

Customer Journey Framework

AWARENESS

This is where the consumer first encounters your brand. It marks the first point at which you are considered a possible solution for them. Perhaps they see an ad on social media or hear about your company from an existing customer.

DIGITAL ADS

Description: Drive new users to websites so that they can get to know and interact with the brand starting relationships with visitors.

Actions: Synchronize Amplification Ads with Landing Pages Content, Generate Remarketing and Negative Remarketing to Growth Audiences, Generate Rich Web Tagging to Derive Behavior Our Audience content.

KPIs: Total Audience Acquired / Total Audience Interact, Rank LCP PPC / AVG Cost Positions

SEO

Description: Optimizing websites in order to make them more relevant for users and search engines through a landscape matrix.

Actions: Keyword research, content creation guidelines, rich data tagging, backlinking, accessibility

KPIs: Relevance Score, Impressions, Clicks

SOCIAL MEDIA

Description: Data-based content strategies aimed to get a better brand positioning in Social Media

Actions: Contents, sentiment, saves, post organic and guideline, post/content of greater engagement.

KPIs: Unique reach / engagement rate

BTL - POS (POINT OF SALE)

Description: Off-line actions that create a flow towards on-line digital assets.

Actions: On site promoters, free samples, Augmented Reality, Traffic breakers with on-site landing, Sampling attached to on-site actions, digital Geo Ads

KPIs: Total consumers / total connections.

ATL

Description: Generate demand for the brand ad traffic to digital assets through mass media reachout strategies.

Actions: Campaigns TV-Sync to drive incremental reach with customers, social listening for radio and TV, Communications, geo-ads with other homes, Promotional Campaigns to Drive Actions based on TV Triggers, Create efforts based on direct channel to sync Timing, Competitive landscape, and word sync to drive traffic to site or commerce actions, Triggering Mail campaigns with response actions on digital Search Keywords, Viral trends

KPIs: Total Reach / Total Interactions.

ACQUISITION

This is the point where a customer turns into a lead through some sort of interaction with your products or services. They might follow a link to your website and create an account, or download your company's app. They might opt in to a free trial or subscribe to an email newsletter.

SOCIAL OPT-IN

Description: Invite social media users to accept the send of communications from the brand via direct channels, which will allow the deepening of the relationship with them.

Actions: Organic opt-in from community, CPL ads, contests, value content landing pages, prizes, webinars, social listening, etc.

KPIs: CTR / Sessions with conversions

WEB OPT-IN

Description: Capture leads through highly-segmented valuable website content that speaks to the interests of the target audience.

Actions: Calculators, Tests, Download Center (Exclusive content), Newsletter, Live Chats, CRO (Conversion Rate Optimization), webinars, unique register landing pages, etc.

KPIs: Leads, Segmented users (%)

LOYALTY PROGRAMS

Description: Increase customer value by rewarding purchases with incentives creating a win-win relationship with users.

Actions: Referrals, Networking, Rewards, Communities, Gamification, and Clearing.

KPIs: Customer Value Growth.

ECOMMERCE OPT-IN

Description: Reinforce the brand's value proposition to customers in the online buying process in order to persuade them to accept receiving communications from the brand via direct channel.

Actions: Attract customers in a comparison stage and acquire their data through:

- Discount codes
- On-scroll popups
- Retargeting
- Promotions
- Cash backs
- On-cart deals
- Bundles

KPIs: E-commerce leads / total buyers

BTL - POS (POINT OF SALE)

Description: Create a flow of customers from off-line to on-line through off-line actions in points of sale and other strategic locations.

Actions: On site promoters with tablet online forms, Augmented reality traffic-breakers with lead capturing landing pages, free samples on register and opt-in, Geo push to opt-in in points of sale, etc.

KPIs: Leads / Total traffic

CONTACT CENTER OPT-IN

Description: Use the every contact with the users as an opportunity to start a relationship with them through the offering of valuable content.

Actions: Content suggestion guidelines, quality score surveys, user profiling by type of request, outbound campaigns with promotional offers, live chats, etc.

KPIs: Share of leads / total SAC attendance

ATL

Description: Invite mass media audiences to lead-capturing digital assets.

Actions: CTA to register in campaigns on all walled gardens (TV, Radio, COH, YT, FB, Vimeo, Wechat, Snapchat, Twitter, Spotify), Shazam with radio sync QR codes on All Ads, etc.

