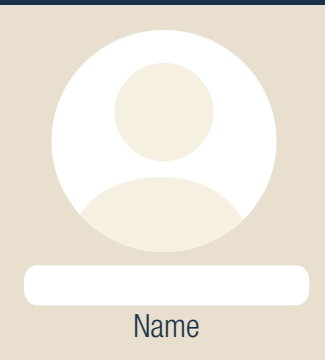


CUSTOMER JOURNEY MAP

BUYER PERSONA



Demographics

**Professional
Role**

**Buying
Decisions**

**Resources
and Influences**

**Values
and Goals**

Challenges

BUYER'S JOURNEY

AWARENESS

ENGAGEMENT

EVALUATION

PURCHASE

POST-PURCHASE

Actions

**Questions and
Thoughts**

Touch Points

CUSTOMER JOURNEY MAP

BUYER'S JOURNEY

	AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE
Opportunities					
Content Needed					
Notes					