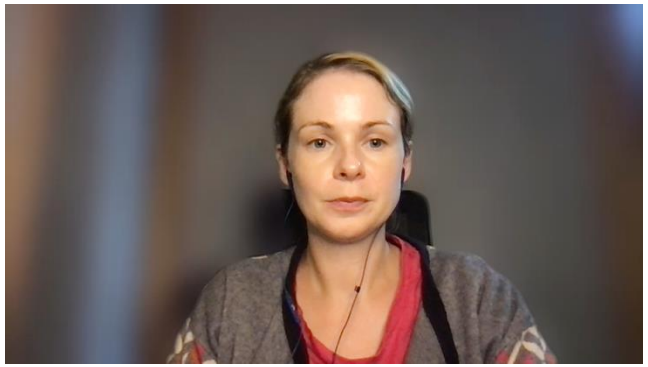
2.TARGETING
"Select the segment or segments to enter"

Create value for targeted customers

3. DIFFERENTIATION
"Differentiate the market offering to create superior customer value"

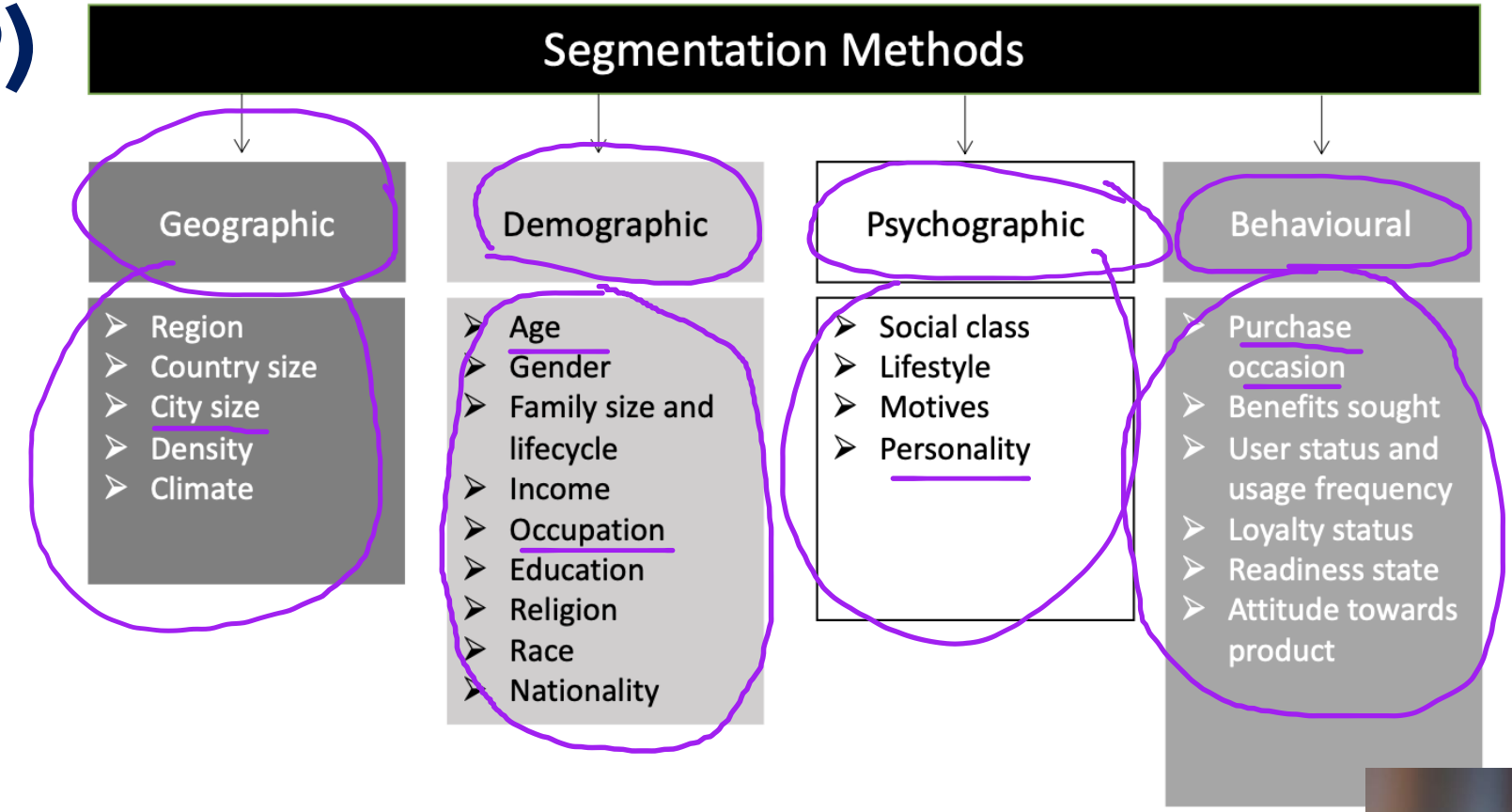
"Decide on a value proposition"

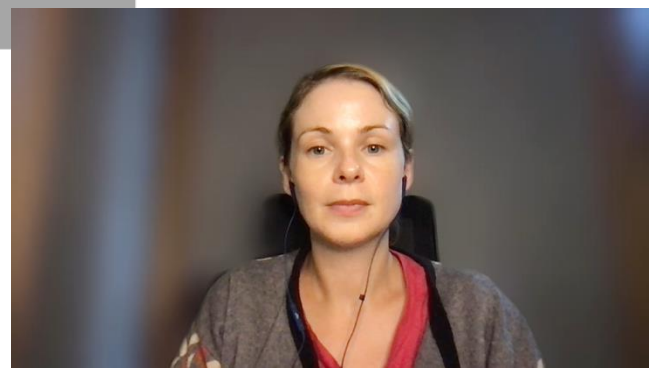
4. POSITIONING
"Position the market offering in the minds of target customers"



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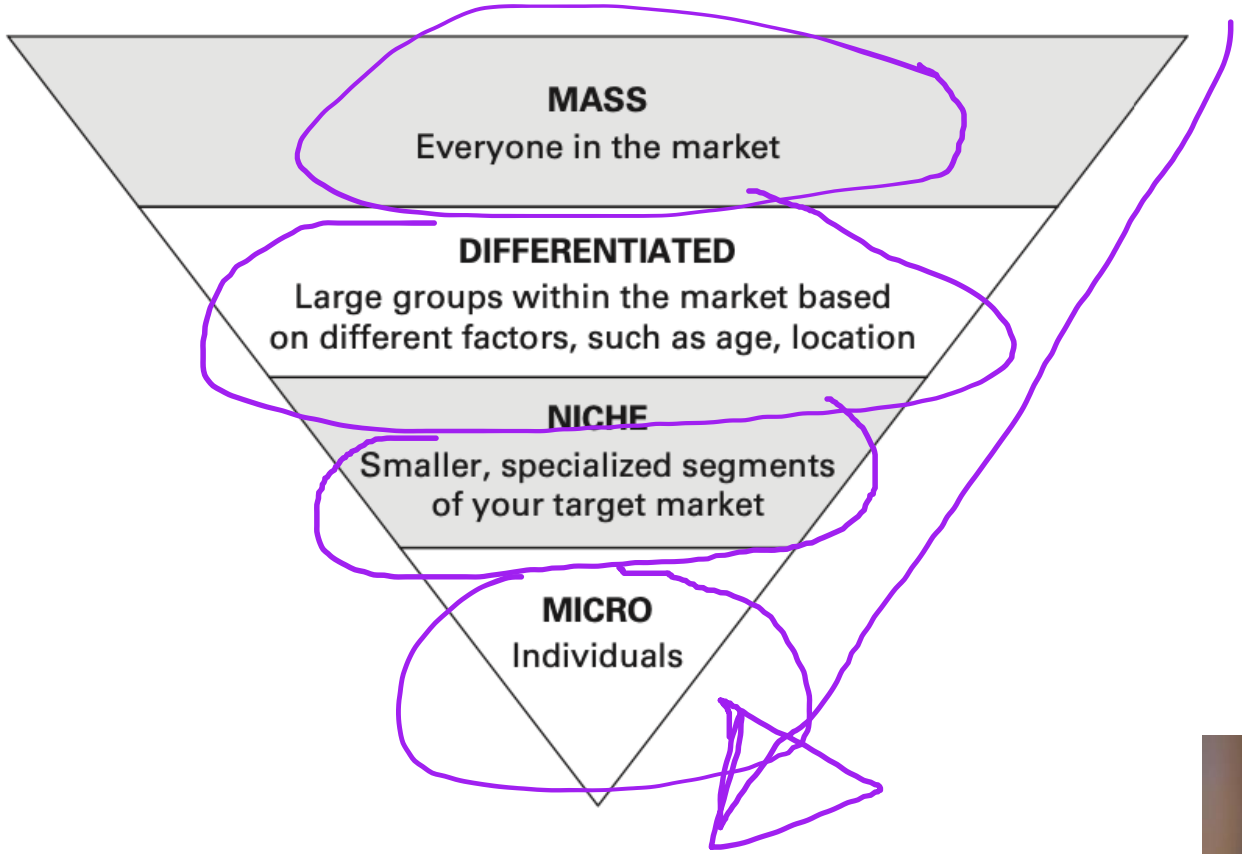
Segmentation, Targeting & Positioning (STP)





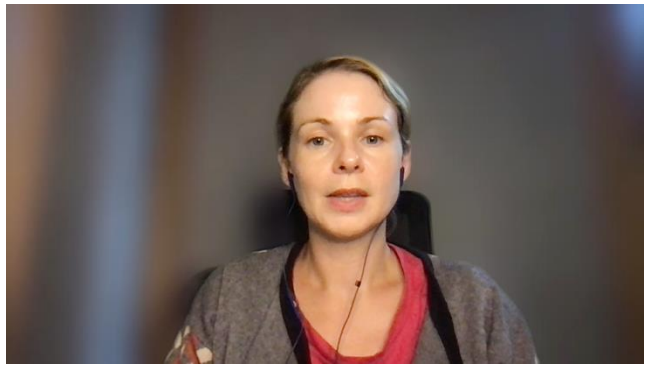
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Targeting

