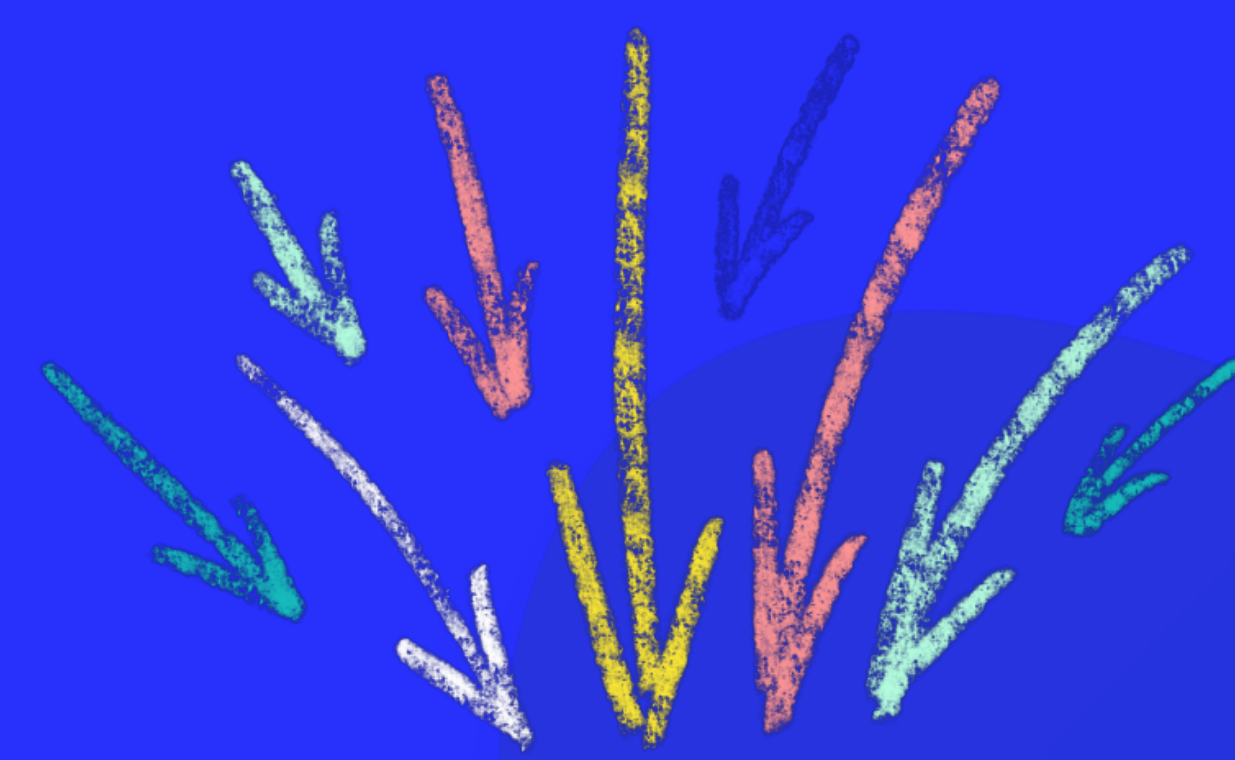


Build Your (Non-Boring) Marketing Plan in just ONE HOUR



Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1 Awareness



Ideas for going from
Stage 1:
Awareness
to
Stage 2:
Interest

Action Step:

Stage 2 Interest



Ideas for going from
Stage 2:
Interest
to
Stage 3:
Consideration

Action Step:

Stage 3 Consideration



Ideas for going from
Stage 3:
Consideration
to
Stage 4:
Purchase

Action Step:

Stage 4 Purchase



Ideas for going from
Stage 4:
Purchase
to
Stage 5:
Retention

Action Step:

Stage 5 Retention



Ideas for going from
Stage 5:
Retention
to
Stage 6:

Action Step:

Marketing your business is hard

- Feels like you're juggling 12 million things at once 🤹
- You don't have a system for seeing your marketing plan as a whole and how it's performing 😞
- You never know what to tweak or change to try and improve sales 🤷
- But... we have a helpful framework to make it more manageable... 💪

View your marketing plan through the lens of your customer's journey

Customer Journey Marketing Plan

Awareness/Traffic Sources:		
Stage 1	Awareness	
↓	Ideas for going from Stage 1: Awareness to Stage 2: Interest	Action Step:
Stage 2	Interest	
↓	Ideas for going from Stage 2: Interest to Stage 3: Consideration	Action Step:
Stage 3	Consideration	
↓	Ideas for going from Stage 3: Consideration to Stage 4: Purchase	Action Step:
Stage 4	Purchase	
↓	Ideas for going from Stage 4: Purchase to Stage 5: Retention	Action Step:
Stage 5	Retention	
↓	Ideas for going from Stage 5: Retention to Stage 6: Loyalty	Action Step:
Stage 6	Loyalty	
↓	Ideas for going from Stage 6: Loyalty to Stage 7: Advocacy	Action Step:
Stage 7	Advocacy	

Who are we?



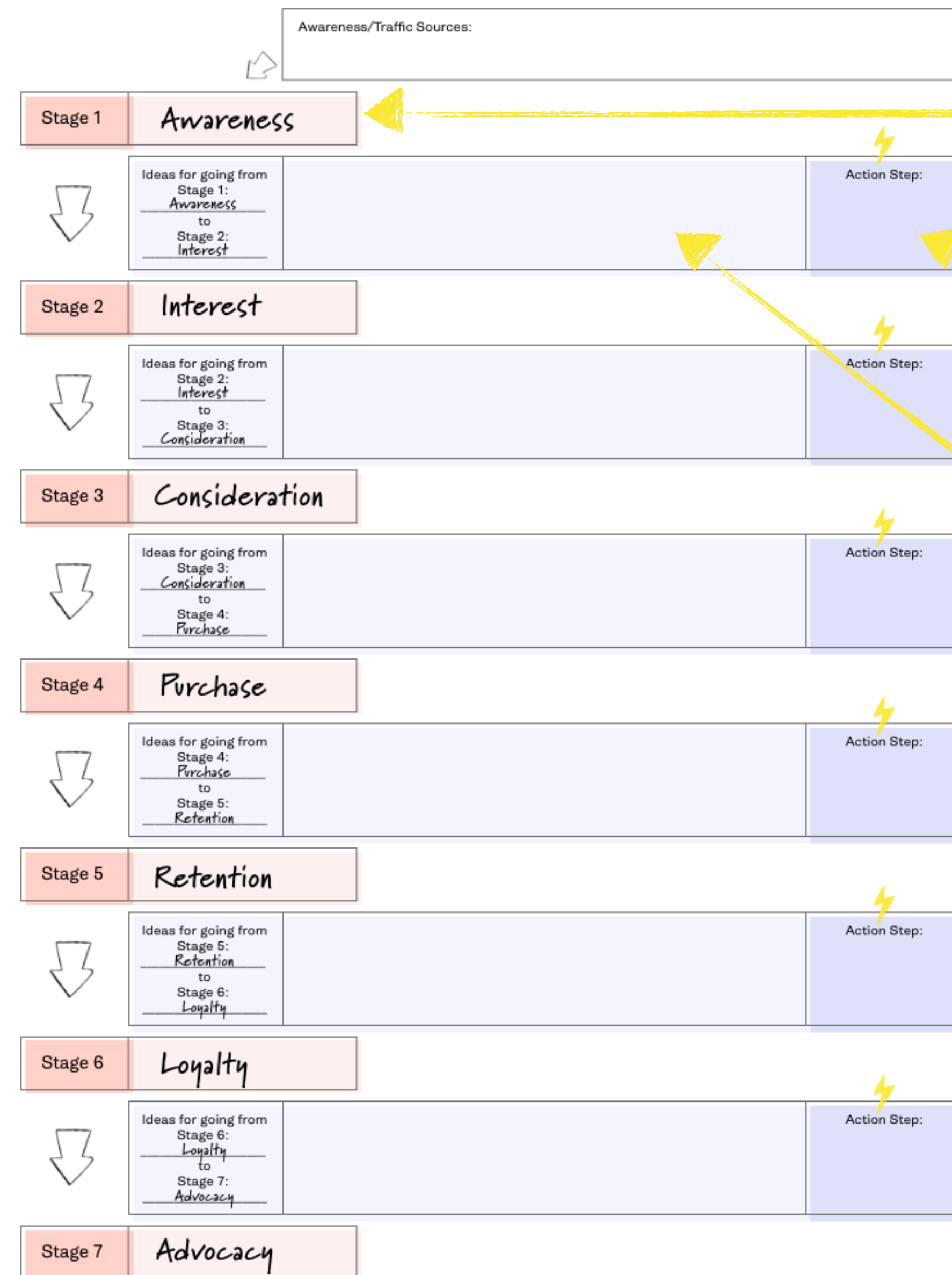
Your Customer's Journey



Why this matters

- “Marketing” as a whole is vague and overwhelming
- This exercise breaks it down into specific, unique phases you can tackle individually
- It gives you a means of justifying every marketing tactic
- It puts you in the shoes of your customer so you can understand how you’re communicating with them every step of the way
- Remember, EACH part of the journey contributes to a healthy and sustainable business

Customer Journey Marketing Plan



STAGES

Where are they in their journey to becoming a customer?

ACTION STEP

What action does your customer need to take in order to move to the next stage?

TACTICS

What are you doing to help move a customer from one stage to the next?

