



MAPPING YOUR *CLIENT JOURNEY*

Time to End the FEAST to FAMINE Business Cycle

From...

"Where's My Next Customer?"

To...

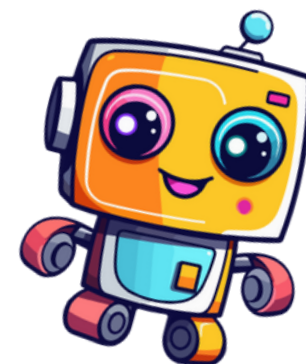
"I Can't Keep Up with Demand!"



Lisa Zufall

AI MARKETING STRATEGIST + TECH

- Over 20 years in the tech and marketing
- From tech startups to Corporate America
- Owner of Birch Solutions
- Creator of Rock UR Website
- Marketing Strategist, Systems & Automation
- AI Integrator + Prompt Queen
- Creator of AI Jam Session + Ask BABS



**"It's not the
customer's job to
know what they
want."**

— STEVE JOBS



The background features a dark grey to black gradient with several bright white spotlights at the top, casting beams of light downwards. The beams create a series of overlapping, glowing light patterns on the floor below. The overall aesthetic is modern and professional.

What We're Covering



Understand the Journey
Map the Stages
Identify Your Customers Needs
Create Value at Each Stage
Automate the Journey
Measure + Adjust
Action Steps
Q+A

