



Customer Journey Template

Use this to identify what your customers need to hear as they move along the path to purchase.

For detailed instructions, see our [Guide to Map Your Customer Journey](#).

Category**Pre-Purchase**

Function	Marketing		Sales
Stage of Journey	Awareness People are aware of your brand's existence.	Consideration People consider your brand as a purchase option.	Analysis People analyze whether your brand is right for them.
KPIs How will you measure success at each stage?			
Messaging What do people need to hear to take the next step?			
Emotion What do you want them to feel?			
Content What content will deliver that message effectively?			

Category	Purchase	Post-Purchase
Function	Sales	Customer Experience
Stage of Journey	Purchase People decide whether or not to purchase from you.	Loyalty People decide whether they should continue to buy from you.
KPIs How will you measure success at each stage?		
Messaging What do people need to hear to take the next step?		
Emotion What do you want them to feel?		
Content What content will deliver that message effectively?		