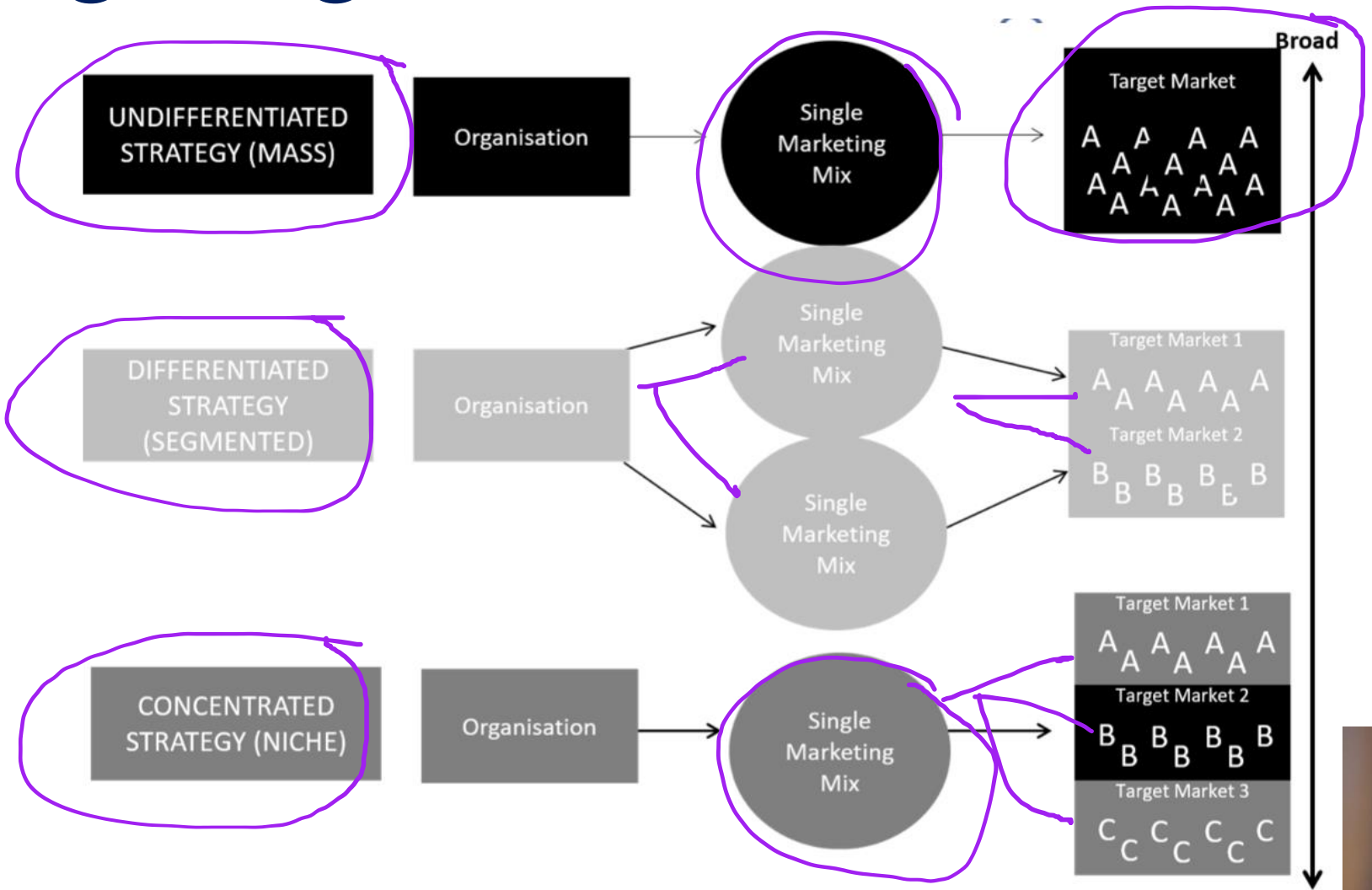


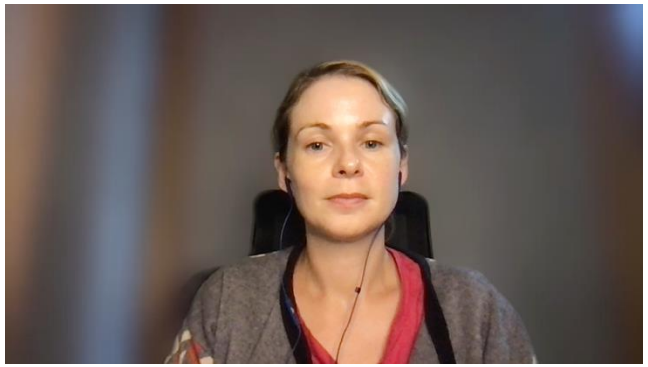
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Tiffany, J (2021), Marketing Strategy, Kogan Page, Chapter 4, page 83



Targeting

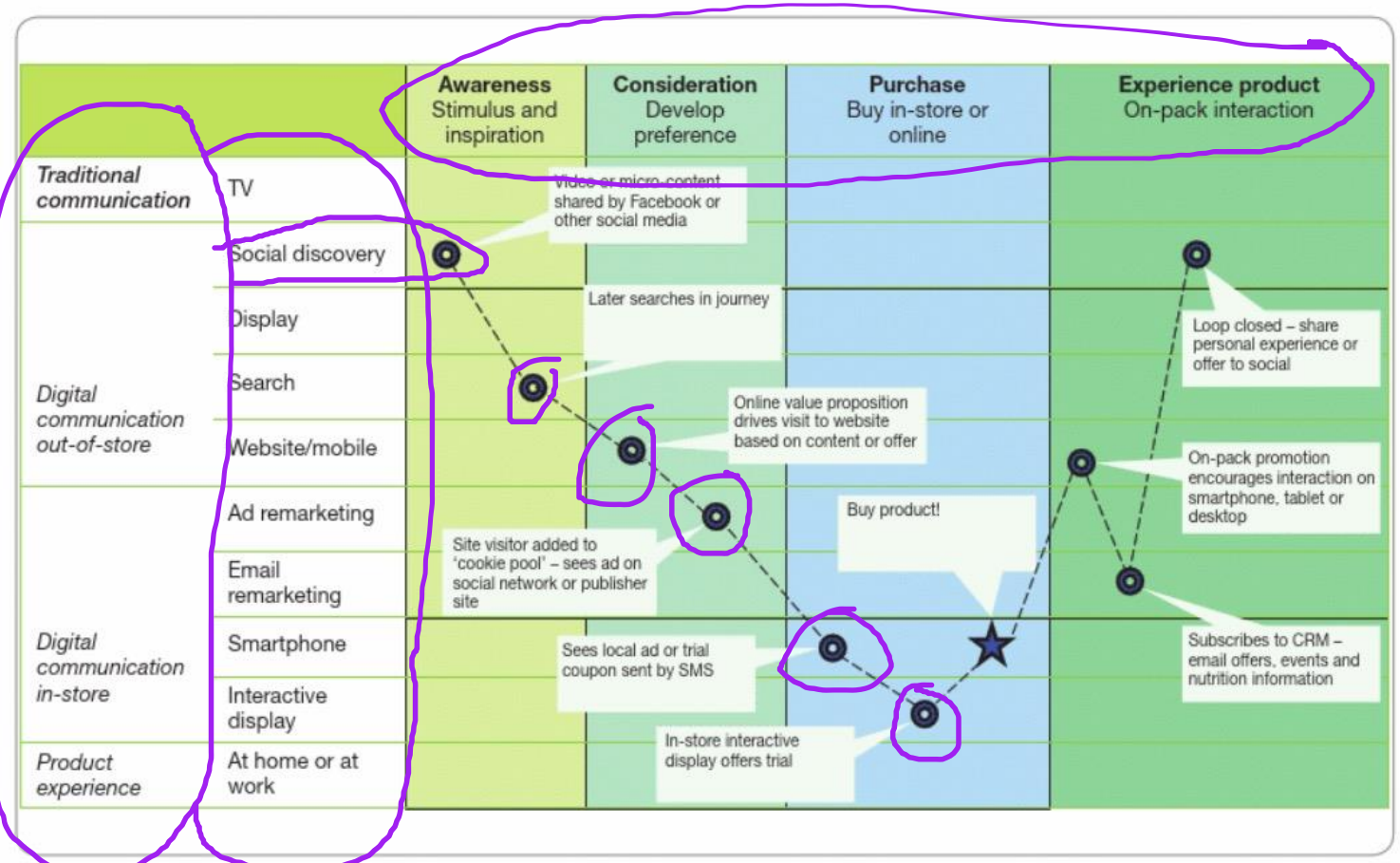




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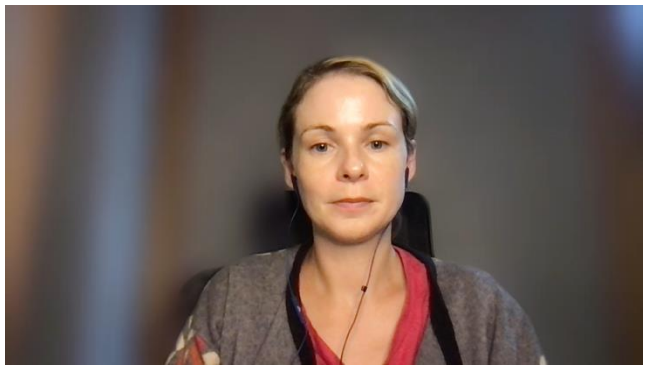
Customer journey maps: example