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1	Awareness		
↓	Ideas for going from Stage 1: Awareness to Stage 2: Interest		Action Step:
Stage 2	Interest		
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Stage 5	Retention		
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Stage 6	Loyalty		
↓	Ideas for going from Stage 6: Loyalty to Stage 7: Advocacy		Action Step:
Stage 7	Advocacy		

Download the
worksheet
and fill in
as we go along

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

Awareness



Ideas for going from
Stage 1:
Awareness
to
Stage 2:
Interest

Action Step:

Stage 2

Interest



Ideas for going from
Stage 2:
Interest
to
Stage 3:
Consideration

Action Step:

Stage 3

Consideration



Ideas for going from
Stage 3:
Consideration
to
Stage 4:
Purchase

Action Step:

Stage 4

Purchase

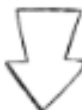


Ideas for going from
Stage 4:
Purchase
to
Stage 5:
Retention

Action Step:

Stage 5

Retention



Ideas for going from
Stage 5:
Retention
to
Stage 6:
Loyalty

Action Step:

Stage 6

Loyalty



Ideas for going from
Stage 6:
Loyalty
to
Stage 7:
Advocacy

Action Step:

Stage 7

Advocacy

1

Sources of Traffic/
Awareness

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

Awareness



Sources of Traffic/Awareness:

- In order to become customers, people have to first know you exist
- It's crucial, but people often mistakenly concentrate ALL their marketing efforts on this one step

TACTICS

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

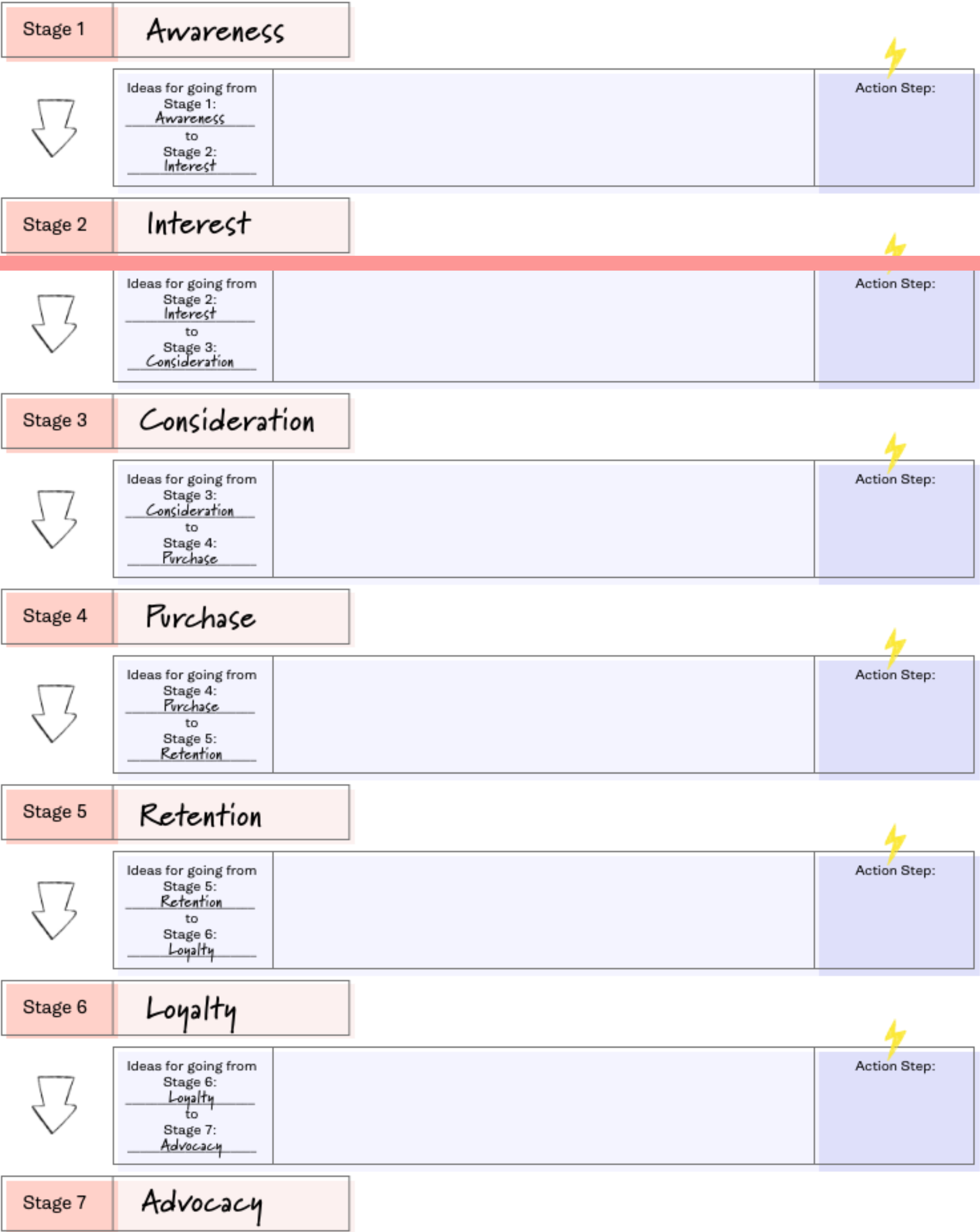
Awareness

Awareness/Traffic Sources:

- Organic search - Google (content marketing)
- Social search - Pinterest/YouTube (content marketing)
- Podcasting
- Paid ads
- Collaborations
- Events

Customer Journey Marketing Plan

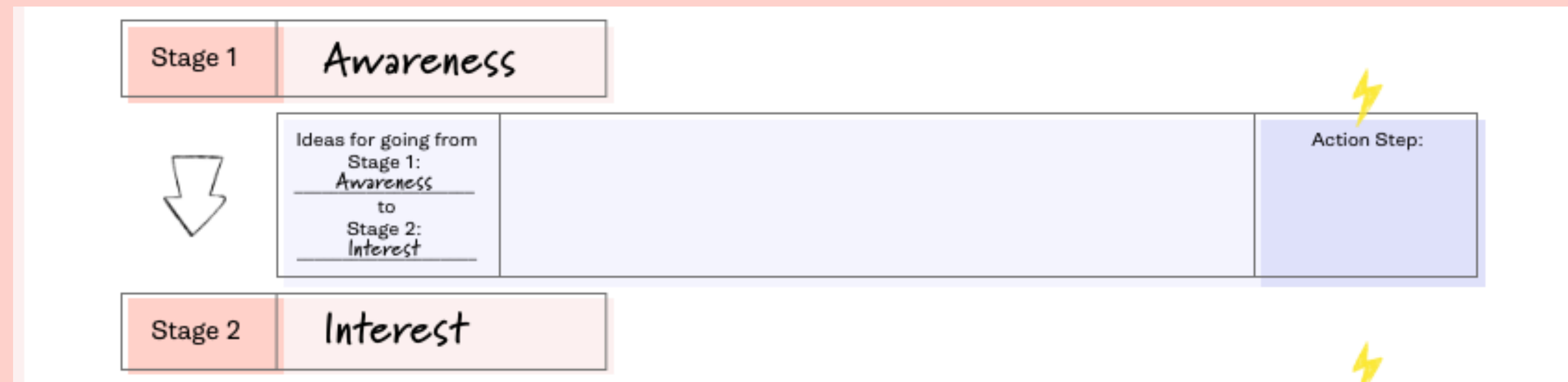
Awareness/Traffic Sources:



2

Awareness to Interest:

They know you exist. → They want to hear more from you.



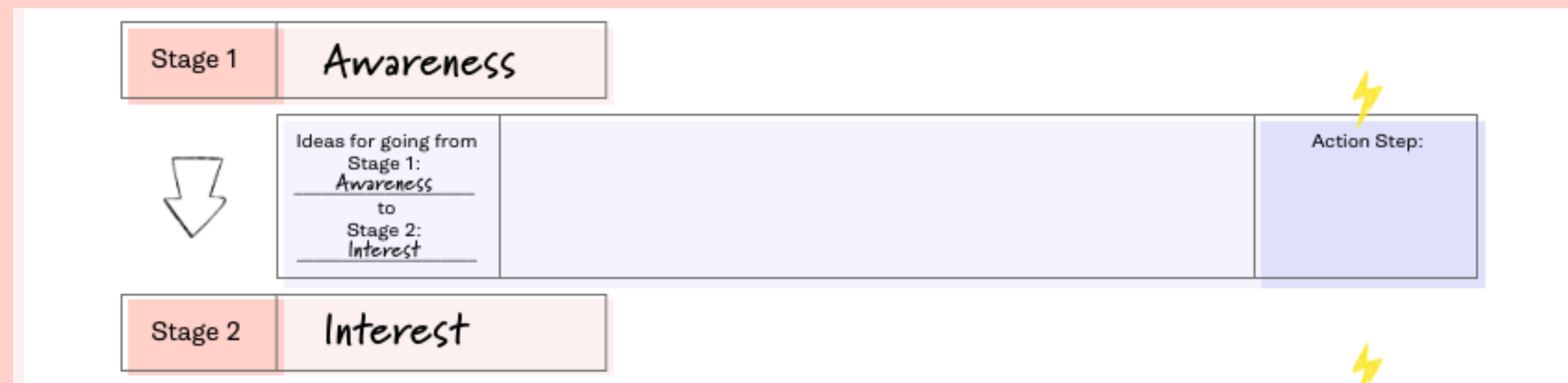
Awareness to Interest:

They know you exist.



They want to hear more from you.

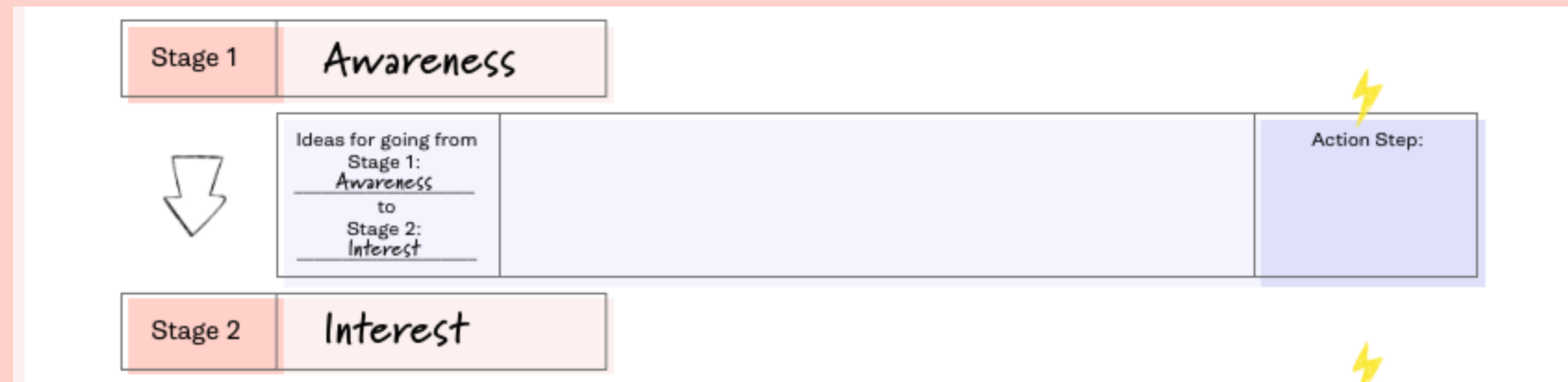
- First, define your action step.
- Action Step to get to **Interest** =
Signing up for our weekly newsletter
- Another example: follow us on
Instagram or subscribe on YouTube



Keys for going from Awareness to Interest:

- Be helpful or entertaining (or both)
- Clearly communicate what you do, who you are and what you stand for
- Be direct about what someone gets by keeping up with you

TACTICS



Awareness to Interest:

They know you exist.



