

Client Journey



CLIENT PERSONA

DEMOGRAPHICS	PERSONAL & PROFESSIONAL ROLES	BUYING DECISIONS	RESOURCES & INFLUENCES	VALUES & GOALS	CHALLENGES

CLIENT JOURNEY

	AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE
QUESTIONS					

Client Journey



CLIENT JOURNEY

	AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE
ACTIONS					
TOUCH POINTS					
OPPORTUNITIES					
CONTENT NEEDED					