Figure 2.2 An example of a customer journey map

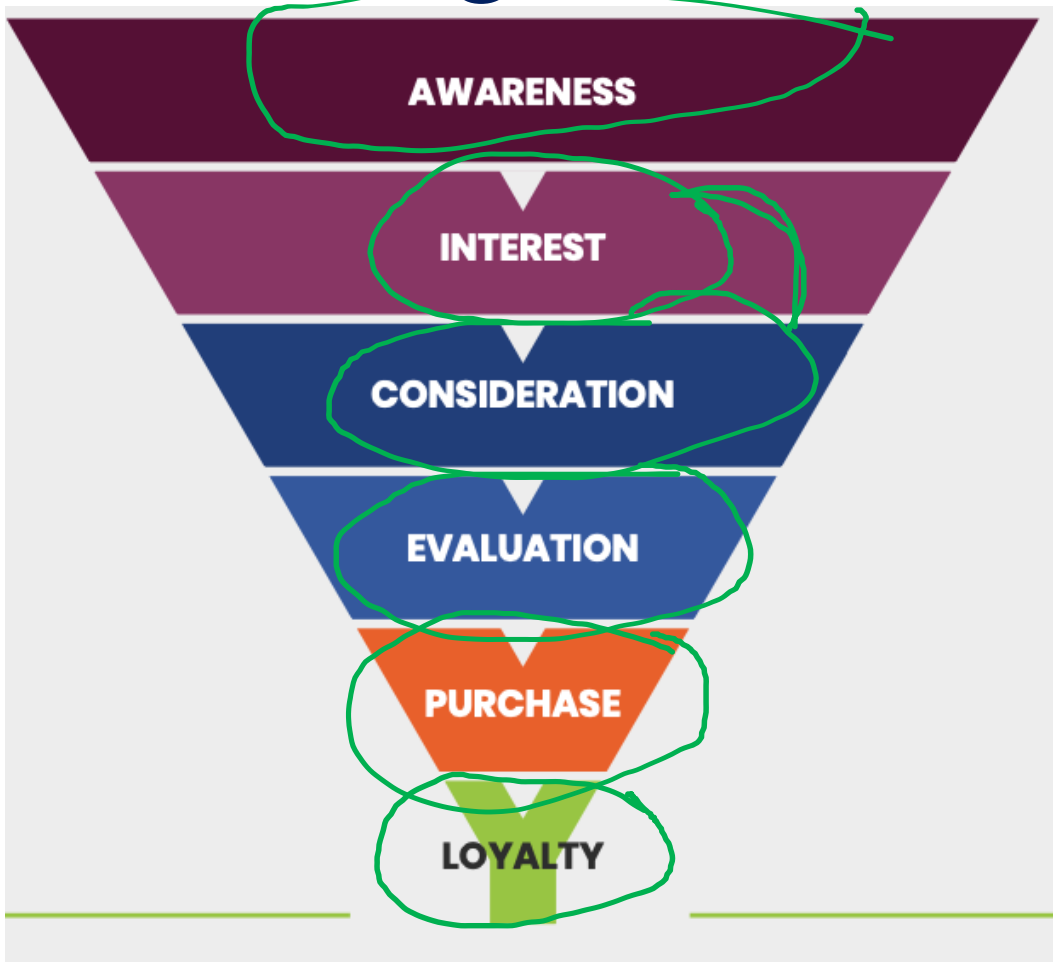


Chaffey, D & Ellis-Chadwick, F (2019), (p.52)

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5. TACTICS:
The linear marketing funnel

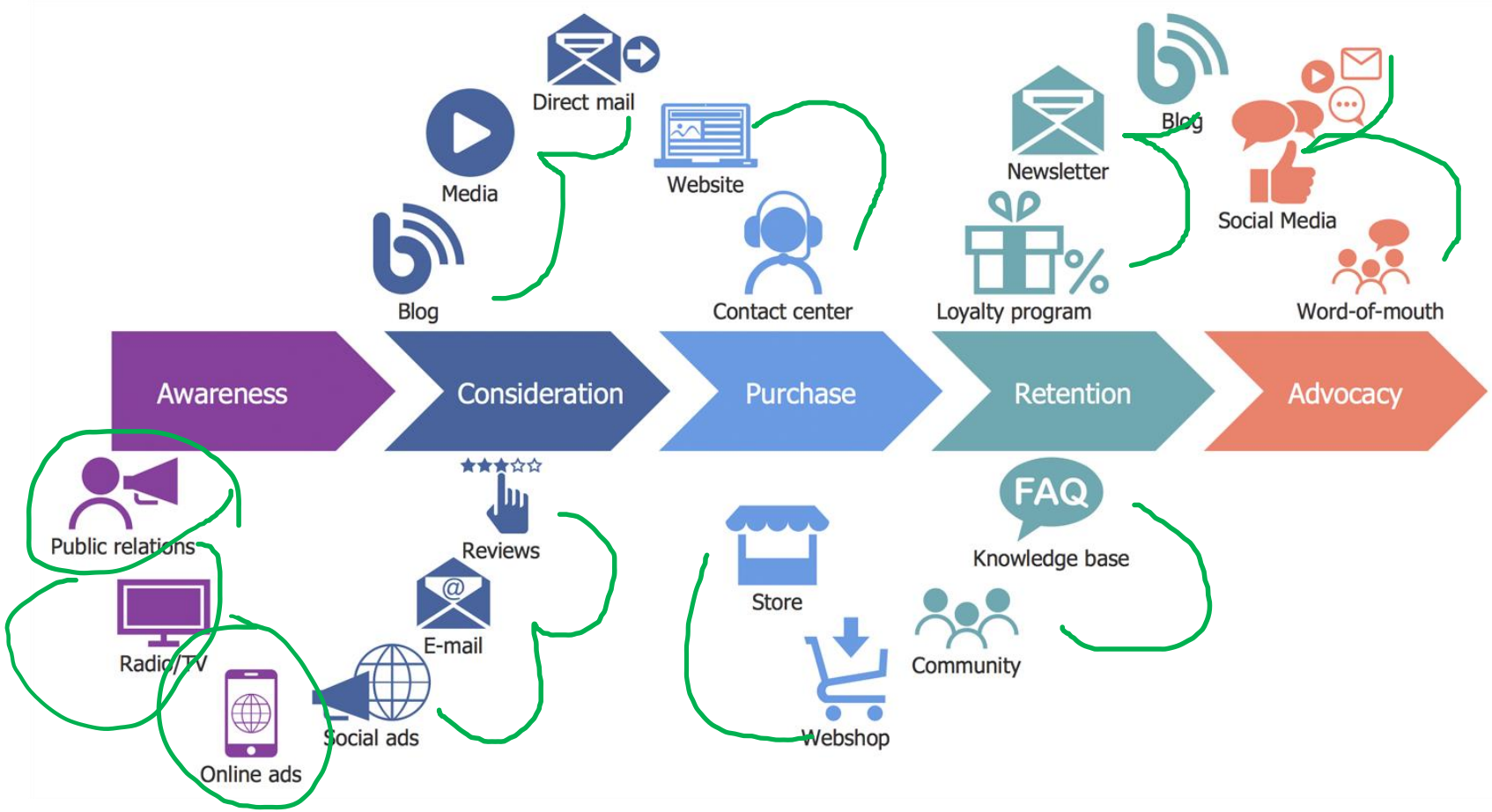


Source: EmailonAcid, (2021),
https://www.emailonacid.com/blog/article/email-marketing/customer-journey-map-examples/

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The customer journey



Source: EmailonAcid, (2021), *https://www.emailonacid.com/blog/article/email-marketing/customer-journey-map-examples/*

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The infinite loop



Source: EmailonAcid, (2021), https://www.emailonacid.com/blog/article/email-marketing/customer-journey-map-examples/

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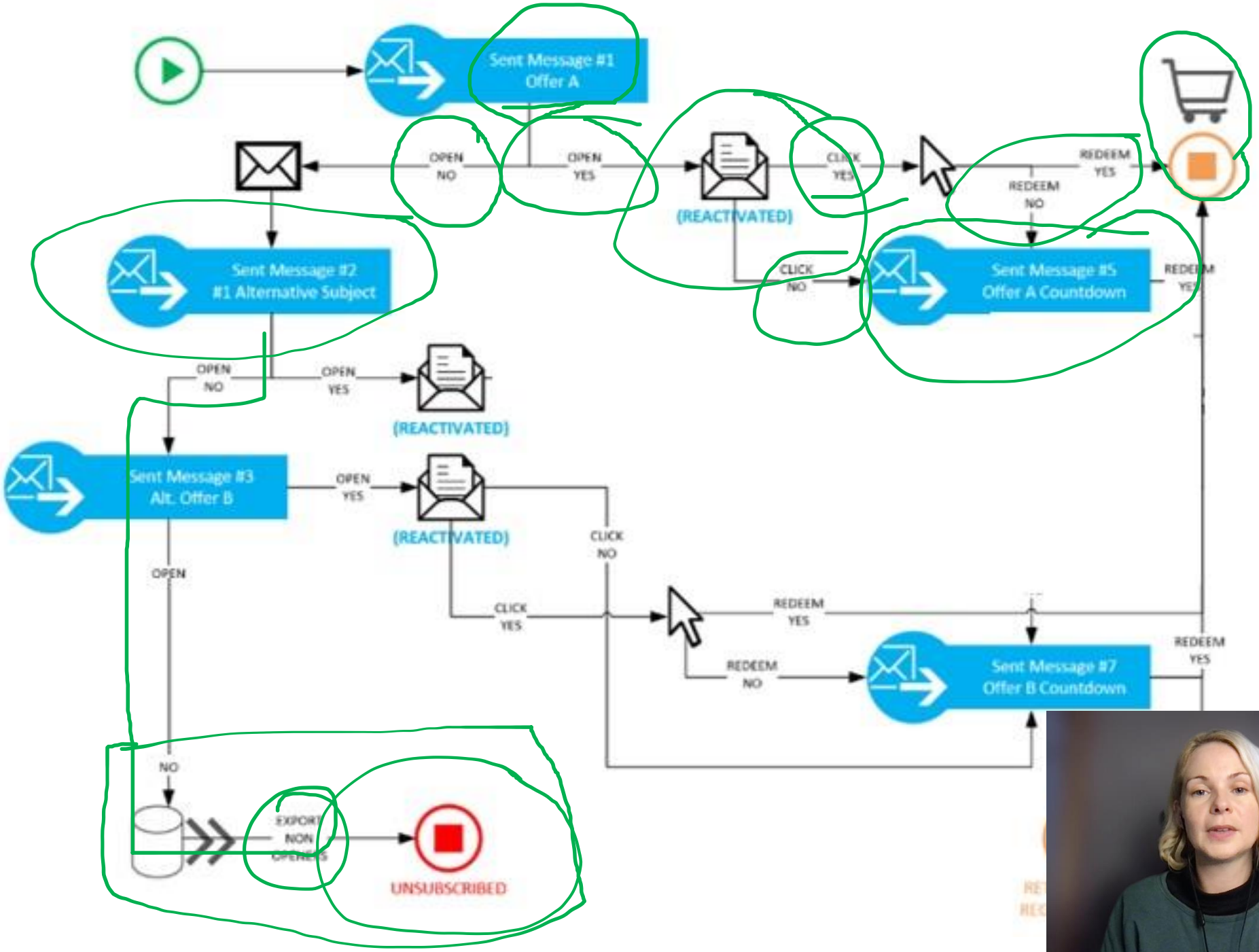