They want to hear more from you.

- Having a high quality weekly newsletter
- Podcasting or YouTube channel

- Memorable, inviting branding

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

Awareness



Ideas for going from
Stage 1:
Awareness
to
Stage 2:
Interest

Action Step:

Stage 2

Interest



Ideas for going from
Stage 2:
Interest
to
Stage 3:
Consideration

Action Step:

Stage 3

Consideration



Ideas for going from
Stage 3:
Consideration
to
Stage 4:
Purchase

Action Step:

Stage 4

Purchase



Ideas for going from
Stage 4:
Purchase
to
Stage 5:
Retention

Action Step:

Stage 5

Retention



Ideas for going from
Stage 5:
Retention
to
Stage 6:
Loyalty

Action Step:

Stage 6

Loyalty



Ideas for going from
Stage 6:
Loyalty
to
Stage 7:
Advocacy

Action Step:

Stage 7

Advocacy

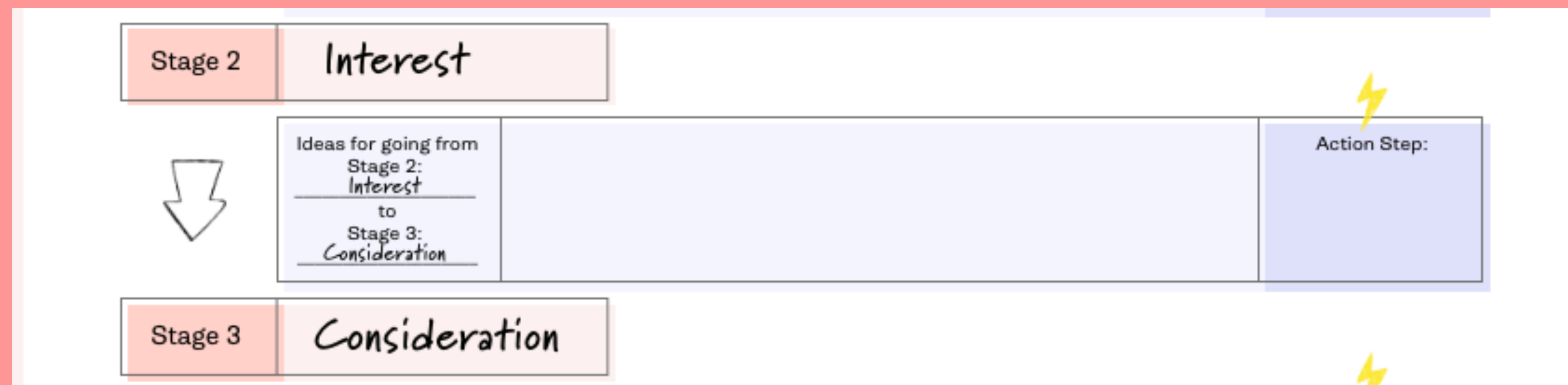
3

Interest to Consideration:

They want to hear
more from you.



They're thinking about
buying from you.



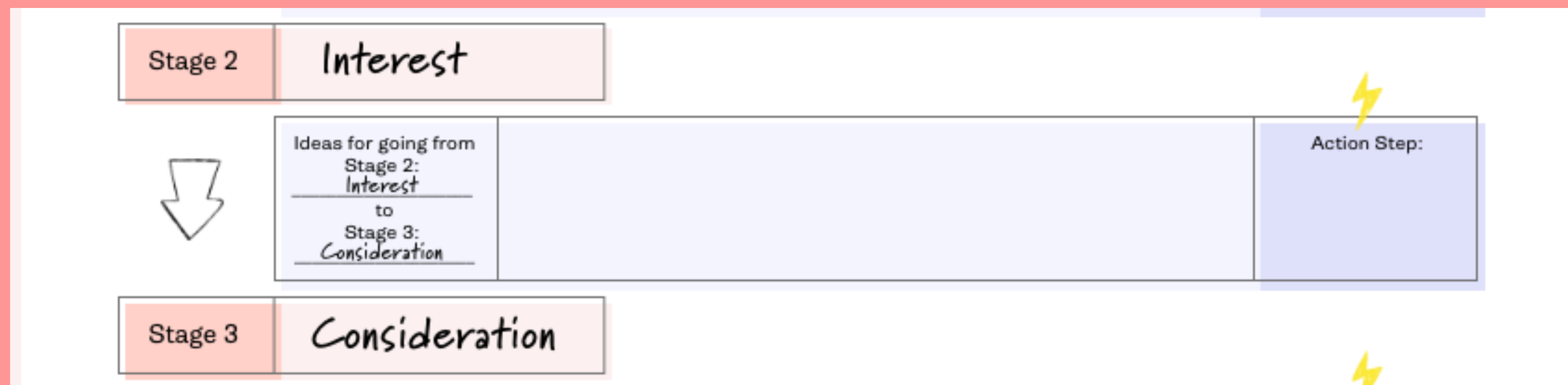
Interest to Consideration:

They want to hear more from you.



They're thinking about buying from you.

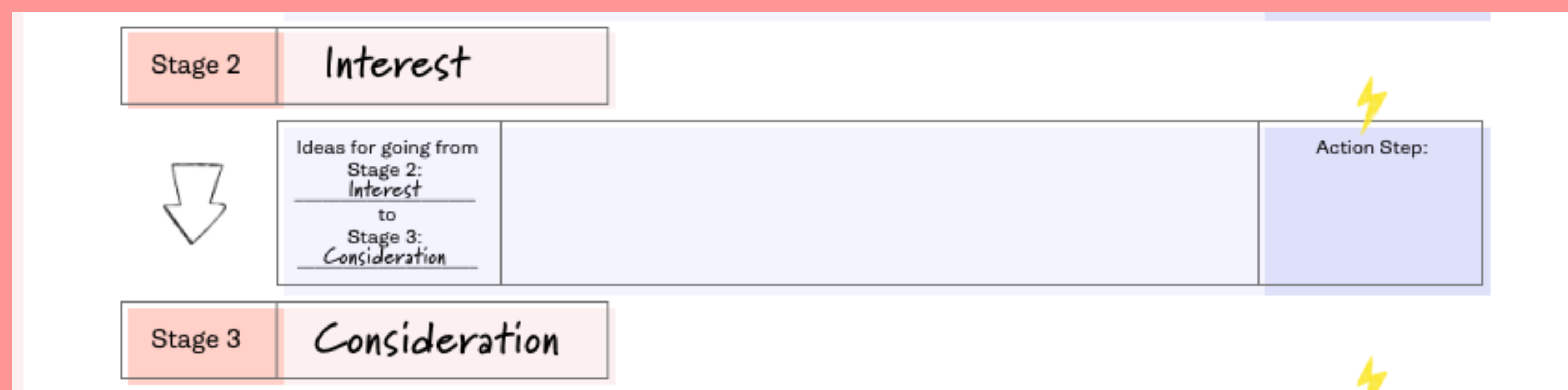
- Action step to get to **Consideration** = Clicking through to our membership sales page
- Other examples: Reaching out through a contact form



Keys for going from Interest to Consideration:

- Be sure to tell people you have something for sale!
- Speak to your ideal audience's pain points

TACTICS



Interest to Consideration:

They want to hear more from you.



They're thinking about buying from you.

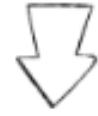
- Host webinar that speaks to the problem your product solves
- Create a free email course
- Have an email sales sequence (that's more than one email!)
- Create social content that helps solve your audience's pain points
- Free trial of your product/service

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

Awareness



Ideas for going from
Stage 1:
Awareness
to
Stage 2:
Interest

Action Step:

Stage 2

Interest



Ideas for going from
Stage 2:
Interest
to
Stage 3:
Consideration

Action Step:

Stage 3

Consideration



Ideas for going from
Stage 3:
Consideration
to
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Purchase

Action Step:

Stage 4

Purchase



Ideas for going from
Stage 4:
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to
Stage 5:
Retention

Action Step:

Stage 5

Retention



Ideas for going from
Stage 5:
Retention
to
Stage 6:
Loyalty

Action Step:

Stage 6

Loyalty



Ideas for going from
Stage 6:
Loyalty
to
Stage 7:
Advocacy

Action Step:

Stage 7

Advocacy

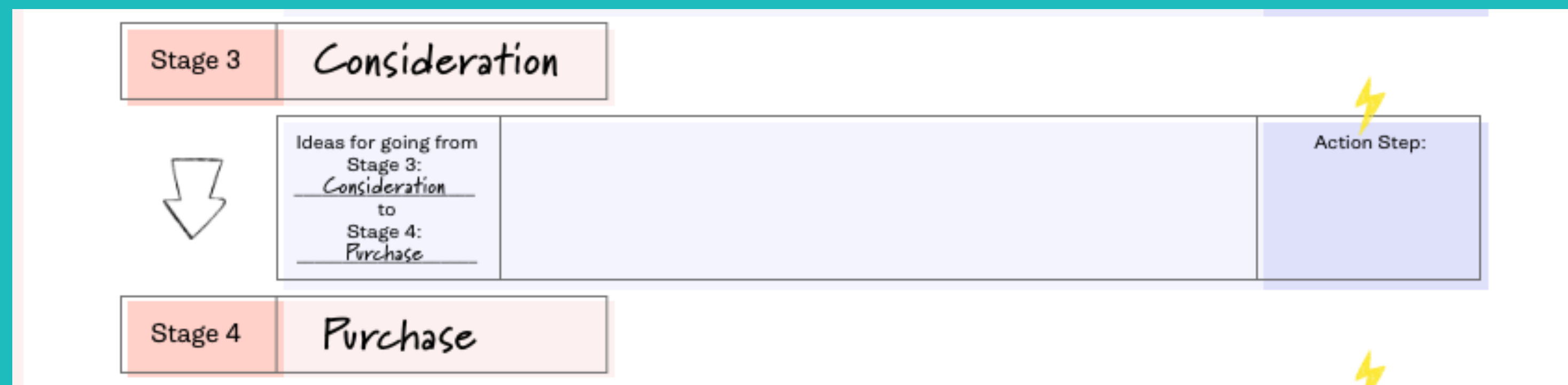
4

Consideration to Purchase:

They're thinking about
buying from you.