KPIs: TRP-GRP / Total Leads.

ONBOARDING

Customers who have just made their first purchase are at the height of their interest in your brand. This is a great time to show them you're excited about building a relationship and getting to know them better. You might have them complete a profile, providing data that will help you personalize your outreach and recommend other features, services, or products. The key is to offer help, not hype. You want the messages you send to be relevant, not intrusive.

WELCOME JOURNEYS

Description: Targeted Journeys created to set each customer's expectations about what are their going to get from the brand depending on their source of register as well as start building a relationship with them.

Actions: Journeys such as: (Newsletter, Site, Registered buyer, Guest buyer, Loyalty Programs, Others), Identification of preferred channel

KPIs: CTR, total engaged users

FIRST PURCHASE

Description: Journeys created to turn leads who have never made a purchase into first-time buyers buyers, propitiating the future repurchase by reinforcing the brand's UVP and highlighting the key benefits of buying on the brand's e-commerce.

Actions: First purchase journey with highlight UVP, Push to purchase, segmentation based on online behavior and the available data.

KPIs: CTR, attributable first purchases

USER PROFILING

Description: Obtain data about user behavior, interests, preferences and affinities in order to segment communications, increase data profile completion and identify buyer persona.

KPIs: Segments / Completion Rate

Actions: Mails sent to the leads who have opened at least one of the brand's communications and send them to valuable content with the purpose of obtaining more valuable data about them.

CROSS CHANNEL ONBOARDING

Description: Invite new users to get onboard and interact with different channels of the brand

Actions: Like on social media, subscribe on youtube channel, follow on instagram for purchase, invite SMS contacts, etc.

KPIs: CTR, audience interactions, registers.

ENGAGEMENT

This is the longest phase of the customer journey and the most important one to get right. Keeping customers engaged is key to building a loyal following. Are your customers continuing to purchase old favorites? Are they staying up-to-date with new releases? Delivering new experiences and highly personalized content keeps the relationship fresh and interesting.

NEWSLETTER

Description: Newsletter campaigns allow us to send highly segmented and personalized messages that keep subscribers up to date on valuable content and brand/product events, as well as providing initial behavioral segmentation, which begins to mark those groups with the greatest interest in various communications.

Actions: Content segmented by Buyer Persona, Promotions or personalized benefits according to purchase, content from other channels such as social media, CTAs to downloadable content.

KPIs: Interactions / Total actions

BROWSE RETARGETING

Description: Contact users through direct channel addressing the interests and needs revealed by their recent browsing behavior and persuading them to complete their purchase process while their motivation is still high.

Actions: Sends with relevant content, Facebook pixels, audience share with DSPs, during the optimal time span, Artificial Intelligence-based recommendations.

KPIs: Returning visitors / Total goals

NURTURING

Description: "Nurture" the customer with valuable content and an informational, non-transactional communication tone focused on strengthening the relationship by offering reasons to buy without being "pushy".

Actions: Drip Campaigns with pull and push rules, (e.g. 4 pulls, 1 push)

KPIs: Conversions / Total actions

PROGRAMMED PURCHASE

Description: Create scheduled purchase plans by offering incentives to turn occasional consumers into loyal buyers

Actions: Web push to schedule purchase, mails and pages to highlight advantages of subscription, incentives for scheduled purchases

KPIs: Repeat deliveries / Total purchases

ABANDONED CART

Description: Re-engage users who started a purchase process and did not finish it addressing any possible friction and facilitating the completion of the purchase process.

Actions: Purchase reminder message, scarcity bias message, Push message offering benefits such as discount codes for a limited time.

KPIs: Total drop-offs / Total buyers

CROSS SELLING

Description: Identify contacts that are likely to be interested in buying other products of the brand, or other brand of the same company and get them to become "cross buyers".

Actions: Identify subscribers to more than one product list, and informational content about other products or services or the company, create promotions with different products or services.

KPIs: Cross Purchase Attribution*

POST PURCHASE

Description: Offer complementary information about the purchased products in order to inform users about features of the product that they may not know and leave the door open for future purchases.

Actions: Triggered sends with information about how to use the product, suggestions of complementary products, satisfaction surveys.

KPIs: Cross Purchase Attribution.

ATL

Description: Measure impact, efficiency, engagement, hype, statistical significance and other brand metrics related to mass media through direct channel.