Day 1

Day 7

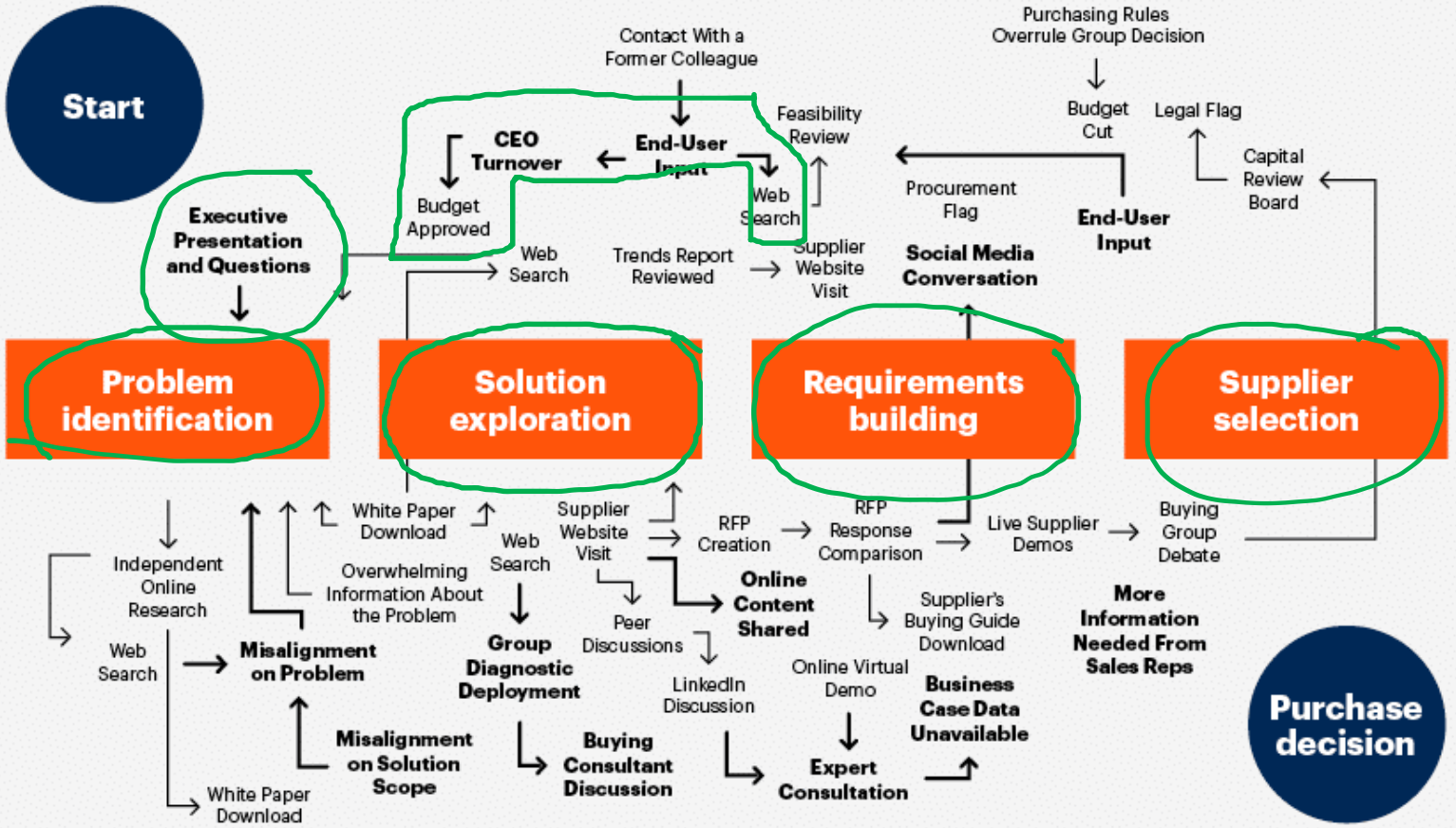
Day 14

Day 21



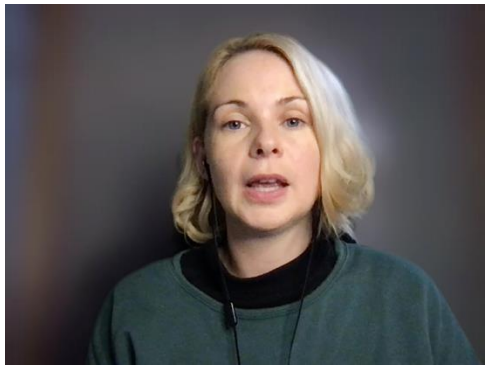
B2B buying journey

Illustrative



Source: EmailonAcid, (2021), https://www.emailonacid.com/blog/article/email-marketing/customer-journey-map-examples/

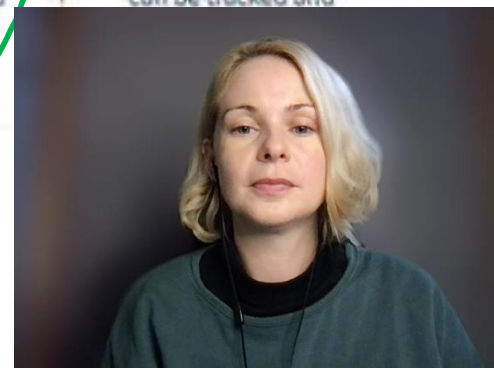
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TOUCHPOINT	**Outbound Call** to Physician or Pharmacist	Physician or Pharmacist says "Yes" to **Kit Offer**	**Email 1:** Automatic Kit Request Confirmation**	New Downsized **Sample Kit** shipped	**Email 2:** Nurture Relationship**	**Email 2:** Nurture Relationship**
MESSAGE	Script key messages TBD. Will include offer for updated Migitare Sample Kit including patient brochures and co-pay cards. Rep will collect email address.		Thank you, your kit will be on its way soon! In the meantime, you'll find XYZ at <LP TBD>.	Letter: Thank you, what's enclosed, find more info like XYZ at <LP TBD>. Contents: Rx, patient brochures, co-pay cards. Other TBD*.	You should have received your kit by now. If not, contact us. Remember, you'll find XYZ at your fingertips at <LP TBD>.	There's new information available for you and your gout patients at <LP TBD>. List the great stuff they'll find like Dr. Visit form, Gout Prevention Blog, etc.
MEASUREMENT	Database could serve as a key tracking mechanism.	Call center will track in its database. Or, we could facilitate through an online form we control that is easily accessible to the call center.	Email engagement and visits to and engagement on the campaign landing page can be tracked and reported on.	Prospect requests and shipments will be tracked in a database.	Email engagement and visits to and engagement on the campaign landing page can be tracked and reported on.	Email engagement and visits to and engagement on the campaign landing page can be tracked and

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Source: EmailonAcid, (2021), https://www.emailonacid.com/blog/article/email-marketing/customer-journey-map-examples/



- Need money (e.g. benefit, study entitlement)
- Want to save money (e.g. banking)
- Earning money (e.g. job)

Customer Type

Neville Never-Done

- Tends to be younger or inexperienced in terms of finances or dealing with institutions.

Circumstances

- Doing process for someone else
- Doing process for first time

Biggest Pain

- Never dealt with regulatory agency before. Some fear of process and ability to achieve outcome easily.

Expectation

- "Please let this be easy"

Sally Starting-Something-New

- Has had experience with institutions.
- Has a clear goal, understands process but is frustrated by inefficiencies or pressure on her.

Circumstances

- Starting something new
- New to this type of process

Biggest Pain

- Doesn't appreciate bureaucracy and red-tape, especially if it looks like it could be easier.

Expectation

- "This should be straightforward so I trust I can't get it wrong"

Map Key

Service Elements

- P: Point of Pain (doesn't work)
- D: Point of Delight (works well)
- O: Opportunity

Time

- Time Spent (positive)
- Time Taken (negative)

desonance

Mel Edwards : July 2012

Activity/Interaction

"I'm having a baby!" "I'm starting to manage my finances!" "I want to study!"

"First things first - What financial help can I get?"

Contact institution or regulatory body - Employer, Govt, Bank

Contact third-party - plunket, budget advice, Seek, Sorted

Ask friends and family

"I know what I need to do - now I need to apply/ open the account"

"CRAP! I need POA ID!" P1

Transition point:

Stop *Consider other financial options*

Continue

Go to agency.com for info, forms

Visit a branch to get advice, forms

Call to get advice, forms to be sent

"I know what I need to do - now I need to get all the stuff together and apply" P2

"But I do wonder how not yet having this POA ID affects my current benefits / my study application?" P1

Transition point:

Understand enough to progress, POA001 form is accessible

Get / Receive POA001 form

Gather required documentation

Locate it *(Already have the information)* P3

Seek it *(Need to access it from original source)*

Make copies O4

P4

At a shop, library (cost associated)

At a home

At work

Check application, required documentation: copies and originals

Transition point:

Paperwork complete, circumstance and time is available to 'apply'

(Post Office or GP Building Society) depending on assessment of:

"What am I doing that day - will I be in town?"

convenience

"I have going to the Post Office - such long lines"

"Hmm, all day parking or do I catch the bus?"

preference

access

cost

"It's a pain getting up the escalator with the pram" P4

Wait in line O3

Reach counter P4

"Now what? Will I get my ID now? What should I get back?"

[Approved Verifier checks original and copy, and confirms identity of customer using evidence of identity document]

If evidence incorrect application process ceases until requirements satisfied

If evidence accepted POA ID provided "10 - 14 working days of us receiving the application form" P5

NB: Urgency process available - cost $12, receive verbal ID within 24 hours. Criminal job already started, missing out on Baby Benefit O5

Wait 10 - 14 working days. P6

May **call** to follow-up on progress

Receive in mail wallet-sized POA ID and letter

Use identity credentials to complete original application process that triggered the POA ID process application

P1 Because the first touchpoint is about a different application process the need for a POA ID is not prominent. This causes real pain and frustration when it's discovered because instead of one process the customer has to do two. See O1

P2 Annoyed that a whole new process will take more time to complete, in addition to the time it takes for them to get their information together. Makes a real dent in view of Agency: "It's just red tape and I need that money!" When they know they're on track could leverage O1 O4

P3 High stress due to importance of papers not often referenced/used.

P4 Cost incurred for photocopying, additional cost may be due to accessing photocopy facilities. See O2

P5 Not knowing exactly what will happen throughout causes anxiety. See O3

P6 Not knowing when POA ID will be received has potential financial impact and stress on customer. Could result in calls seeking reassurance and resolution. See O3 O4

Emotion/Intensity

D1 "Excited! Bit anxious, bit nervous" "I think I know what to do" "There's a lot to do to apply for support" "What can I do for financial support?" "Now I have to do something else in order to finish my process?!"