They bought what
you're selling.



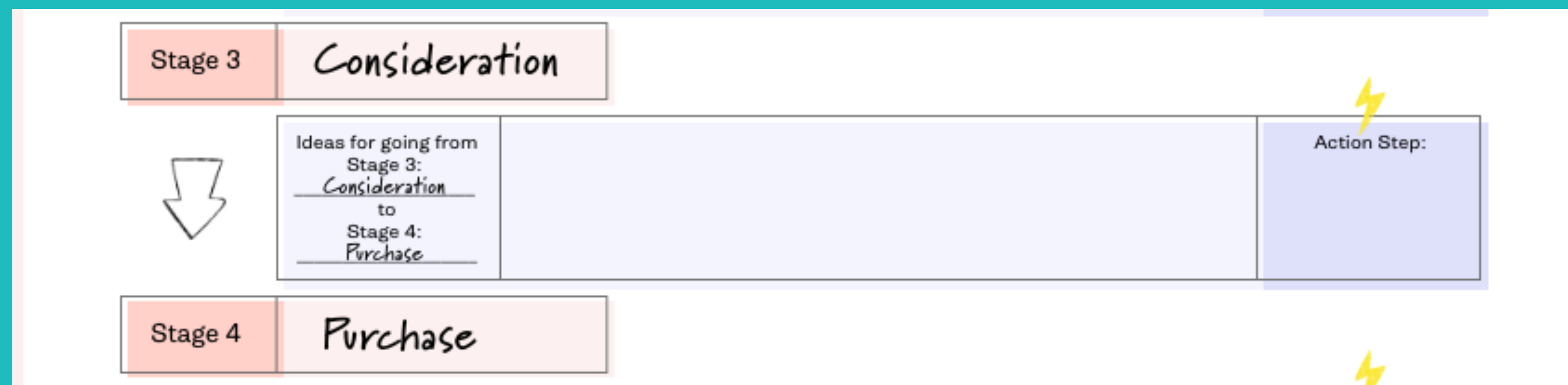
Consideration to Purchase:

*They're thinking about
buying from you.*



*They bought what you're
selling.*

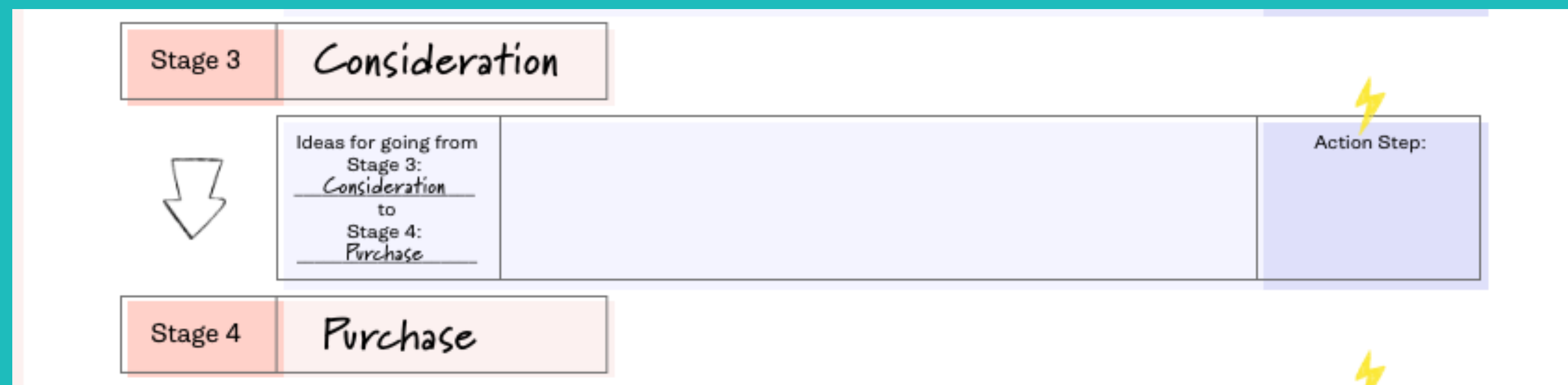
- Action step to get to **Purchase** =
Pay money! ;)



Keys for going from Consideration to Purchase:

- Speak to your ideal audience's pain points AND how your product solves those pain points
- Be clear about the outcome/benefit that your customer will get

TACTICS



Consideration to Purchase:

*They're thinking about
buying from you.*

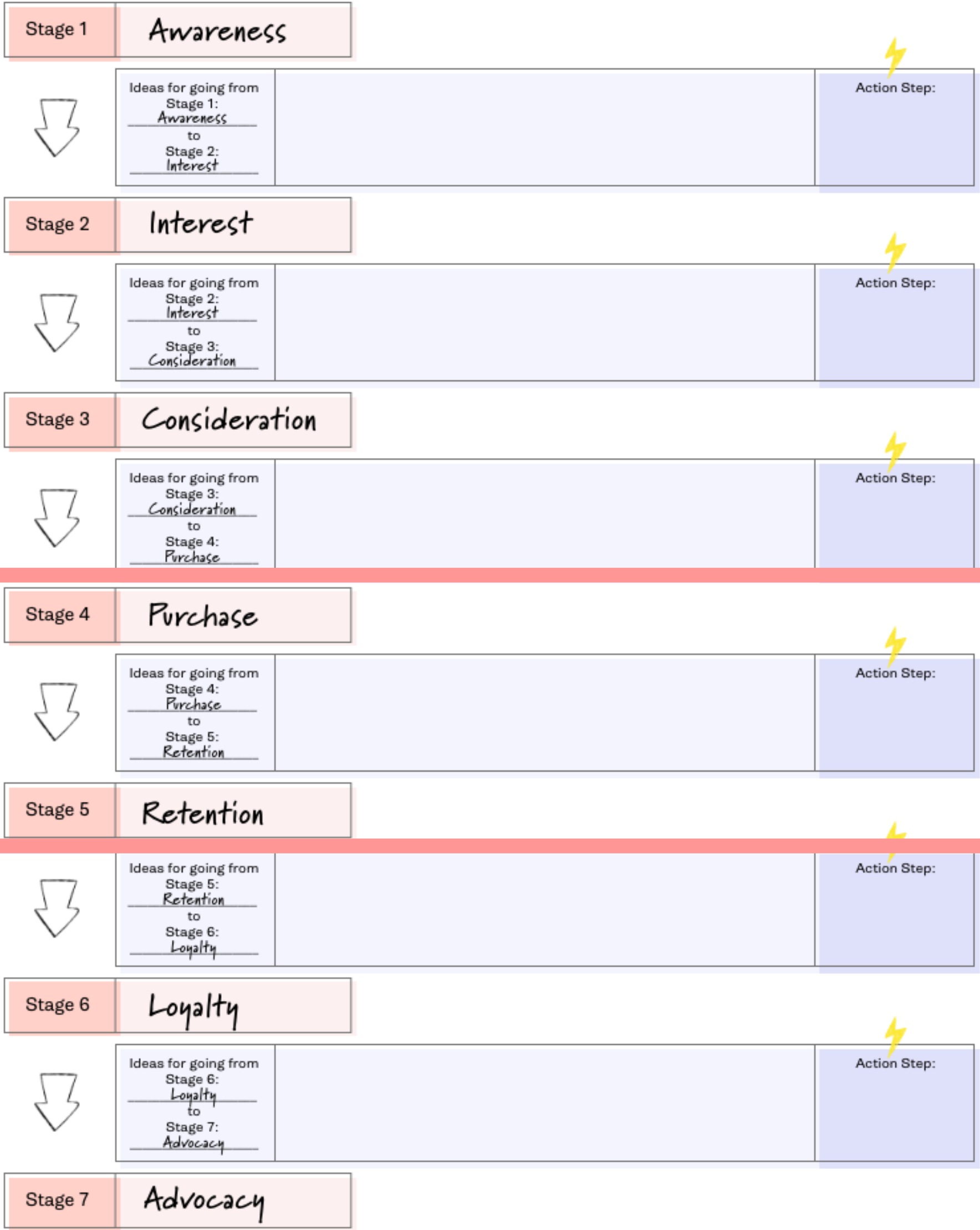


*They bought what you're
selling.*

- Well-designed, clear sales page
- Testimonials and customer success stories
- Live product demo
- Include selling in live workshop format

Customer Journey Marketing Plan

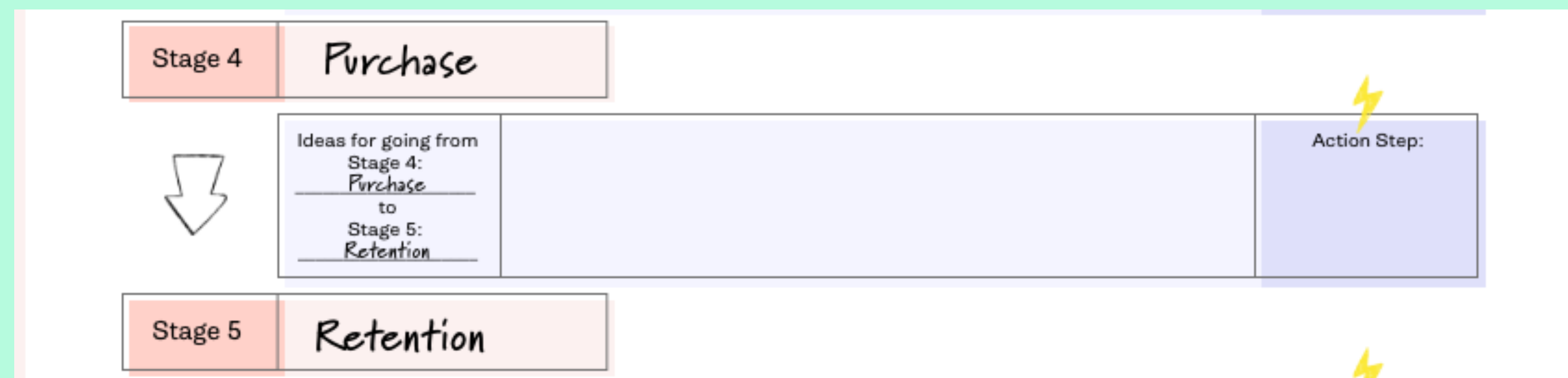
Awareness/Traffic Sources:



5

Purchase to Retention:

They bought what you're selling. → They are using what you sold them.