Actions: Brand lift with direct channel, TV-Sync to drive incremental reach with Customers, Direct-channel based sync Timing, Competitive landscape, and word sync to drive traffic to site or commerce, Email sends with response actions on digital (Search Keywords, Viral trends), Augmented reality on printed press.

KPIs: Total reach / Total interactions

CUSTOMER VALUE SEGMENTATION

Description: Increase customer value by segmenting communications based on the RFM (Recency, frequency, monetary) model where all customers get assigned a label for each one of the following categories: Recency: when was the last time the customer made a purchase order. (Labels: long or medium, short). Frequency: how regularly does this customer make a purchase. (Labels: regular, casual or often). Monetary: how much money does this customer spend over a given period. (Labels: spender, average or saver).

Actions: Direct channel sends and campaigns segmented by: **One variable:** Recency, frequency or monetary. **Two variables:** Combine recency-frequency, frequency-monetary, recency-monetary, etc. **Three variables:** The three variables combined create a score used to determine the value of a customer for the brand based on RFM behavior. This score can be used as a base for countless different actions with the objective of keeping customers engaged.

KPIs: Attributable purchases

SPECIAL DATES

Description: Communication plan established around special dates such as: the beginning of the school year, Mother's Day, Engineer's Day, Children's Day, Christmas, anniversary with the brand, among others.

Actions: Segmented sends with incentives for purchase, personalized messages with gifts for high value customers.

KPIs: Attributable Purchases

RETENTION

This is where you recognize that members of your audience are at risk of leaving, determine why they are losing interest, and either keep them from wandering off the trail or make it easy for them to come back in the future. Data can help you notice when engagement dips and how fast exit surveys can provide insights for future outreach.

REACTION OF AMOUNT

Description: Identify regular buyers who have decreased the average amount on their purchases and create cross-channel actions aimed to make them recover or increase their average ticket value.

Actions: Sending benefits to recover the purchase amount, discount codes or accompanying benefits, por Actions.

KPIs: Average customer ticket

WIN BACK

Description: Identify buyers who have passed the established "loss window", determining what made them stop buying and invite them to purchase again.

Actions: Single sends aimed at a simple unique goal, reinforce the possibility of setting the user preferences, offer immediate purchase discounts, send surveys for obtaining customer feedback.

KPIs: Churn Rate

RE ENGAGEMENT

Description: Identify the users that can potentially opt-out based on their interactions with the brand's communications and their purchase behavior.

Actions: Re-engagement sends for subscribers who haven't interacted with the brand's communications in a few months, short journeys with increasing value offers, profile pages where the users can update their direct channel preferences.

KPIs: Opt-outs

DETRACTORS & DECREASE ATTRITION

Description: Segment users as promoters, neutrals or detractors depending on their level of satisfaction with the brand and their likelihood to recommend its products or services. Identify detractors and analyze the causes of their dissatisfaction in order to address them and regain their trust.

Actions: Offer compensations for valuable customers who have had problems with delivery times or quality of the products, create surveys to identify pain points in the customer experience, offer purchase incentives to buyers who didn't have a good experience with their first purchase.

KPIs: Attrition(churn) Rate, Number of Detractors

ADVOCACY

This is the way the customer speaks about their experience with your brand. There are few, if any, statements as powerful as word from a happy customer. Giving customers opportunities to provide feedback and reviews at the right time can give your brand a big boost.

REFERRALS

Description: Identify highly engaged users and reward them with discounts or other incentives for referring new leads

Actions: Offer discount codes with benefits for both the referrer and the referee, social media campaigns with tagging of friends.

KPIs: Leads from referral codes, Leads from social tagging.

CLICKERS

Description: Identify loyal consumers who share the brand's content and echo its communications in their social media.

Actions: Offer rewards to engaged users (social recognition, discount codes, free samples, etc.), create campaigns aimed at social shares.

KPIs: Number of shares/number of views

BRAND LOVERS

Description: Identify the most valuable customers and get their feedback on the brand. Use the feedback as fuel for strengthening the brand's UVP, the brand's UVP.

Actions: Based on the net promoter score, identify the promoters (8-10 trusted) and promote their comments and opinions with the rest of the audience, get surveys from and have interviews with high-value customers and use the verbatim in the brand's communications.

KPIs: Engagement and Reach, Conversion Rate

Success!

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