"This is like a whole extra process! What does that mean for what I'm already trying to do?"

"I hope I've got the right information because I'm ready" "I know what I need and I'm doing my best to get it all together"

"It takes days to get all the stuff together, come into the counter and I still won't get the ID for 10 to 14 working days!? This is ridiculous!"

"I really need that ID, I'll have to call them for a progress update"

D2 "Great! Now I can finish my process that triggered this whole thing!"

Touchpoints

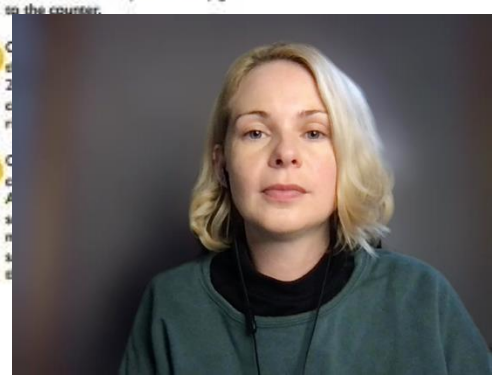
• agency.com • Bank sites • Plunket.com • study.com • tertiary institution sites • benefits.com	• agency.com • Bank sites • Plunket.com • study.com • tertiary institution sites • benefits.com	• agency.com • gpbs.com • dop.com • LTAA.com • PostOffice.com	• agency.com • GP and Post sites	
• POA001 • New employment forms • Grant Application • Bank enrolment form		• POA126	• Evidence of ID + copies docs	• Letter • Proof of Age ID card	• Proof of Age ID card
• Agency counter • Agency call centre / IVR • Call Centre for above sites		• Agency call centre • Call centre for above • Call centre for Post, GP	• Agency call centre • Call centre for above • Call centre for Post, GP	

POINTS OF DELIGHT
OPPORTUNITY TO SUPPORT EXPERIENCE

D1 To ensure the right education info is available identify application touch-points as well as popular blogs (and similar) that provide proactive advice and situation-contextual information.

O2 To make it easier to decide on best location provide list of Verifiers in Agency site with link to google maps.

O3 Provide in-store visuals or pamphlets to describe process while people wait. For those who urgently need the ID and don't realise until they're in line this could help pre-educate them and relieve some anxiety before they get to the counter.



Re-engagement example

Return Path

Hi Smiles Davis,

It's been awhile since you opened our marketing emails. It's our goal to provide you with interesting, informative, and relevant content but we don't want to add to your inbox clutter if you'd rather not hear from us.

To continue receiving our emails, please click "**Yes**." You'll be directed to your Preference Center, where you'll be able to update the types of emails you receive from us.

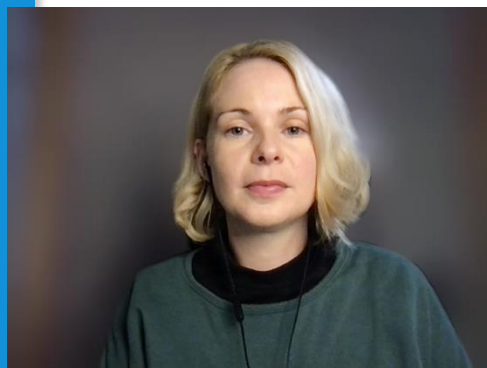
But if you'd rather not receive these emails anymore, click "**No**." Make sure to save your Preference Center choice.



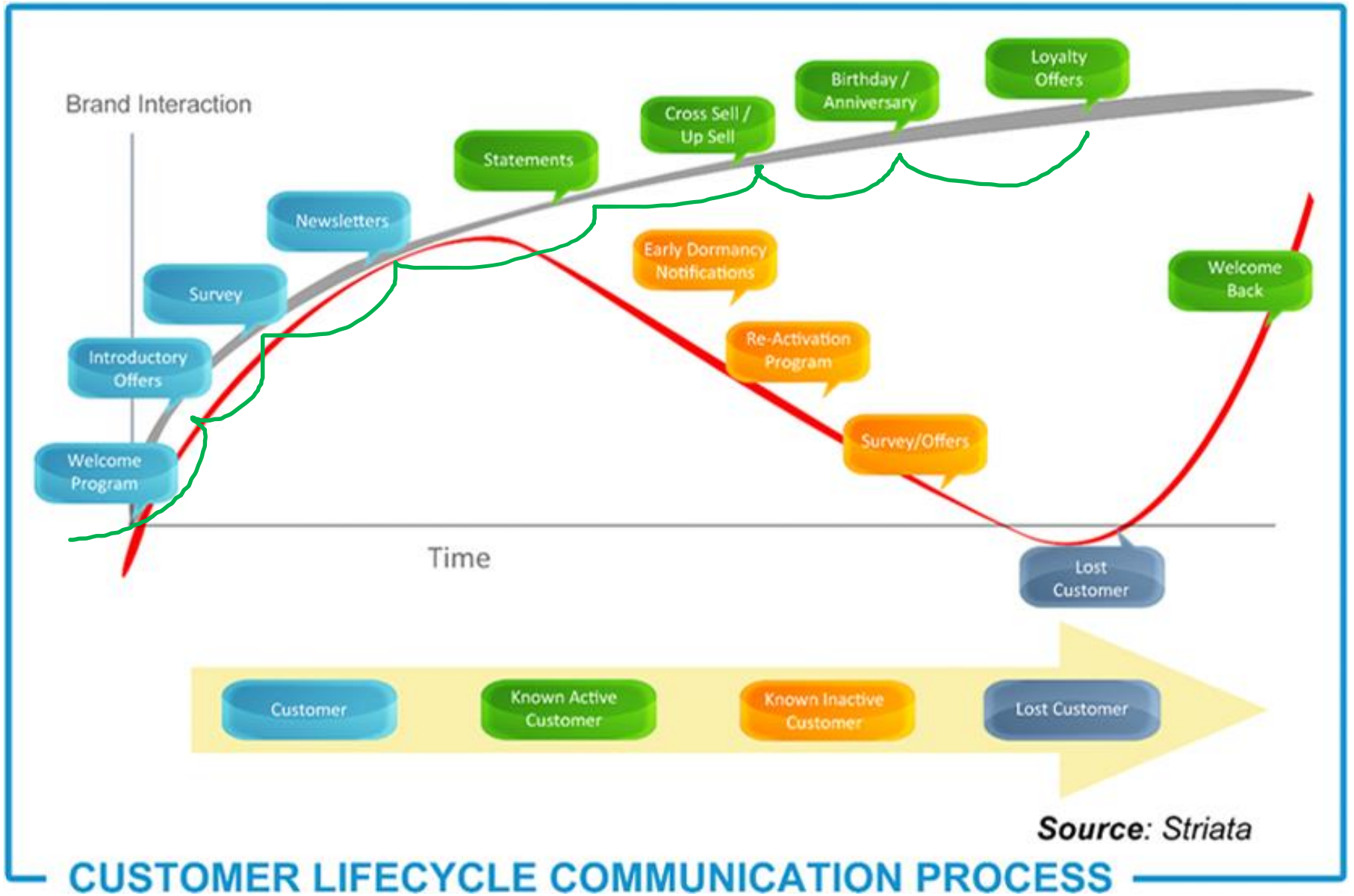


Yes **No**

If you're a Return Path customer, we will still contact you about important matters that affect your account, but will remove you from our marketing email list.



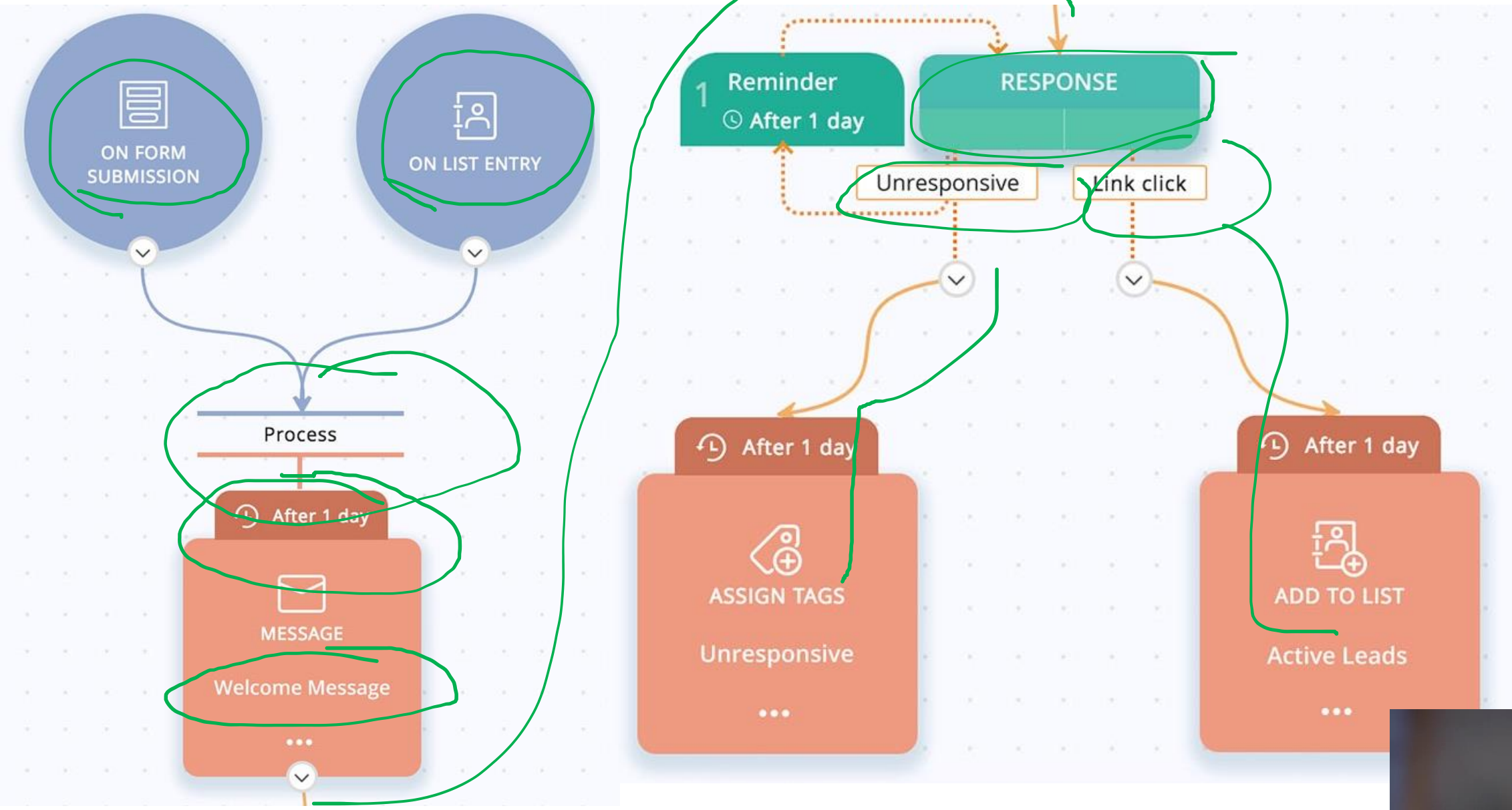
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CUSTOMER LIFECYCLE COMMUNICATION PROCESS