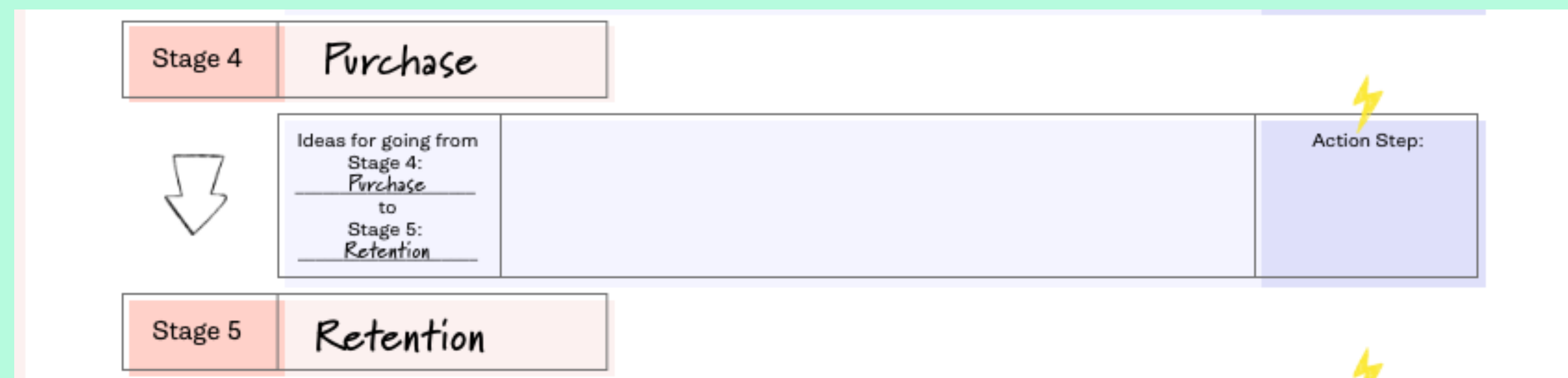
Purchase to Retention:

They bought what you're selling.



They are using what you sold them.

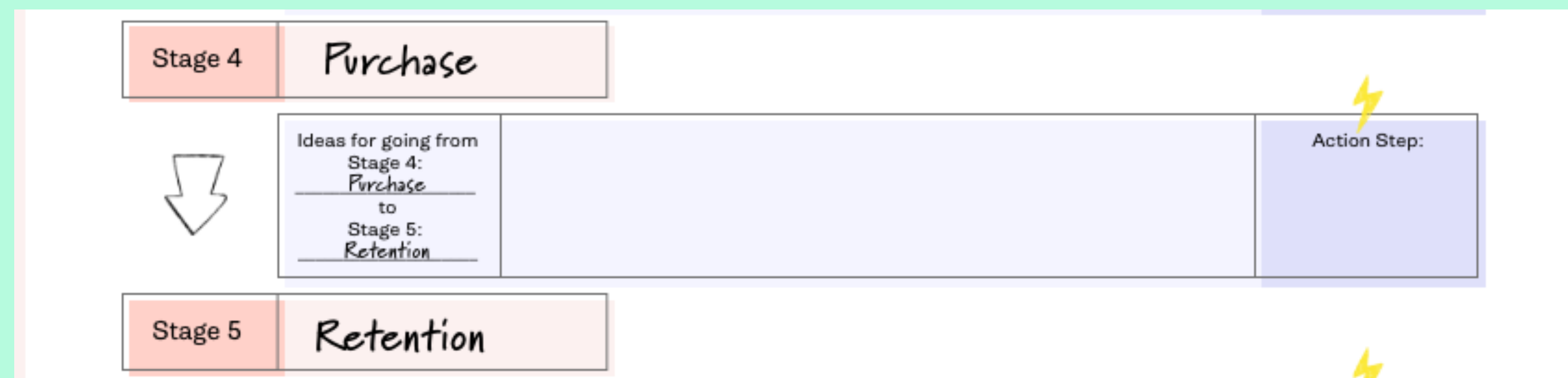
- Action step to get to **Retention** =
Take at least one course in WAIM
- Other examples: Implement your branding or web design, take your course, use your app



Keys to going from Purchase to Retention:

- Understand the barriers that will keep your customer from using your product

TACTICS



Purchase to Retention:

They bought what you're selling.



They are using what you sold them.

- Onboarding email sequence that teaches your customer how to use your product
- Monthly customer-only email highlighting product features
- Adding new features or updates to your product
- Reward system for completing product

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

Awareness



Ideas for going from
Stage 1:
Awareness
to
Stage 2:
Interest

Action Step:

Stage 2

Interest



Ideas for going from
Stage 2:
Interest
to
Stage 3:
Consideration

Action Step:

Stage 3

Consideration



Ideas for going from
Stage 3:
Consideration
to
Stage 4:
Purchase

Action Step:

Stage 4

Purchase



Ideas for going from
Stage 4:
Purchase
to
Stage 5:
Retention

Action Step:

Stage 5

Retention



Ideas for going from
Stage 5:
Retention
to
Stage 6:
Loyalty

Action Step:

Stage 6

Loyalty



Ideas for going from
Stage 6:
Loyalty
to
Stage 7:
Advocacy

Action Step:

Stage 7

Advocacy

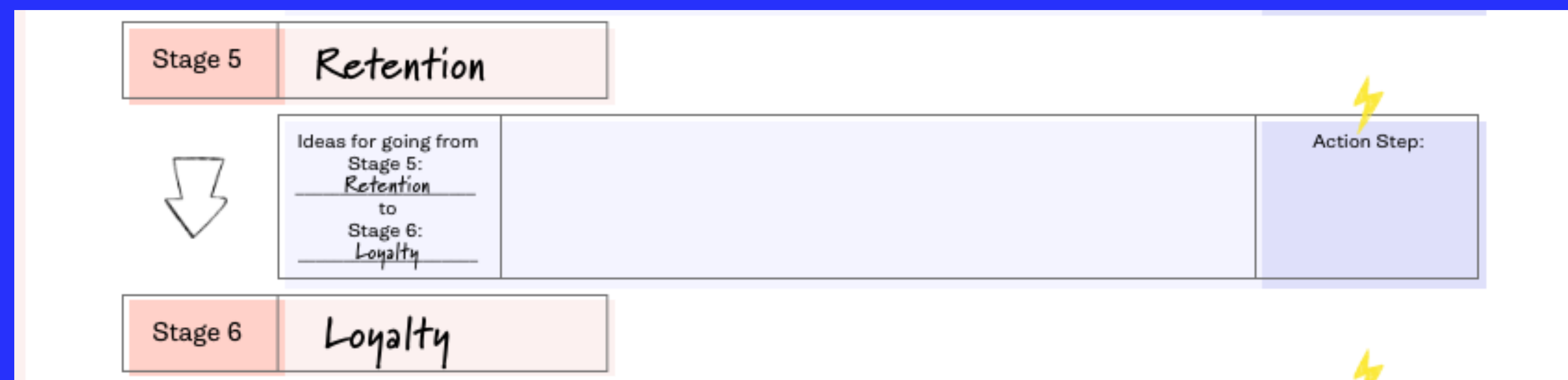
6

Retention to Loyalty:

They are using what
you sold them.



They love what you sold
them.



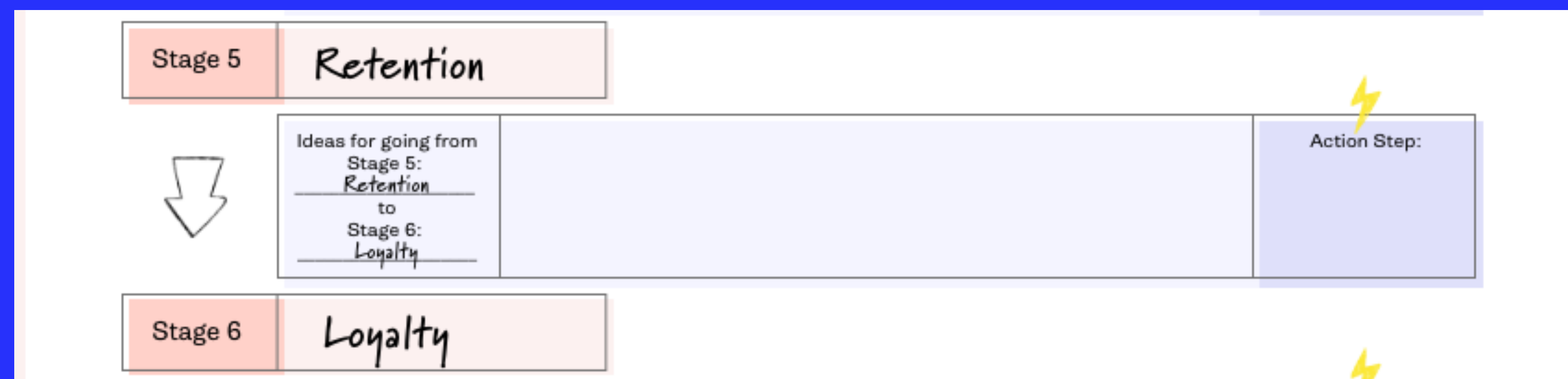
Retention to Loyalty:

*They are using what you
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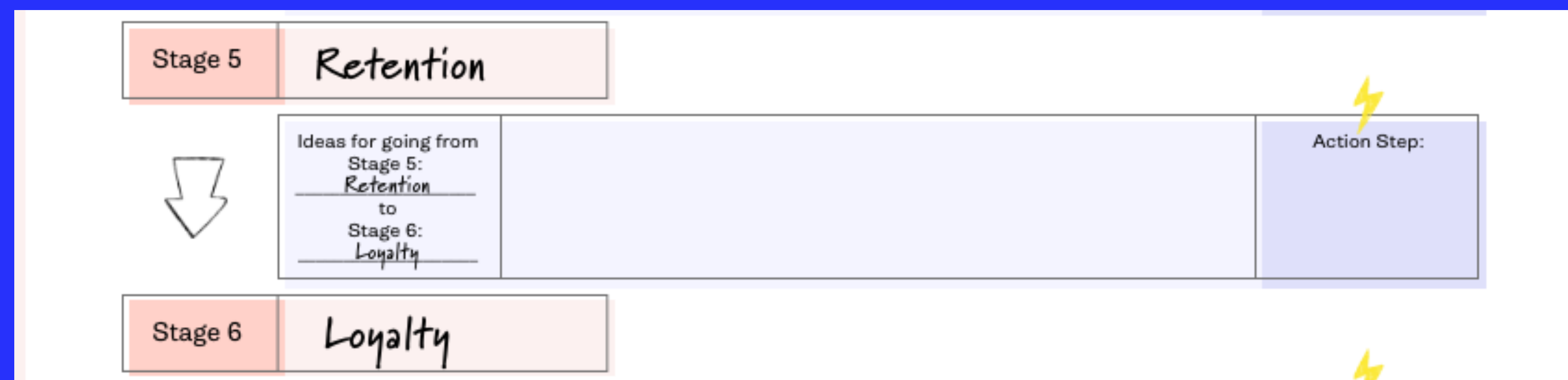
- Action step to get to **Loyalty** =
Gives us a WAIM testimonial
- Other examples: repeat purchases,
becomes a power user



Keys to going from Retention to Loyalty:

- Surprise and delight
- Personalized customer attention
- Actually following up to make sure you solved their pain points

TACTICS



Retention to Loyalty:

*They are using what you
sold them.*



*They love what you sold
them.*

- Personalized customer gifts
- Quarterly calls to connect with your customers
- Reaching out or emailing customers unsolicited
- Special attention or benefits for being a power user

Customer Journey Marketing Plan

Awareness/Traffic Sources:

Stage 1

Awareness

↓

Ideas for going from Stage 1: Awareness to Stage 2: Interest

Action Step:

Stage 2

Interest

↓

Ideas for going from Stage 2: Interest to Stage 3: Consideration

Action Step:

Stage 3

Consideration

↓

Ideas for going from Stage 3: Consideration to Stage 4: Purchase

Action Step:

Stage 4

Purchase

↓

Ideas for going from Stage 4: Purchase to Stage 5: Retention

Action Step:

Stage 5

Retention

↓

Ideas for going from Stage 5: Retention to Stage 6: Loyalty

Action Step:

Stage 6

Loyalty

↓

Ideas for going from Stage 6: Loyalty to Stage 7: Advocacy

Action Step:

Stage 7

Advocacy

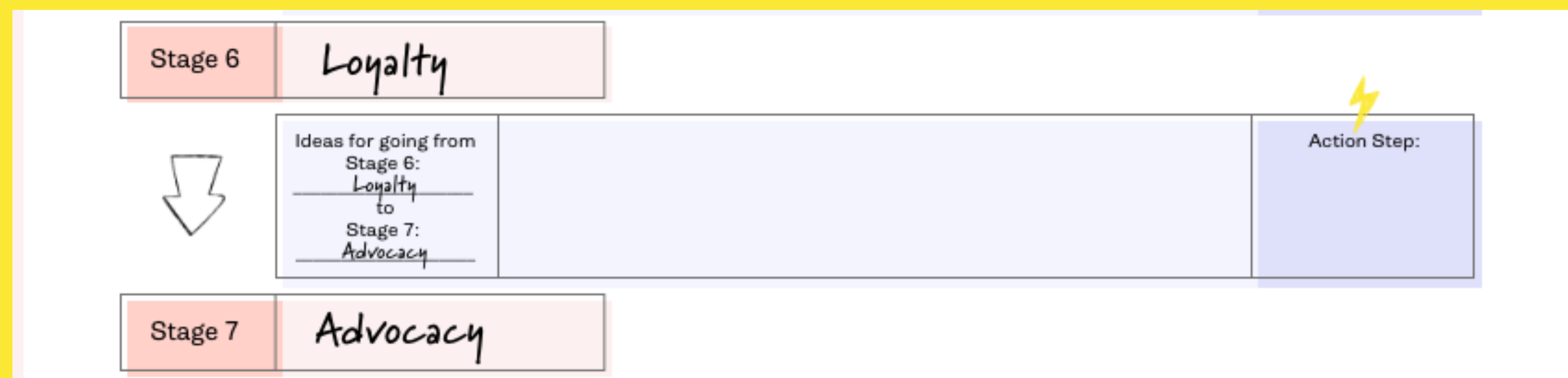
7

Loyalty to Advocacy

They love what you sold them.



They are telling others they love what you sold them.



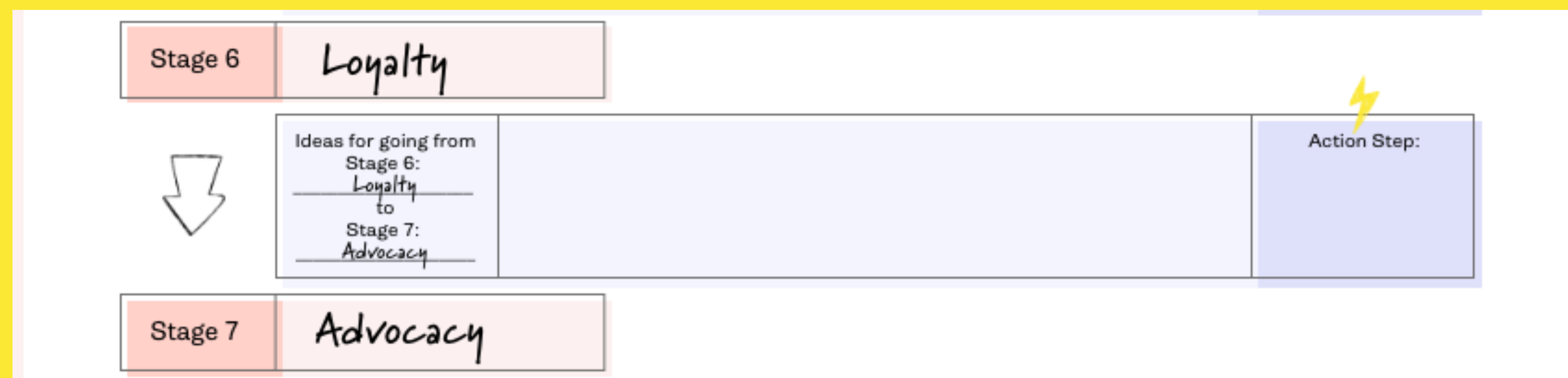
Loyalty to Advocacy

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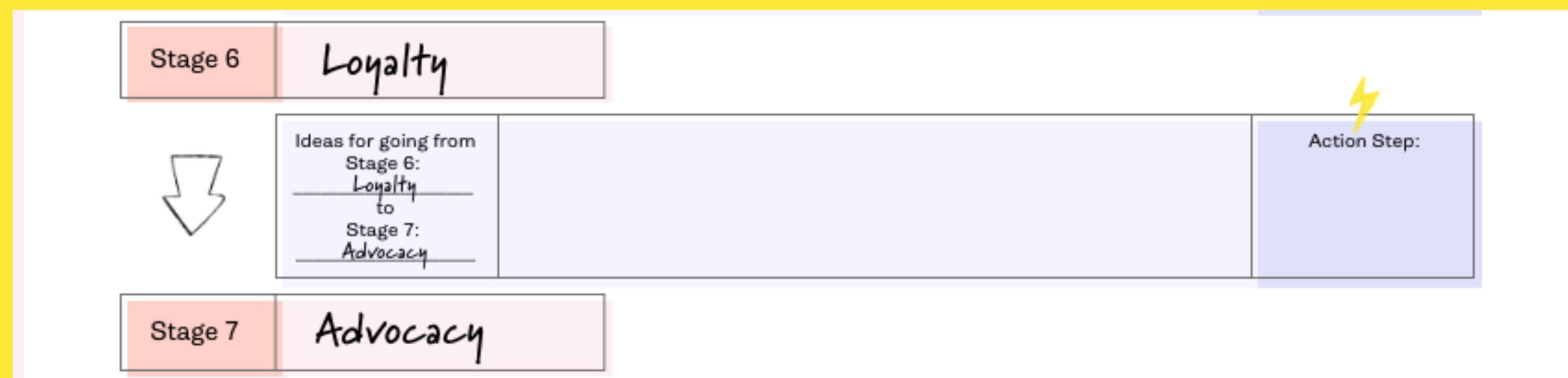
- Action step to get to **Advocacy** =
Becomes a WAIM affiliate or shares about WAIM on their own site
- Other examples: Shares testimonial of your product on social media, refers clients/customers to you



