

Create Your Cohesive Customer Journey

A CHECKLIST TO ASSURE YOUR PROSPECTS
FOLLOW THE RIGHT PATH, STRAIGHT TO BECOMING YOUR CUSTOMER!



One of the biggest tickets to marketing success is assuring your customers take a seamless journey with your brand from the start.

WHAT MAKES A COHESIVE CUSTOMER JOURNEY, YOU ASK?

Think about the current path your prospects take beginning from when they first hear about you, all the way to becoming a customer.

Is their journey buttoned up and seamless, or filled with gaps, inconsistencies, and leaves them confused?

A consistent and cohesive customer journey is one that makes a prospect's experience from the moment they hear about you so seamless, they may not even realize they're on a carefully orchestrated journey!

Nearly all of their interactions and touch points with you should have a similar feel and should move them along a path to help them reach their desired goal.

When we're busy focusing on our business, we often lose marketing consistency and our efforts are less effective because key pieces are simply missing or not working like they should be.

This checklist identifies 6 key steps to make your customer journey as seamless as possible.

This means, it will be easier to sell your products or services, and give customers exactly what they need to help them be successful as well!

Review each step to identify weak areas and help focus your efforts on the things that will make the biggest impact.

I hope you find it helpful,



Ekcetera Founder

So let's get started...



1. YOUR BRAND STRATEGY

Before you can expect customers to line up for your products or services, you need to know exactly who your customer should be. Determine who your ideal customer is, and what specific segment of your industry you will serve.

Be extra clear about the value you provide them and use their language in your communications.

How can you improve your brand strategy to better resonate with your customers?



2. BRAND IDENTITY

The imagery that represents your brand must be consistent with the ideal customer you serve. Be consistent with your use of logo, fonts, and colors.

Customers process much of this subconsciously, but will know if something is not congruent.

How can you be more consistent with your brand identity?



3. YOUR OFFERS AND FUNNELS

Know the highest dollar value offer you eventually want to make to your prospects. Make sure every step of their journey lines up with your final offer.

You can make smaller offers along the way, or provide valuable free information, as long as they will help your customers achieve similar goals as your final offer, and will help them prepare to purchase your final offer.

What value can you provide to direct people to your highest priced offer?





4. YOUR COMMUNICATION CHANNELS

Does your website do a good job of reflecting your brand, being your 24/7 salesperson by showing visitors exactly what to do to work with you, and are you driving traffic to it consistently? These three things are critical to making your #1 communication tool effective.

In addition, you need to be where your customers are - through social media, email, Messenger bots, paid advertising, joint ventures, trade shows, etc. and communicate with them in a way that's consistent with what we've discussed so far.

Your goal on these other channels should be to drive people to your website, where they will be shown the exact actions to take to work with you or begin a more high-touch conversation with you.

Where can you make improvements in your communication channels - specifically your website?



5. STRATEGY & PROMO CALENDAR

It's important to set goals so you can become aware of areas of improvement. Break down the goals and focus on one topic or message to deliver each month.

Create content that focuses on this topic - as long as it also drives prospects towards the offer you are making.

Schedule your content on a calendar to help make deadlines and be consistent.

What will be your content strategy? Where and how often will you communicate?





6. ANALYSIS & BUDGET

Set up analytics tools to track important metrics. Study and learn these numbers so you can track progress.

Determine how much your marketing efforts are going to cost so you know how much you need to sell to profit.

Evaluate on a regular basis, course correct, and watch your profit soar!

What key figures are you going to track? How much will you spend on marketing?

BECOMING AWARE OF HOW THESE 6 STEPS GET YOU CLOSER TO YOUR GOAL AND MAKE A SMOOTHER CUSTOMER JOURNEY FOR YOUR PROSPECTS IS THE MOST IMPORTANT STEP IN MARKETING SUCCESS.

Take action: Start by choosing 3 of the things you identified above to improve over the next 2 weeks. Then, choose 3 more, etc. In no time, you'll see customers flocking to you and your revenue will be off the charts!

Feel like a lot?

Don't be overwhelmed. You're not alone.

Once you get clarity and break it all down, it becomes simple.

If you're interested in reducing the overwhelm and getting support to fast track your success, I'd love to talk about working together one-on-one.

Fill out our contact form and request a FREE consultation call

We'll assess your business and see how Ekcetera can help.

CLICK TO SCHEDULE A CALL: WWW.EKCETERA.COM/CONTACT