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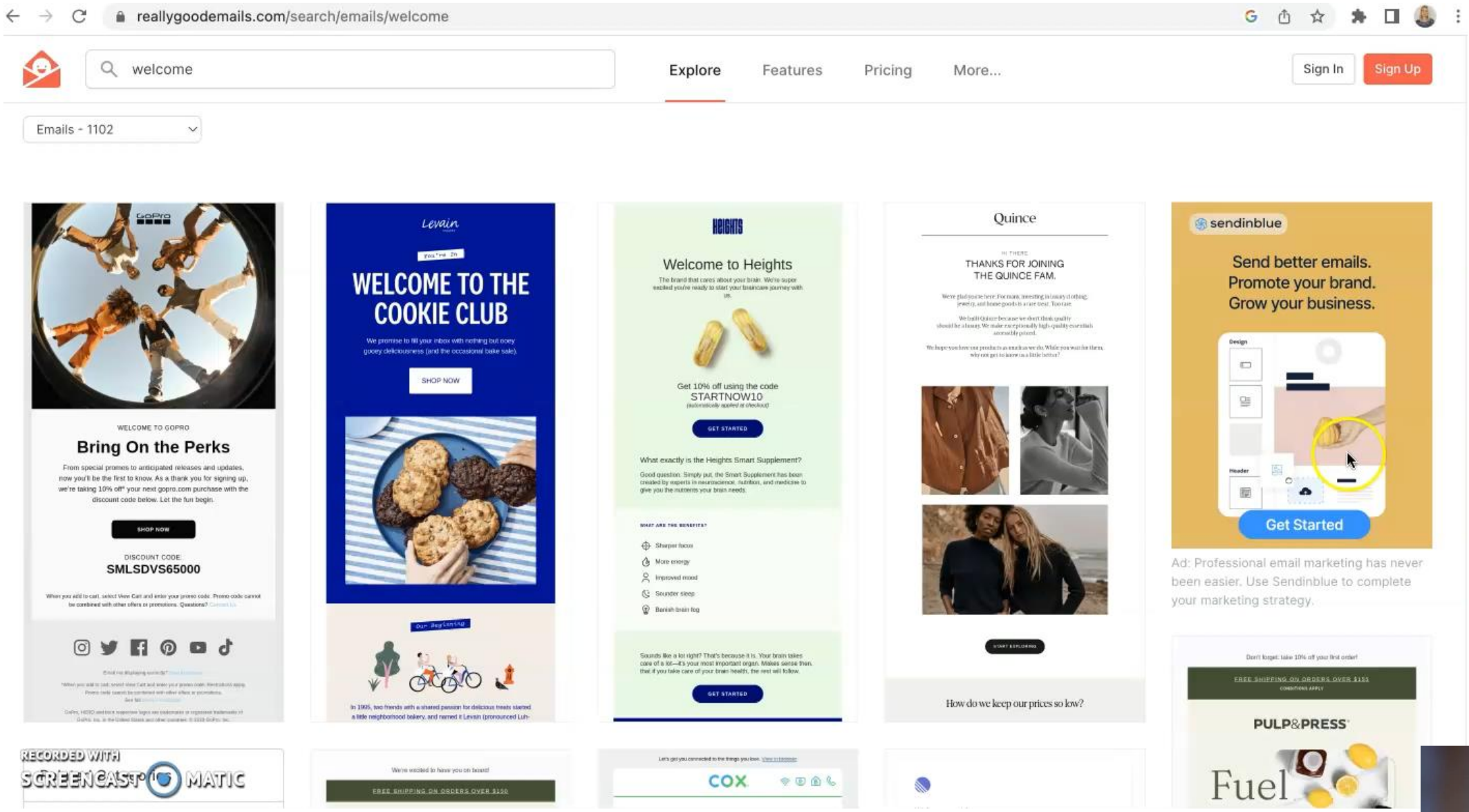




Source: Zoho, (2023), https://www.zoho.com/marketingautomation/marketing-journeys/basic-welcome-journey.html

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Source: Reallygoodemails, (2023), https://reallygoodemails.com/search/emails/welcome

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Customer decision making process

New or existing customer?

John Dewey, 1910

A. Need/want recognition

B. Information search

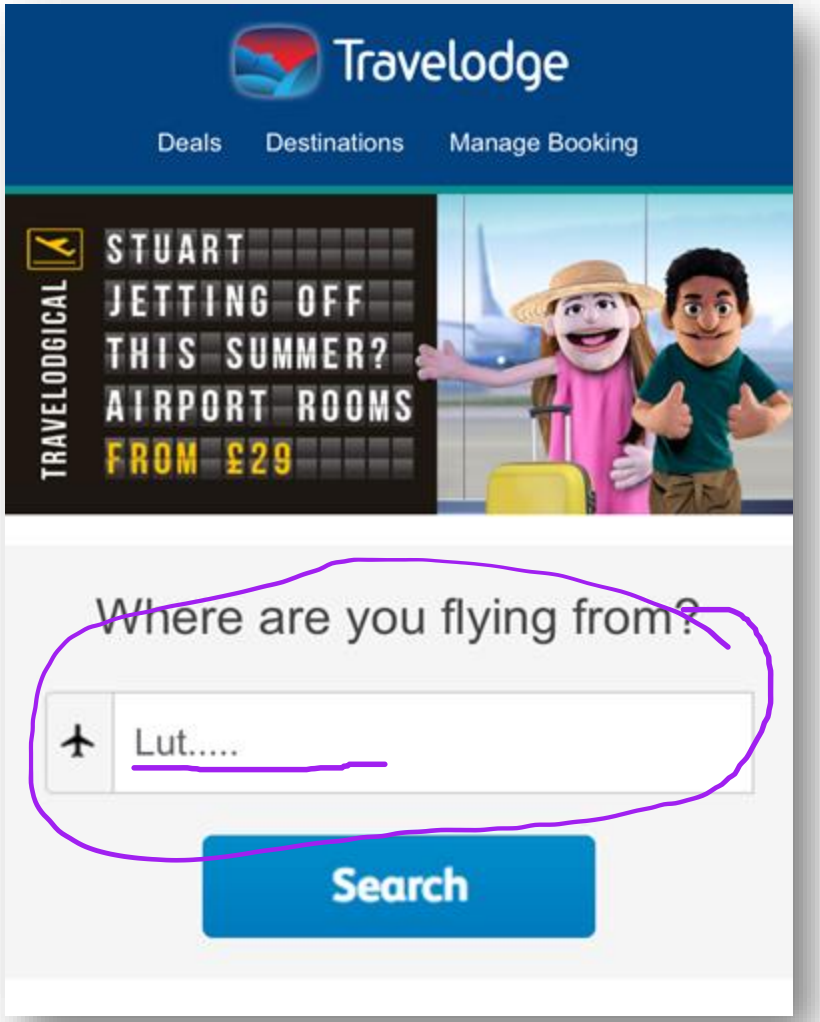
C. Evaluation of alternatives

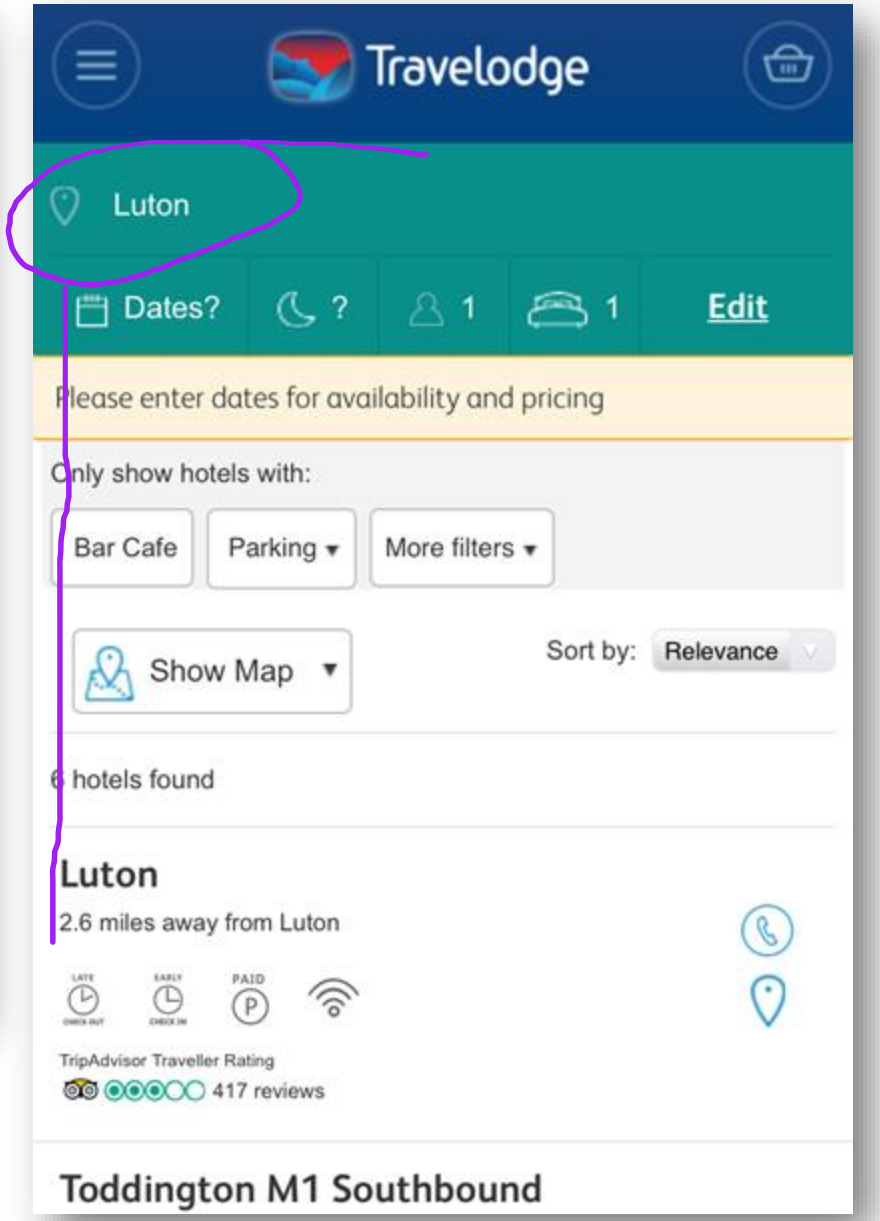
D. Bidding/ Decision

E. Post bid evaluation

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A. Looking for a hotel?