Keys to going from Loyalty to Advocacy

- Making it as easy as possible for someone to share about your product

TACTICS



Loyalty to Advocacy

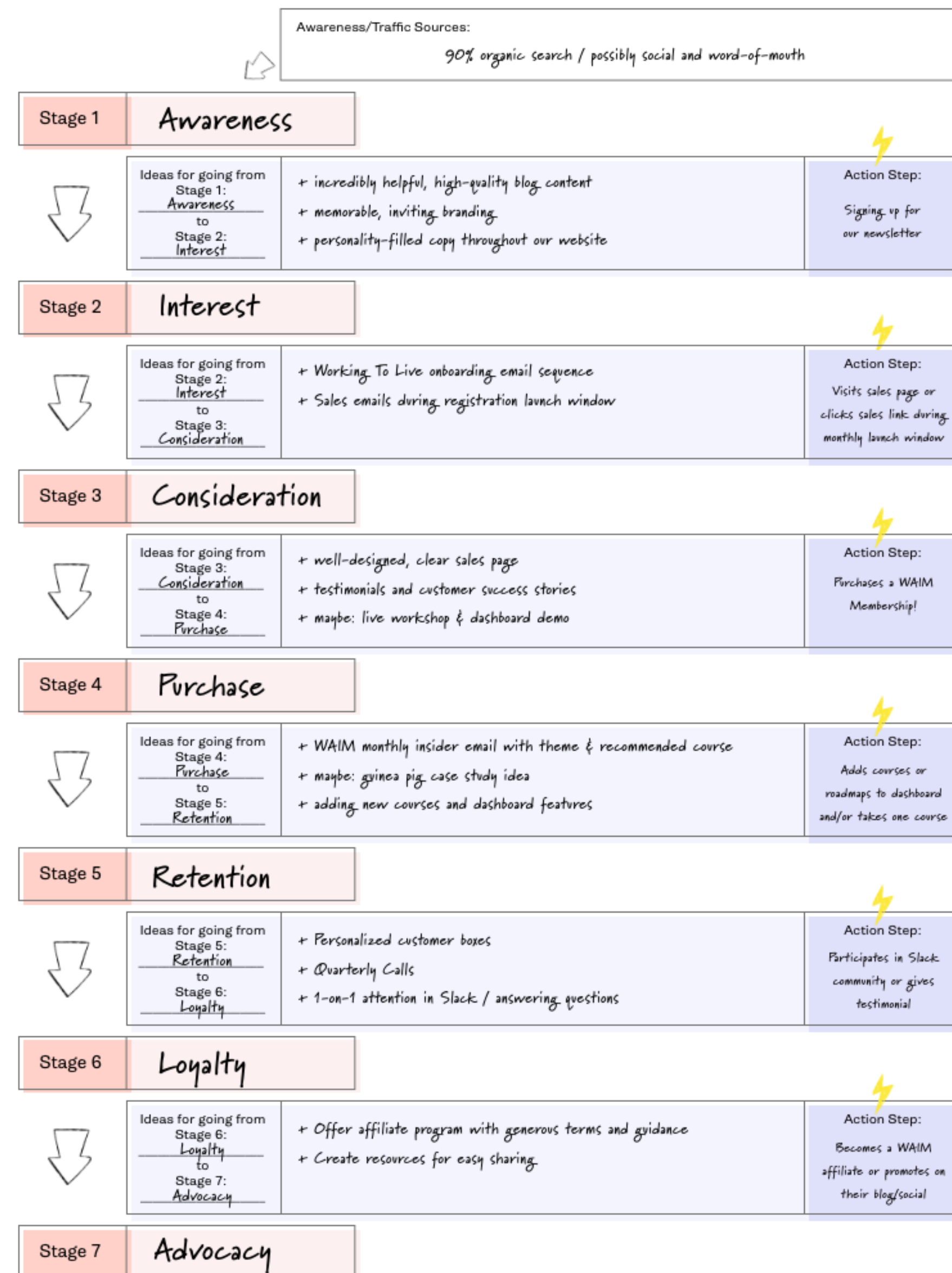
They love what you sold them.



They are telling others they love what you sold them.

- Affiliate program with a financial incentive
- Asking for people to share!
- Creating easy shareable resources for social about your product

Customer Journey Marketing Plan

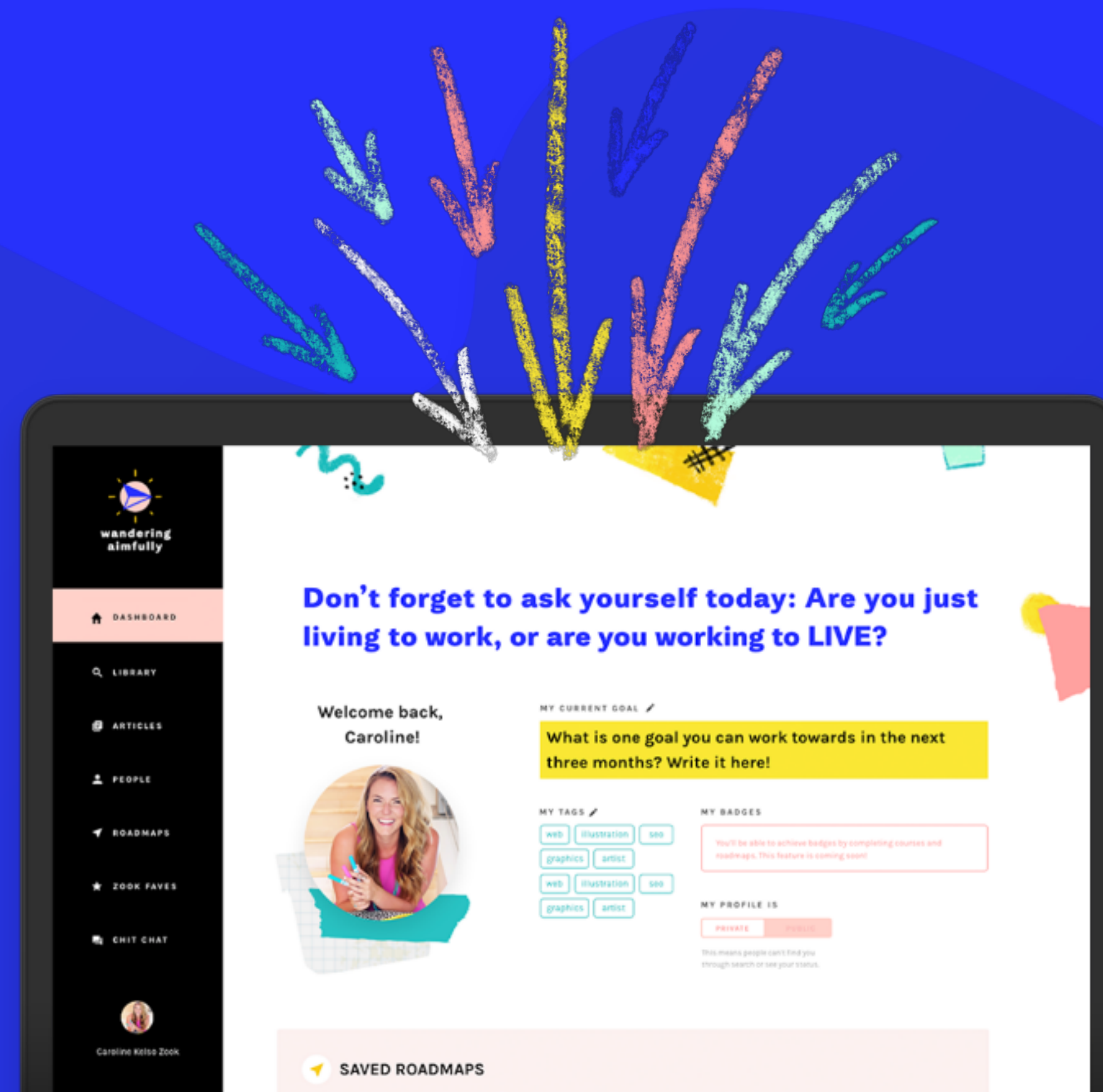


Next steps:

- Pick ONE stage that you feel is most lacking in your current customer's journey
- Select a marketing tactic from your worksheet that could move your customer through that stage
- Create an action plan to implement that ONE tactic
- Put a recurring event on your calendar every MONTH to go over this document again

Heads Up:

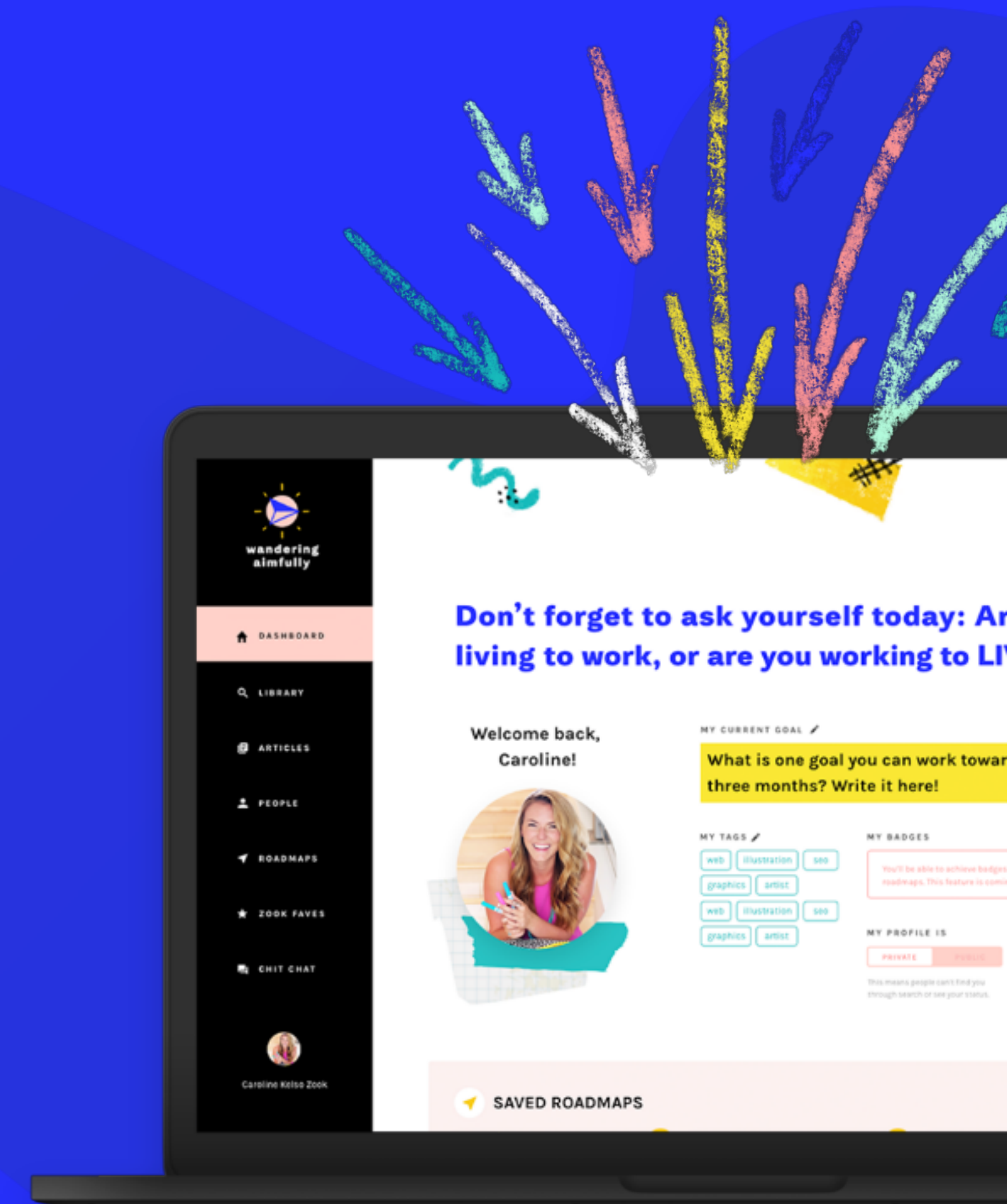
This next part where we tell you about the
Wandering Aimfully Membership



