

4 STEP GUIDE TO MAPPING THE IDEAL USER JOURNEY



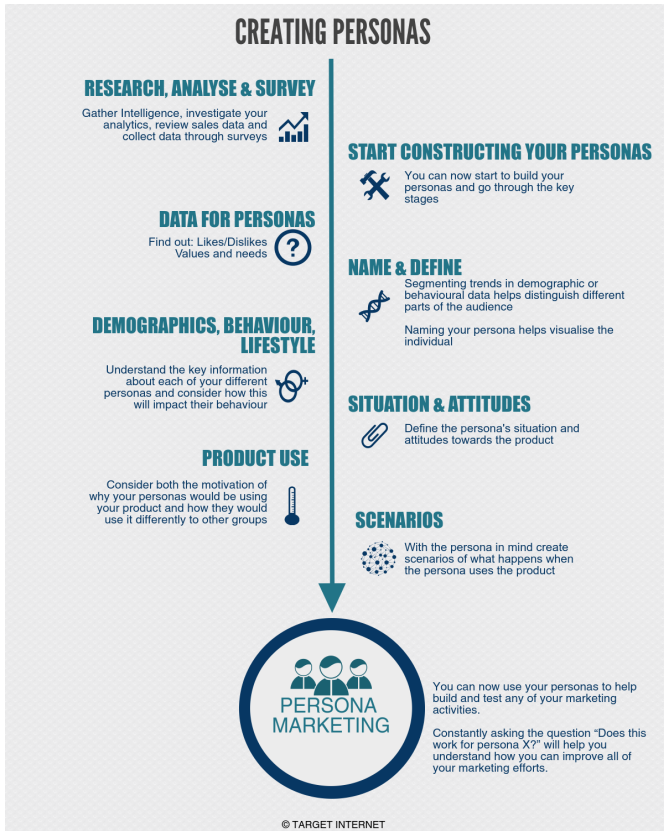
1 - START BY DEFINING YOUR PERSONAS

PERSONA MARKETING

Simple Step by Step

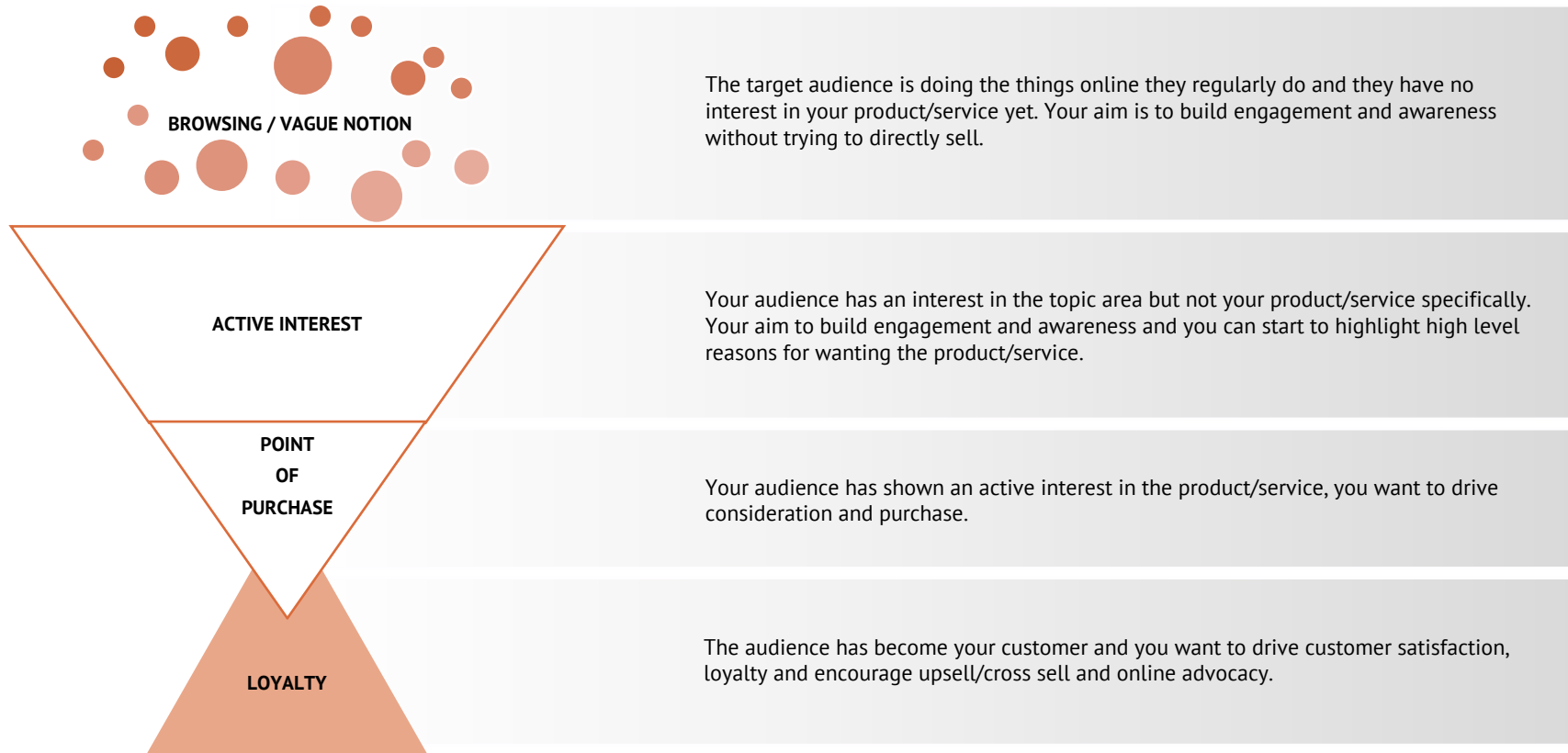
THE IMPORTANCE OF TARGETING

- The use of marketing personas makes websites 2-5 times more effective and easier to use
- : Personalising emails using personas improves click through rates by 14% and conversion rates by 10%





2 - UNDERSTAND THE BASIC STAGES OF THE USER JOURNEY SO YOU CAN ENGAGE WITH YOUR TARGET AUDIENCE AT EVERY STAGE, NOT JUST WHEN THEY ARE BUYING





3 - CLARIFY YOUR BRAND POSITIONING SO YOU KNOW WHAT YOU STAND FOR AND WHAT YOUR CONTENT MARKETING WILL BE FOCUSED ON





4 – MAP THE USER JOURNEY TO IDENTIFY THE CHANNELS YOU SHOULD USE AND CONTENT YOU NEED