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We'll keep you informed on new eero deals and products, the latest WiFi technology trends, online security, and more! In the meantime, here are a few blog posts that we think you'll enjoy.

FEATURES

Chris and Eileen's eero story.



FEATURES

Chris and Eileen's eero story.



READ NOW

TECHNOLOGY

Save $120 a year by upgrading your modem.



READ NOW

B. Information search

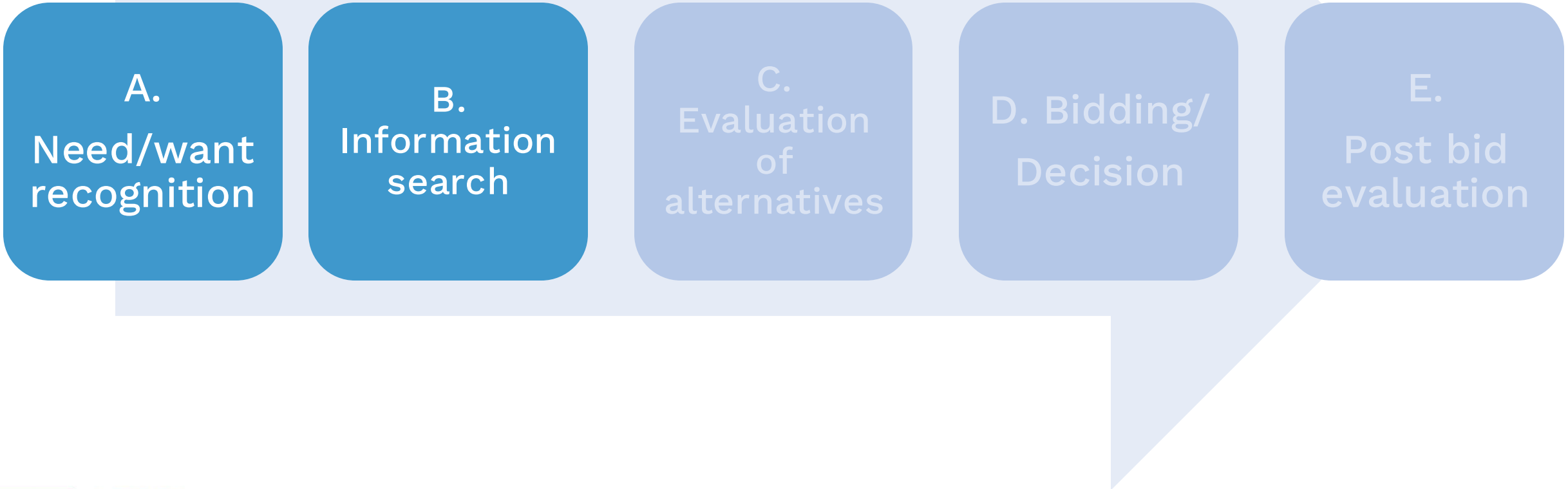
Welcome email journey



Customer decision making process

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John Dewey, 1910



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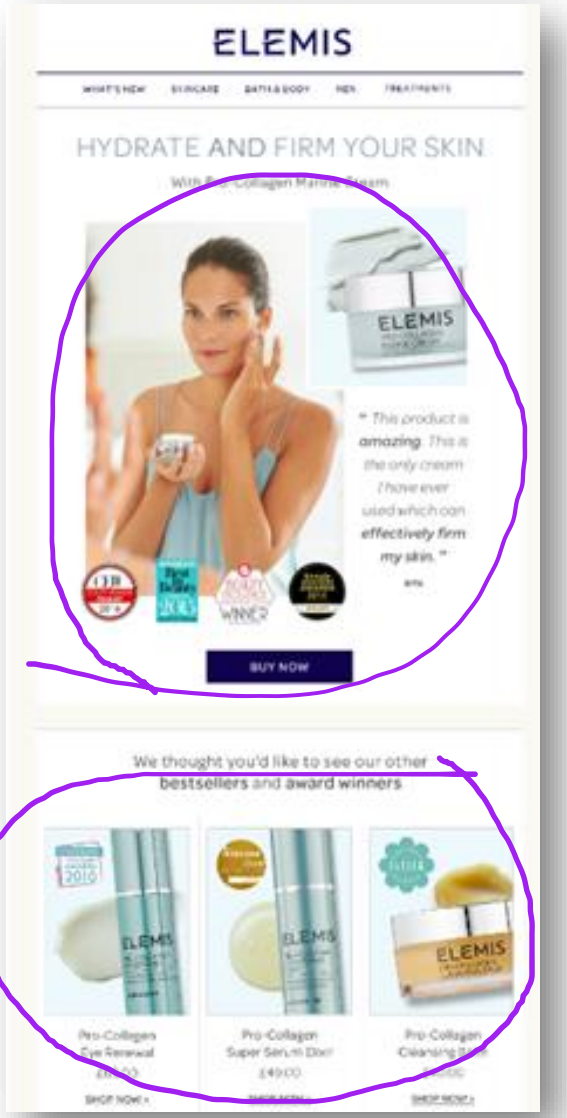
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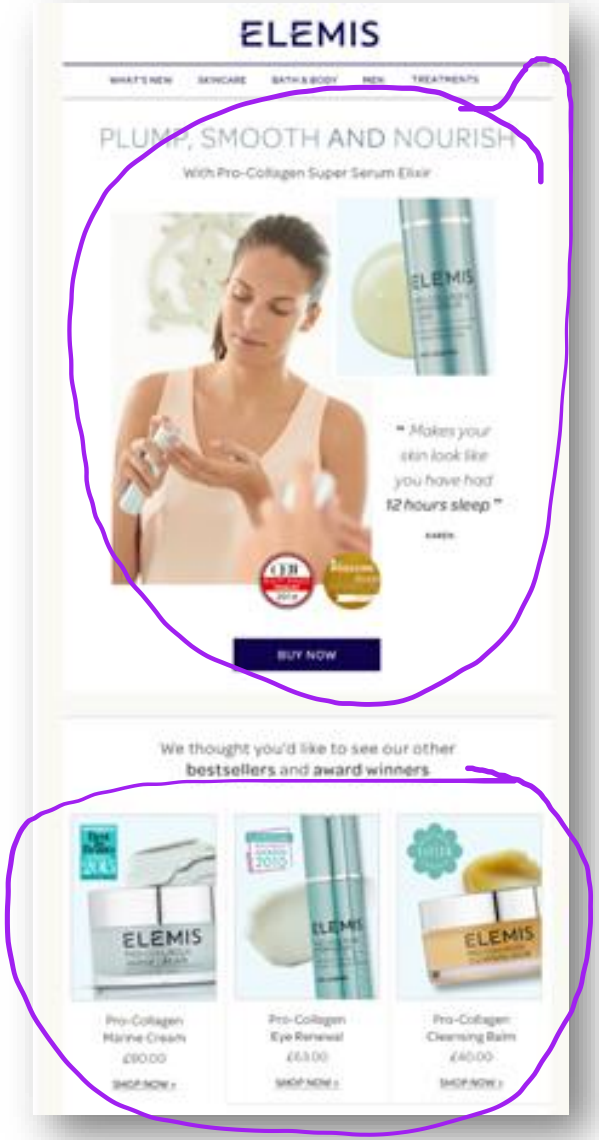
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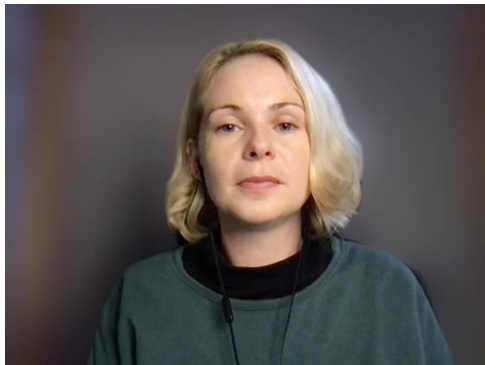






