# 

DIGITAL CONVERSION JOURNEY STRATEGY

Company Name

Logo

The objective of this Funnel is to align with the business goals to create a go-to-market strategy with a focus on the highest possible conversion rate (CRO).

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# Customer Journey Strategy

## Go-to-Market Plan

| Purpose *What is our purpose? What is that one aspect that ignites a passion in us and others?* | Intentions *What is our genuine intention - the one that’s driving our leadership desires? Are we sincere when declaring it? Is it authentic and going to sustain us as the bullets come our way?* |
| --- | --- |
| Who Do We Serve? How does our purpose express itself in caring actions for others? | What is the Impact? Are we considering our place in a sustained future? |

## 

| How Do We Work? What are the conditions, systems and tools that we need to carry our intentions forward? What conditions are we creating through systems that empower our teams and communities? | |
| --- | --- |
| How Do We Make it Beautiful? How do we create a beautiful business, one that is creative, artistic, sensitive, and adaptable to the unknown and uncertainty? | |

| Business Constraints *(What are the internal limitations?)* | Products & Services *(list of products/services with pricing and audience)* |
| --- | --- |

| Business Model *(how do you generate revenue that creates a sustainable business?)* |
| --- |

| Business Objectives *(what are the business Goals in 6-12-24 months)* | Business KPIS *(How will you track success?)* |
| --- | --- |

| Partnerships |
| --- |

# 

# Growth Campaigns

A Marketing and Sales Journey (from awareness to purchasing) for both BtoB or BtoC is composed of all contacts from 1st contact to repeat purchase and is organized in 4 buckets. 

1. **Discovery** (top of the funnel): Build awareness with an audience
2. **Consideration** (middle of the funnel): Building engagement through a relationship
3. **Conversion** (bottom of the funnel): Convert to Client
4. **Retention** (bottom of the funnel): Keep Client

| Discovery Brand Awareness Campaign. Content: Easy to read, snackable content  1.  2. |
| --- |
| Consideration Lead Generation Campaigns. Content: Customer-relationship management through segmentation  1.  2. |
| Conversion This is about transactions with customers, which means you need the most targeted and valuable content and interactions.  1.  2. |
| **Retention**  1.  2. |

# Customers

| **TOP OF THE FUNNEL** | | **MIDDLE OF THE FUNNEL** | | **BOTTOM OF THE FUNNEL** |
| --- | --- | --- | --- | --- |
| **Unaware** | **Problem Aware** | **Solution Aware** | **Product Aware** | **The Most aware** |
| **No knowledge** of anything except, perhaps, his own identity or opinion. | Prospect **senses he has a problem** but doesn’t know there’s a solution. | Prospect **knows the result** he wants, but not that our product provides it. | Prospect **knows what we sell** but isn’t sure it’s right for him. | Prospect **knows our product**, and only needs to know “the deal.” |

| **Audience 1**  *(Who buys the services/products?. List all customers segments)* | **Beliefs**:  **Desires:**  **Social behavior**: |
| --- | --- |

# Content Strategy

| **Topic**  (The storytelling relevant to the audience) | **Type**  (the media that works for the audience) |
| --- | --- |

| **Hashtags** |
| --- |
| **Email Signature** |

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# Research Notes

This section is to add inspiring links and data research.