

# Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

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Ideas for going from Stage 1:  
\_\_\_\_\_ to Stage 2:  
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Action Step:

Stage 2

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Ideas for going from Stage 2:  
\_\_\_\_\_ to Stage 3:  
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Action Step:

Stage 3

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Ideas for going from Stage 3:  
\_\_\_\_\_ to Stage 4:  
\_\_\_\_\_

Action Step:

Stage 4

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Ideas for going from Stage 4:  
\_\_\_\_\_ to Stage 5:  
\_\_\_\_\_

Action Step:

Stage 5

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Ideas for going from Stage 5:  
\_\_\_\_\_ to Stage 6:  
\_\_\_\_\_

Action Step:

Stage 6

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Ideas for going from Stage 6:  
\_\_\_\_\_ to Stage 7:  
\_\_\_\_\_

Action Step:

Stage 7