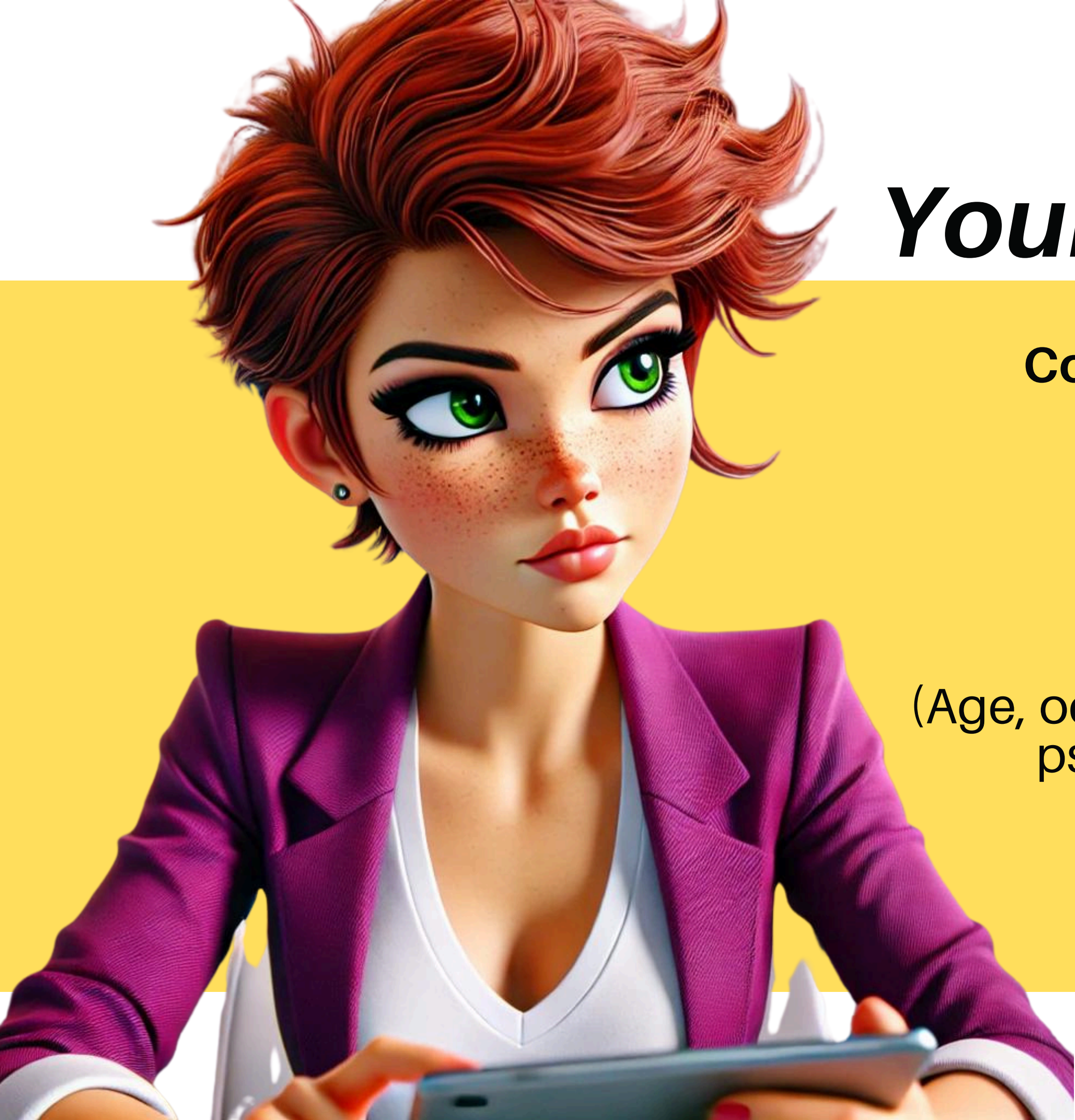


The Customer Journey

*"Customer experience is the next competitive battleground."
- Jerry Gregoire*

It's not just a fancy term to impress at networking events.

It's the full experience your customer has with your brand - from the moment they hear about you to the moment they can't stop talking about you.



Task #1

Your Business Basics

Company Name & Brief Description:
(Insert details)

Product/Service Offered:
(Describe specifically)

Ideal Customer Profile:
(Age, occupation, interests, demographics, psychographics, pain points, desires)

Map The 5 Stages

- **Awareness** - They learn about you
- **Consideration** - They think about you.
- **Purchase** - They buy from you.
- **Retention** - They come back and buy more from you.
- **Advocacy** - They tell others about you.



Task #2

Your Market

Current Marketing Channels & Efforts

(Social media, website, email, advertising, etc.)

Competitors or Alternative Solutions:

(List key competitors or alternative solutions)



Your Customers' Needs

"Make your customer the hero of your stories." – Ann Handley

Understanding what your customers need at each stage is like having a superpower.

The Secret?

Listen more than you talk. Use surveys, feedback forms, and good old-fashioned conversations to find out what keeps your customers up at night and how you can help.



Task #3

Why are you the best?

Unique Selling Proposition (USP):
(Clearly describe what makes your brand different or better)

 Stage 3: Decision & Purchase Prompt

“Act as a conversion optimization expert. Given that our audience ([describe target customer]) is at the point of decision-making, outline proven strategies to effectively convert them into paying clients. Include specific ideas on how we can simplify the buying process, build urgency, leverage psychological triggers (e.g., scarcity, social proof), reduce friction, and encourage immediate action.”



Value At Each Stage

"Give them quality. That's the best kind of advertising."

- Milton Hershey

Now that you know what your customers need, **it's time to deliver.**

Each stage of the journey is **an opportunity to add value** and build trust.

If someone buys your frying pan, they're probably going to need some killer recipes and a spatula to go with it.

That's where you come in.



