

Buyer Journey Mapping Template



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Company:

Start Date:

STAGE 1: AWARENESS

Buyer Question: "What challenges do we face?"

Target Audience:

Timeline to Purchase:

Current Content (list what exists):

Content Gaps (what's needed):

Brand Tactics (80%):

Performance Tactics (20%):

Key Metrics to Track:

STAGE 2: CONSIDERATION

Buyer Question: "What solutions exist for this?"

Target Audience: _____

Timeline to Purchase: _____



Current Content (list what exists):

Content Gaps (what's needed):

Brand Tactics (50%):

Performance Tactics (50%):

Key Metrics to Track:

STAGE 3: EVALUATION

Buyer Question: "Which vendor is best for us?"

Target Audience: _____

Timeline to Purchase: _____

Current Content (list what exists):

Content Gaps (what's needed):



Brand Tactics (30%):

Performance Tactics (70%):

Key Metrics to Track:

STAGE 4: DECISION

Buyer Question: "Let's finalize and purchase"

Target Audience: _____

Timeline to Purchase: _____

Current Content (list what exists):

Content Gaps (what's needed):

Brand Tactics (20%):

Performance Tactics (80%):

Key Metrics to Track:

STAGE 5: ADVOCACY/RETENTION

Buyer Question: "Is this delivering value?"

Target Audience: _____

Timeline to Purchase: _____

Current Content (list what exists):

Content Gaps (what's needed):

Brand Tactics (70%):

Performance Tactics (80%):

Key Metrics to Track:

INTEGRATION OPPORTUNITIES

Where can we create campaigns spanning multiple stages?

Idea 1: _____

Spans stages: _____

Brand + Performance integration: _____

Idea 2: _____

Spans stages: _____

Brand + Performance integration: _____

Idea 3: _____

Spans stages: _____

Brand + Performance integration: _____

PRIORITY ACTIONS (Next 30 Days)

1.	Stage:	Action:
	Owner:	Due:
2.	Stage:	Action:
	Owner:	Due:
3.	Stage:	Action:
	Owner:	Due:



Notes



Now go work on it!

In case you're still unsure what to do and need some help, no worries.

Just contact [C-Mimmi-O!](#)



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