C. Evaluate alternatives

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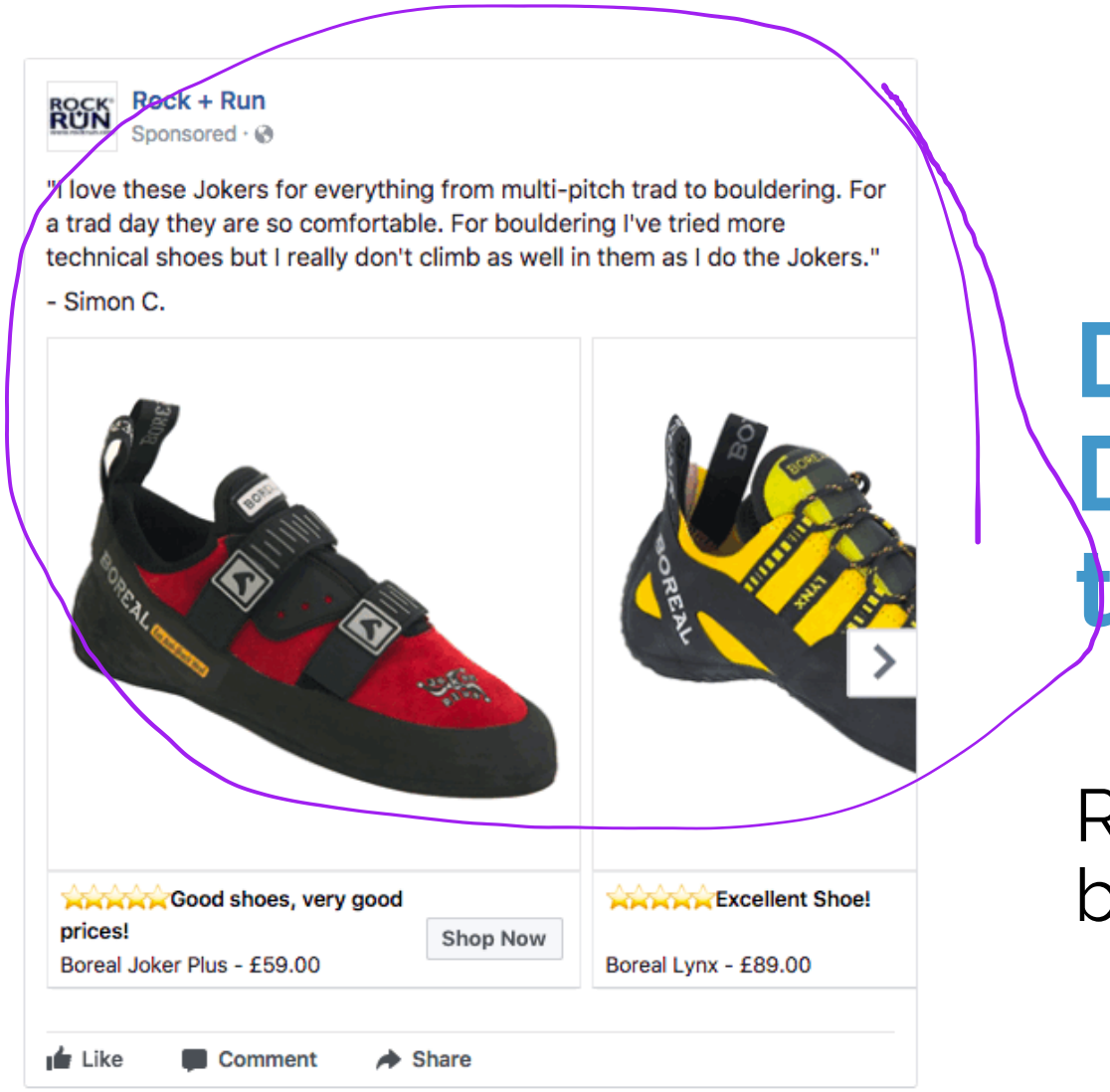
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D. Purchase/ Decision – close the deal!

Retargeting email/website behaviour

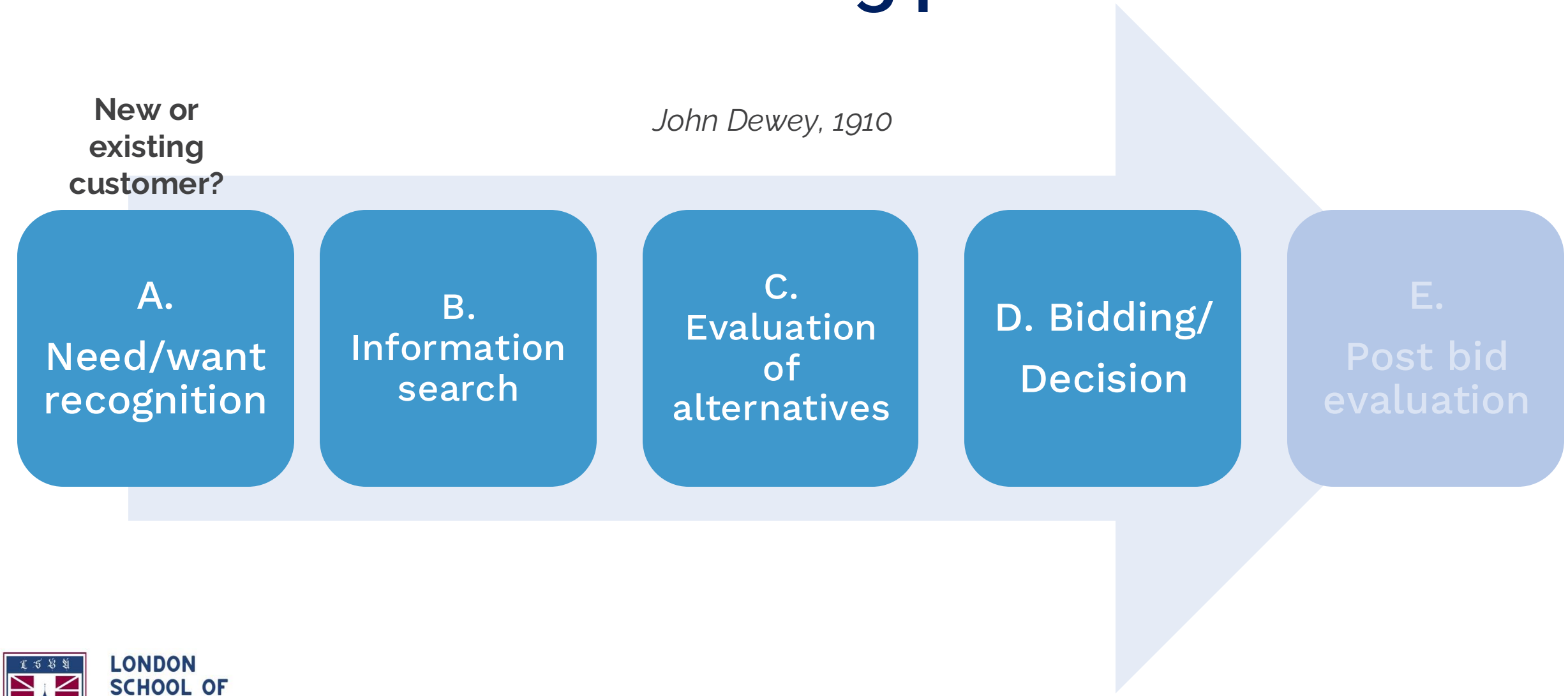


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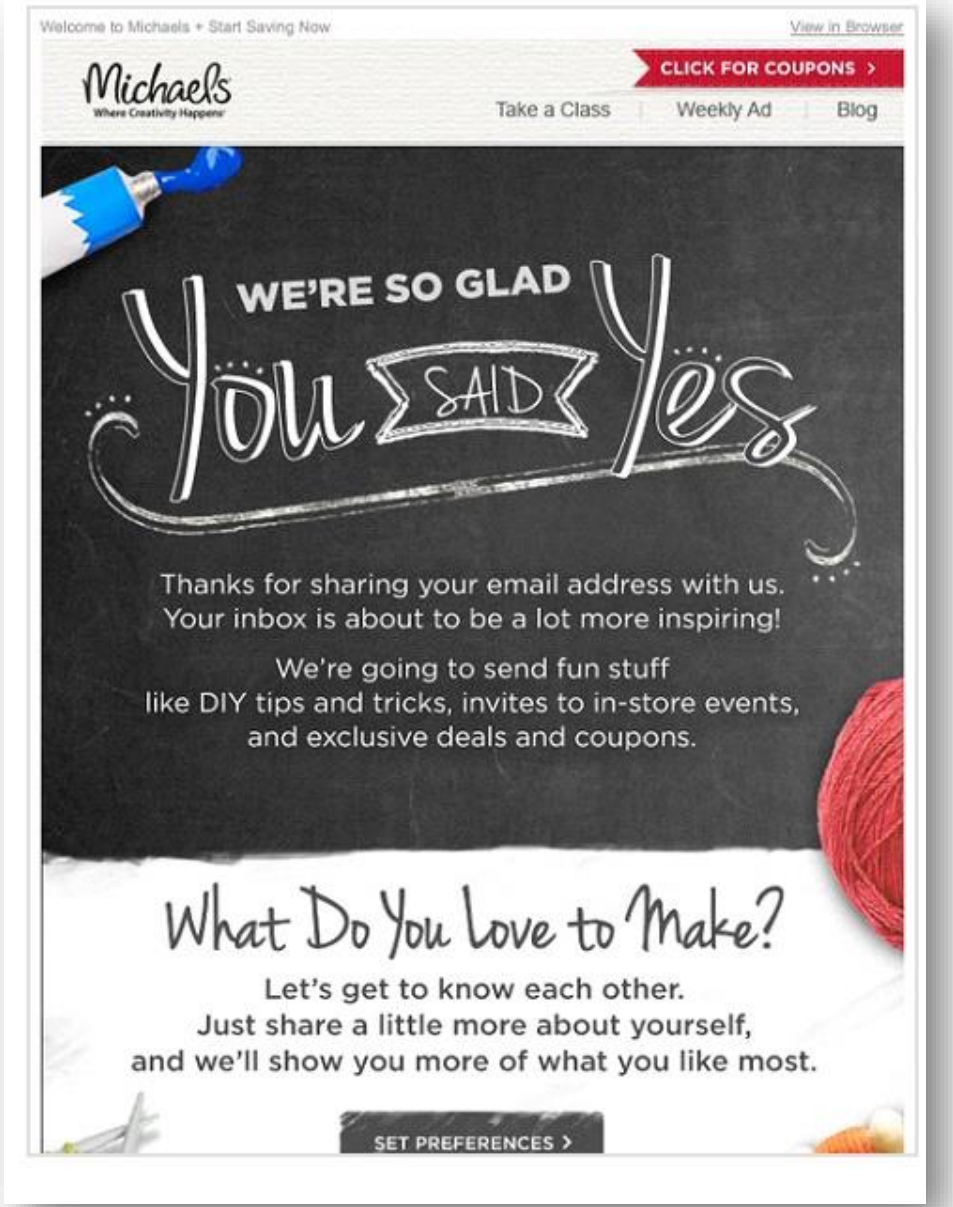


E. Post bid: Retention

- Relevant to you based on browser and purchase history.



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Behaviour targeting

- What does their transactional & browsing behaviour say about their interests?

- Are there other products/ services that may compliment the product they have purchase?

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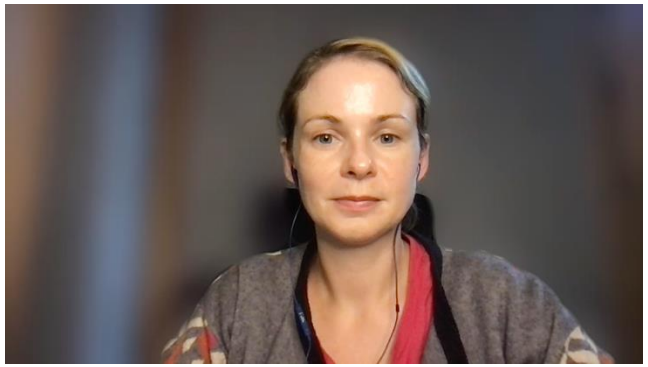


This lecture covered:

The customer journey

- The RACE model
- STP
- Customer journey maps

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Thank you!



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