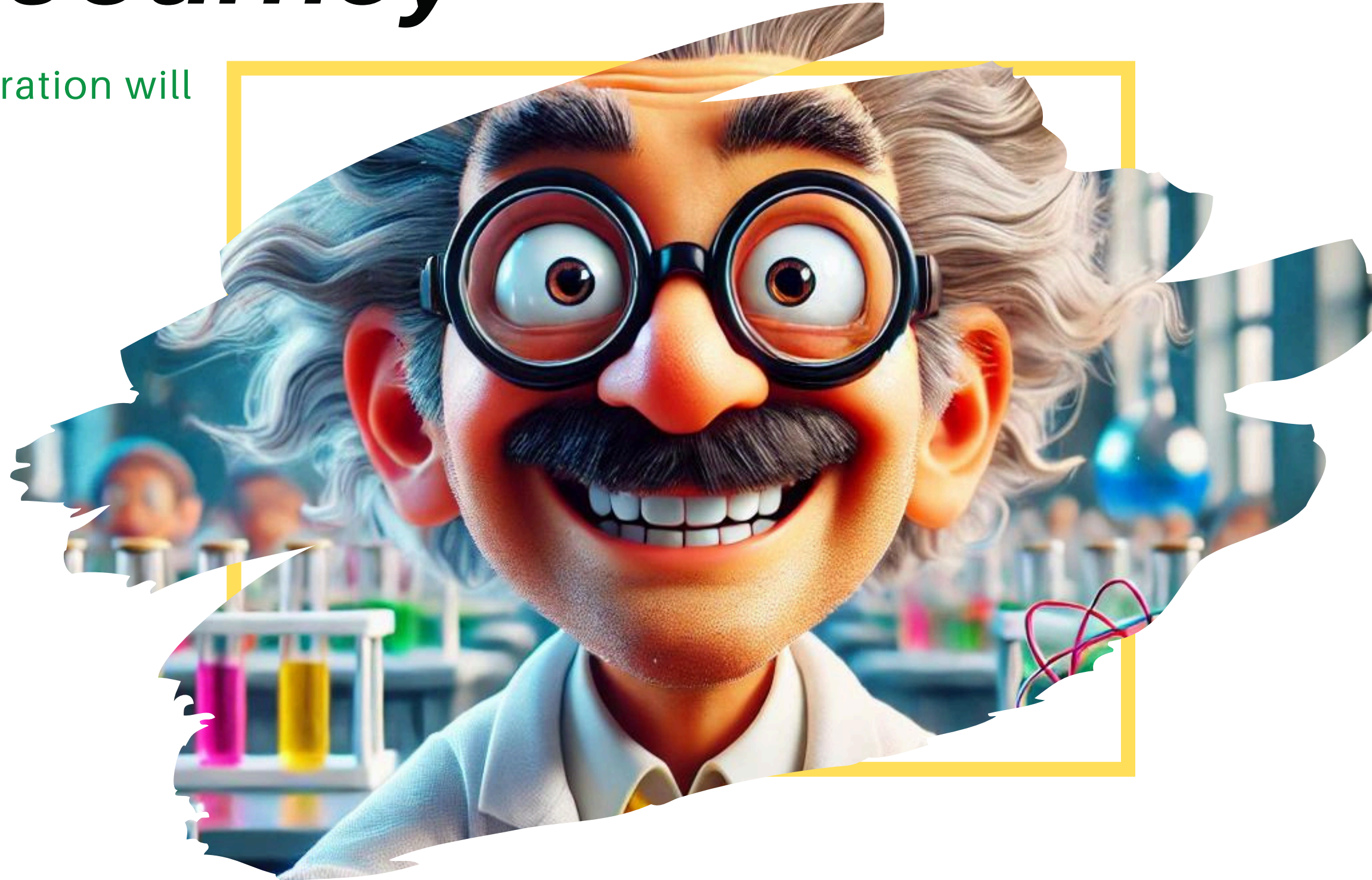
Automate the Journey

"Automation applied to an efficient operation will magnify the efficiency." – Bill Gates

Automation isn't about replacing the human touch.

It's about ensuring that **every customer gets the right message at the right time** without you having to lift a finger.

We're talking email sequences, retargeting ads, and even chatbots.



A FEW Tools

Active Campaign

ManyChat

ClickFunnels

Bonjoro

ReferralCandy

Google Analytics 4 (GA4)





Measure + Adjust

"What gets measured gets managed." – Peter Drucker

You wouldn't run a marathon without checking your progress, right?

