



Ideal Client Customer Journey

Please think about your ideal client customer journey. What does it take for them to find your business, consider purchasing from you, actually making a purchase, and providing an feedback after the purchase if they are happy/unhappy so you know what you are doing well and what you need to improve.

Pre-purchase process

1. What is the problem that the customer has identified which would lead them to consider purchasing a product/service in the product/service category you are in to find a solution to their problem? For example, a customer may have decided that they need to get in shape and chosen to do so running (problem). This means they would need a pair of good quality, reliable running shoes (solution).
2. What other options other than you may the customers consider and why (think about your competition)? How would they find you and potentially consider purchasing from you (e.g., could be the digital content you are creating and putting out, search engine search, recommendations from family and friends, promotions you are currently running)

Purchase process

1. Once the customer has decided to purchase from you, what does it take for them to complete the purchase?

→ Is it online or in-store?

→ If it is online, is your website intuitive and easy to navigate? Is it easy to check out and complete the purchase?

→ If it is in-store, how easy is it to make a choice if customers do not know what to purchase? Are your in-store salespeople educated about your products/services and able to provide guidance to your customers during the purchase process?

Post-purchase process

1. Do you have a system in place to receive customer feedback through online reviews or possibly in person? If yes, what is it and is it effective (does it help bring customers in when reviews are positive)?
2. Do you have a process in place to manage unhappy customers? If you do, what is it? Is it effective? If it is not, why? If it is not, what do you believe this process is currently lacking?

Here is a limited time offer if you need expert eyes to help you identify what is currently working and how you can improve your ideal customer's journey in order to better connect with your customers and make sure they come back and they turn into advocates for your business. I can help you with your ideal client customer journey audit for \$199 if you feel like you can't do it all alone. Contact me at blackseamas2023@gmail.com.