



ATLAS: 5 STEPS TO DEFINING YOUR CUSTOMER'S JOURNEY TO CREATE BETTER CONTENT

Zontee Hou for

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connect to convert
Calls Clicks Shares Search Leads



MAPS GIVE US A WAY TO REPRESENT
THE WORLD AROUND US

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WE FACE AN EVER-CHANGING, COMPLEX LANDSCAPE

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But what if we're chasing
the wrong thing?

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You don't become relevant through prevalence.

You become relevant by providing valuable information that addresses your **customer's needs** and **motivations**, at the **right times** and in the **right channels**.

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ARE YOU ALIGNING MARKETING AND SALES?

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- Lost sales and wasted marketing budgets due to inefficiencies are costing companies at least \$1 trillion dollars a year.
- As much as 50% of sales time is spent on unproductive prospecting.
- Sales regularly ignore 80% of marketing leads.

[Reachforce/Marketo]

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Analyze the audience

Track needs/motivations

Learn your customers' behaviors

Assess your company's role in the customer journey

Strategize content that solves the customers' issues

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“It really doesn’t matter if you are a 60-year-old woman or a 20-year-old man, because a 20-year-old man can watch *Say Yes to the Dress* and a 60-year-old woman could watch *Hellboy*.”

- Todd Yellin, VP of product innovation, Netflix

[Mashable]



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“What became clear was a couple of things: how much technology people bring to cars, how much they were ignoring the technology that was built in, and how much that technology was failing them.”

- Dr. Genevieve Bell, director of user experience research, Intel

[New York Times]



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Build your customer
personas based on WHY
and HOW they behave,
not on who they are.

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Lion Brand created a culture of listening:

- Sales and customer service
- Social media
- Blogs and forums

[Lion Brand Yarn Studio]



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Actively monitor with tools including:

- Bloomberry
- Buzzsumo
- Spredfast

The screenshot shows the Bloomberry search interface. At the top, the logo 'bloomberry' is on the left and 'Sign Out' is on the right. Below the logo, there are three filter sections: 'Time Range' with a dropdown set to 'All Time', 'Excluded Sources' with a dropdown set to 'None', and 'Included Sources' with a dropdown set to 'None'. Below these is a 'Filter by TLD' section with a dropdown set to '.uk, .de, .es'. The main search area has a search bar containing 'lead generation', a 'Search' button, and an 'Export' button. Below the search bar, there are tabs for 'Topics (258)', 'All Questions (6.7K)', and 'Analysis'. The 'Topics' tab is selected, showing '6,658 questions in 258 topics found (sorted by popularity)'. Below this, there are two sections: 'how to generate' with 284 questions and a progress bar, and 'sales' with 130 questions and a progress bar. Each section has a search icon. At the bottom, there are 'Related keywords' and several example questions with their source domains.

bloomberry Sign Out

Time Range ⓘ
All Time

Excluded Sources ⓘ
None

Included Sources ⓘ
None

Filter by TLD ⓘ
.uk, .de, .es

lead generation Search Export

Topics (258) All Questions (6.7K) Analysis

6,658 questions in 258 topics found (sorted by popularity)

how to generate
284 questions mention **how to generate**.

[How to generate business leads through Social Media Sites? \(v7n.com\)](#)
[How to generate traffic and convert into lead? \(drivepe.com\)](#)
[How to generate the leads to SEO business? \(freehostforum.com\)](#)
[How to generate the leads and business for web design company? \(webicy.com\)](#)
[How to generate enquiry/leads through SEO work? \(seochat.com\)](#)
[How do I generate leads for my business using Internet marketing? \(seomastering.com\)](#)

sales
130 questions mention **sales**.

Related keywords: generate + sales, b2b sales, sales leads, sales team
[Can you generate sales leads from facebook ? \(moneymakerdiscussion.com\)](#)
[Has any used Service Magic to generate sales leads? \(talkshopbot.com\)](#)

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Track **changes** in motivations, both within the journey and over the customer's lifetime.

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“[W]e found that over 90% of the organic visitors who became clients never even downloaded a piece of content. They found us in search. Those visitors viewed an average of 9 site pages, contacted us directly and eventually became clients.”

- Chris Hawkins, business development manager, Sprout Content

[Sprout Content]



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Measure points of engagement and frequency of interaction:

- Content management tools: Showpad, Trendemon
- On-site analytics: Google Analytics' behavior flow
- Heat map tools: CrazyEgg, Hot Jar



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Learn your customers'
behaviors through consistent
analysis of metrics.

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Casper recognized that people find traditional mattress shopping:

- Confusing
- Intimidating
- Opaque in terms of pricing



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Confusing
vs.
Straightforward

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Intimidating
vs.
Fun and Friendly

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Opaque
vs.
Transparent

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If your customer journey were a story, which character would your brand be?



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SEE

Content should address customers' existing issues:

- News-jacking
- Yutility-oriented
- Educational



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THINK

Provide content to address pain points, such as:

- Video demos
- Reviews
- FAQs
- Chatbots



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DO

Streamline and optimize content based on “necessary” information:

- Test layout
- Simplify calls-to-action
- Measure and refine

The screenshot shows the product page for 'The Casper' mattress on the Casper website. The page layout is clean and minimalist. At the top, the Casper logo is centered, with a shopping cart icon on the right. Below the logo, the product name 'The Casper' is displayed on the left, and the rating '★★★★★ 4.8/5 (33,862)' is on the right. The main visual is a woman sitting on the mattress, holding a balloon, with a Casper box and more balloons. The headline reads 'THE CASPER So comfortable, you'll forget it's there'. Below the image, there is a paragraph of text describing the mattress's features. At the bottom, there is a blue 'ADD TO CART' button.

THE CASPER

So comfortable, you'll forget it's there

After more than 30 engineering improvements and nearly half a million happy customers, the Casper mattress leaves you feeling perfectly supported and practically weightless. It's more breathable and comfortable than ever.

ADD TO CART

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CARE

Your content strategy should also include:

- Off-site ratings
- Influencer reviews
- Social chatter



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Personas x (Motivations + Behaviors) =
Customer Journey

Customer Journey x Company's Role =
Content You Must Provide

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REVIEW

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