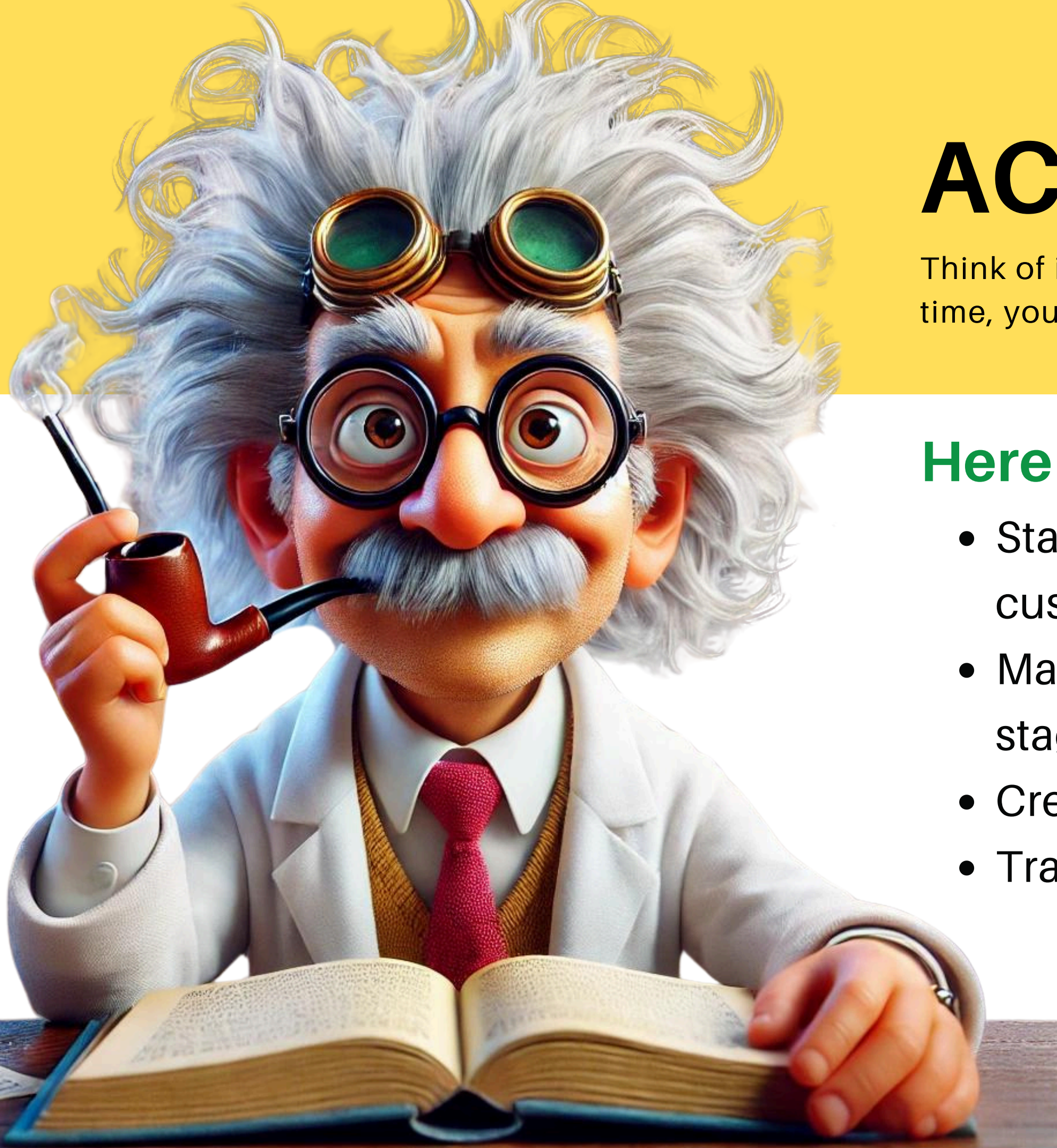
Same goes for your customer journey.

Use analytics to track what's working and what's not.

If you see a lot of drop-offs at a certain stage, it's time to tweak and adjust.



Hot Seat



ACTION STEPS

Think of it as a choose-your-own-adventure book – except this time, you’re in control of the outcome.

Here are your next steps:

- Start by identifying the stages of your customer journey
- Map out what your customers need at each stage
- Create a plan to deliver that value
- Track and tweak as you go

QUESTION



Answer





RECAP

Nailed the Journey

Mapped the Stages

Identified Your Customers Needs

Created Value at Each Stage

Automated the Journey

Measured + Adjusted

Rock The AI Marketing Revolution

'Til Next Time,

Lisa



***Create
Innovate
Smile***

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