COMING SOON

The 6-Month WAIM Product Plan 🤯

Turn your creative gifts into a profitable digital product business, without sacrificing your lifestyle in the process



The 6-Month WAIM Product Plan

Month 1

BRANDING + POSITIONING

GROWING THE RIGHT AUDIENCE

Month 2

PRODUCT CREATION

BALANCE + SCHEDULING

Month 3

WEBSITE STRATEGY

SETTING FINANCIAL GOALS

Month 4

PRE-MARKETING BUZZ

BETA TESTING

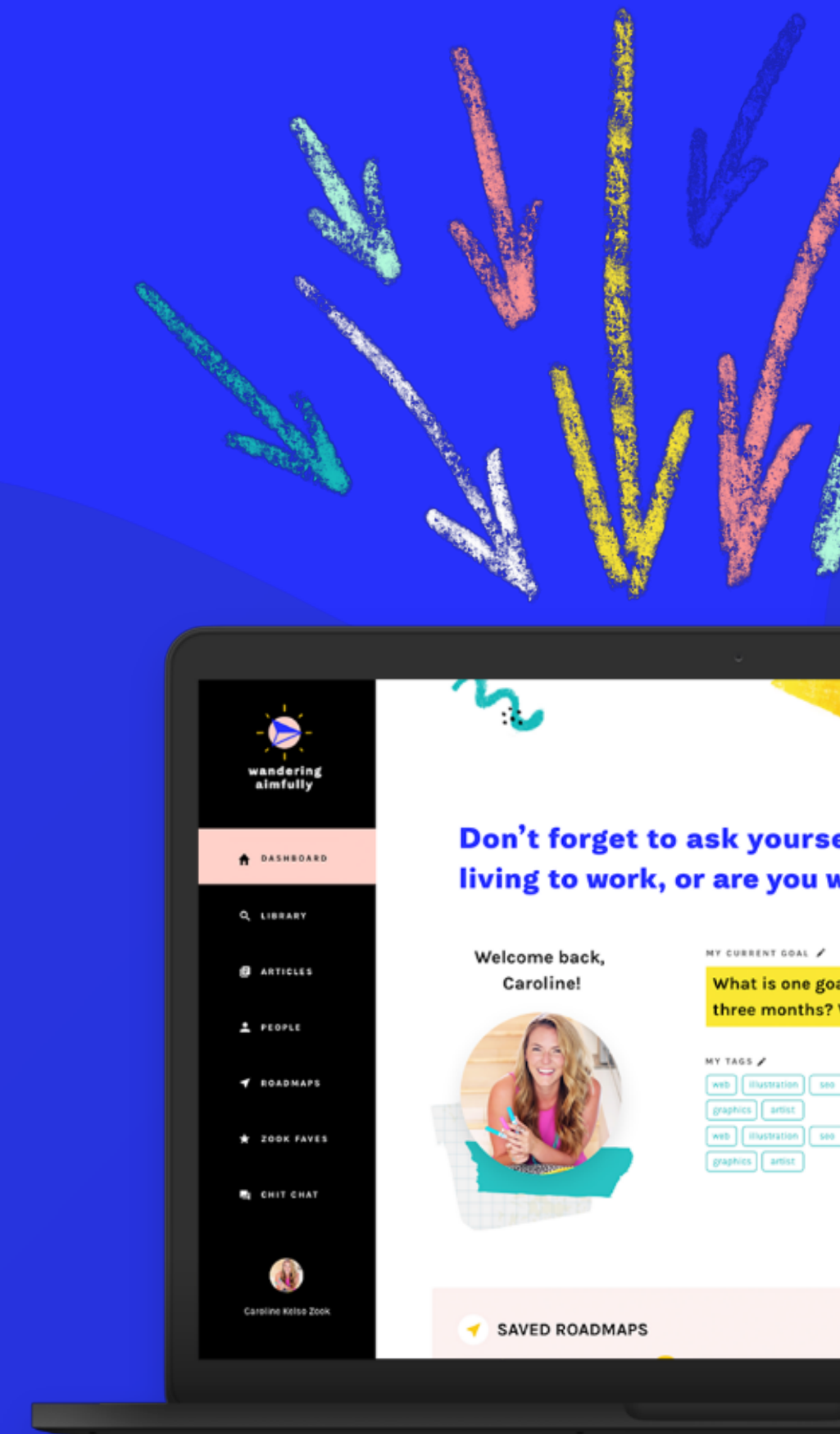
Month 5

SELLING + SALES SEQUENCES

Month 6

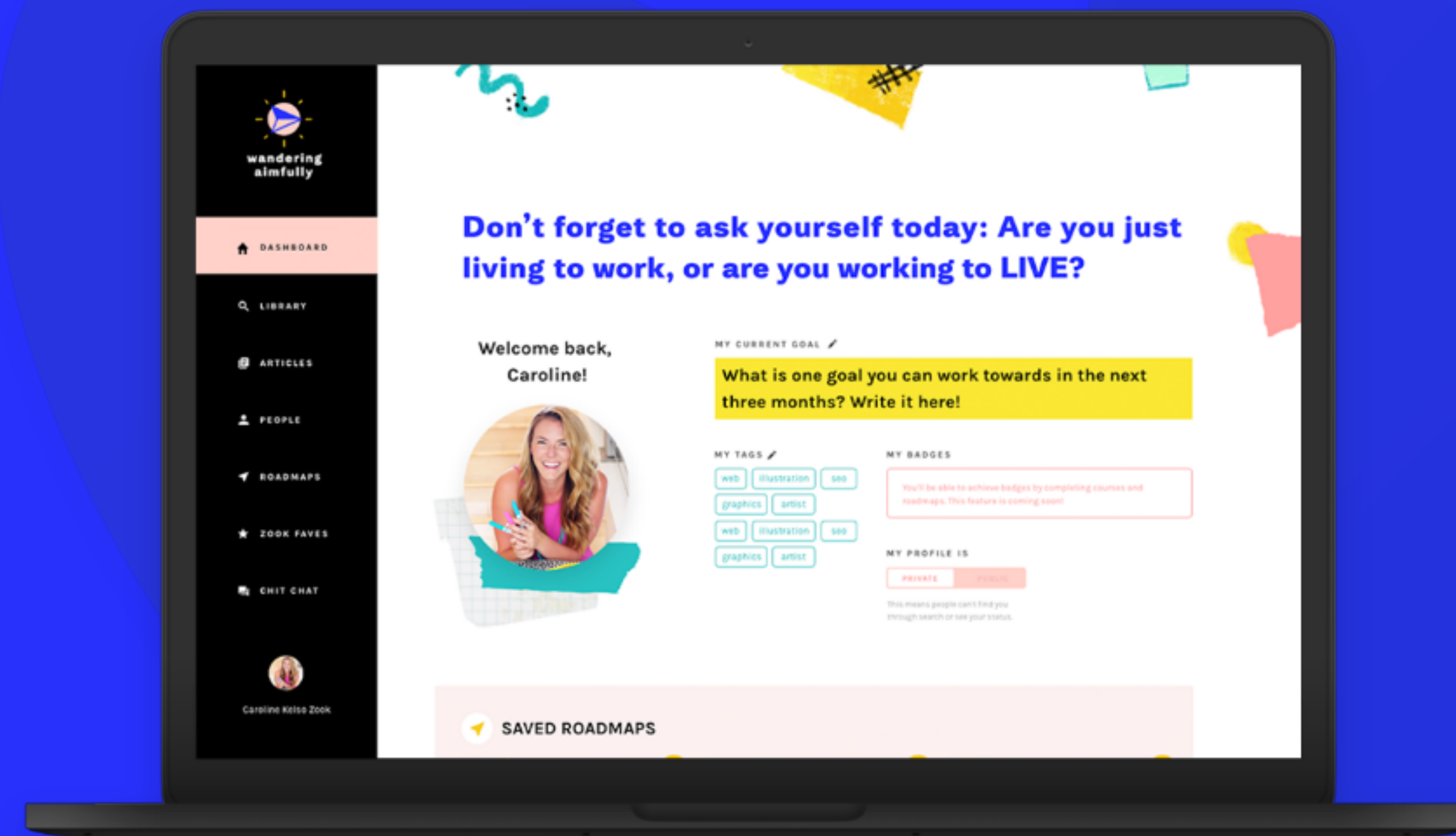
POST-PURCHASE SUPPORT

WITHOUT STRESS AND OVERWHELM



WHAT YOU CURRENTLY GET:

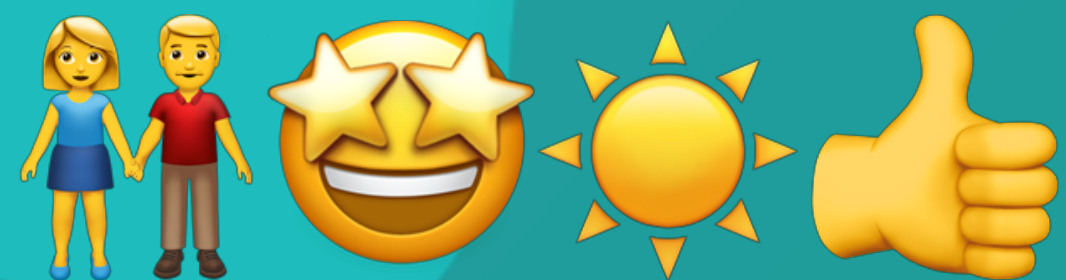
- 30+ COURSES, WORKSHOPS, AND BOOKS
- 4 SOFTWARE PRODUCTS
- 5 INTERACTIVE ROADMAPS
- PRIVATE SLACK WITH 450+ MEMBERS
- NEW RESOURCES ADDED MONTHLY
- DIRECT ACCESS TO US



BONUS:
If you buy today,
we'll review your
Customer Journey
Marketing Plan and
give you 1-on-1
feedback!

Customer Journey Marketing Plan

Awareness/Traffic Sources:			
Stage 1	Awareness		
↓	Ideas for going from Stage 1: Awareness to Stage 2: Interest		Action Step:
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Stage 6	Loyalty		
↓	Ideas for going from Stage 6: Loyalty to Stage 7: Advocacy		Action Step:
Stage 7	Advocacy		



WanderingAimfully.com/join