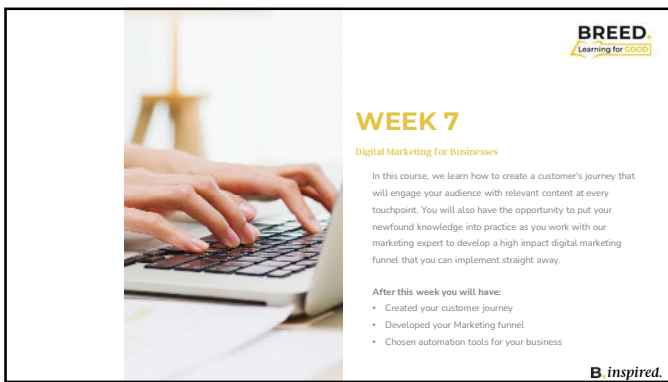
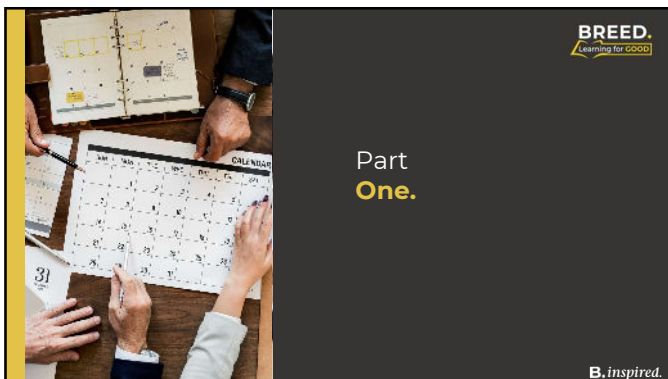




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CONTENT.

WEEK 7 – Part 1:

1. Customer Journey

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WHAT IS CUSTOMER JOURNEY?

AND HOW TO CREATE ONE

Definition

A **customer journey map** is a visual representation of a customer's experience with a company. It provides an understanding into the needs and concerns of potential customers which directly motivate or inhibit their actions.



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WHY IS IT IMPORTANT?

Because...

This information allows companies to boost customer experience leading to higher conversion rates and improved customer retention.



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HOW TO CREATE A CUSTOMER JOURNEY

- Step 1** Set clear objectives
- Step 2** Profile your personas
- Step 3** Highlight the touchpoints
- Step 4** List customer actions
- Step 5** List customer emotions and motivations
- Step 6** List customer obstacles and pain points
- Step 7** Take the customer journey yourself
- Step 8** Make necessary changes



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CUSTOMER JOURNEY

TEMPLATE

Mural template



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Part Two.

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CONTENT.

WEEK 7 – Part 2:

1. Marketing Funnel
 - a. Awareness
 - b. Interest
 - c. Desire
 - d. Action
 - e. Loyalty

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MARKETING FUNNEL

WHAT IS IT?

A **marketing funnel** – aka purchase funnel – is a roadmap laid out by a company to guide potential customers from their first interaction with the brand to becoming a paying customer.



✓ Awareness

✓ Interest

✓ Desire

✓ Action

✓ Loyalty

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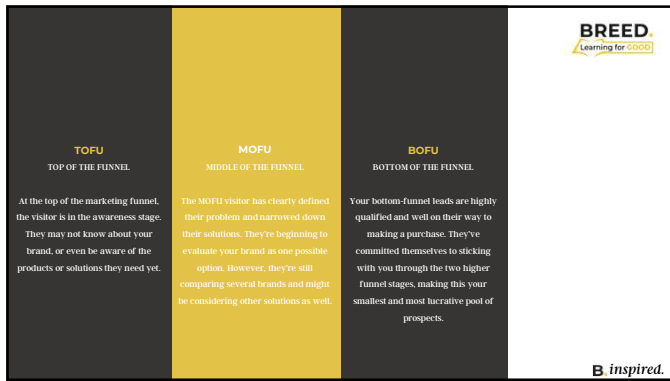
MARKETING FUNNEL



TOFU	Awareness	• Blog articles • Online Ads • Videos	• Infographics • Branded Ads • Social Media
	Interest	• Blog guides • FAQs • Live chat	• Webinars • Targeted Ads • Promos/Giveaways
MOFU	Desire	• Emails • Demos • Free trials	• Product videos • Demos
	Action	• Email onboarding • Phone consultation	
BOFU	Loyalty	• Referral programs • Events • Surveys	• Beta testers • Special bundles

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TOFU
TOP OF THE FUNNEL

At the top of the marketing funnel, the visitor is in the awareness stage. They may not know about your brand, or even be aware of the products or solutions they need yet.

MOFU
MIDDLE OF THE FUNNEL

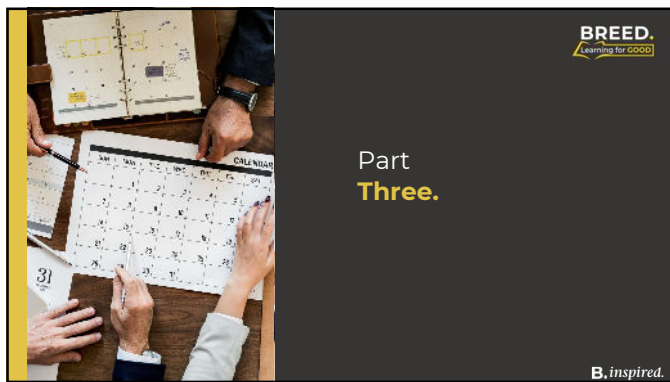
The MOFU visitor has clearly defined their problem and narrowed down their solutions. They're beginning to evaluate your brand as one possible option. However, they're still comparing several brands and might be considering other solutions as well.

BOFU
BOTTOM OF THE FUNNEL

Your bottom-funnel leads are highly qualified and well on their way to making a purchase. They've committed themselves to sticking with you through the two higher funnel stages, making this your smallest and most lucrative pool of prospects.

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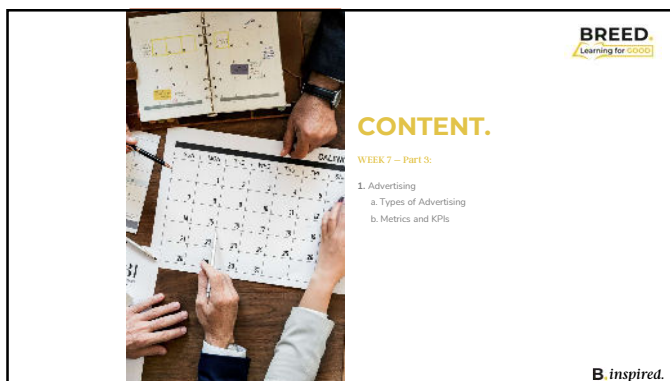


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Part Three.

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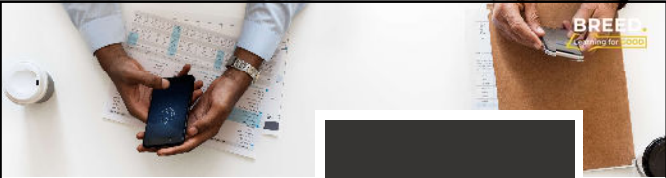
CONTENT.

WEEK 7 – Part 3:

1. Advertising
 - a. Types of Advertising
 - b. Metrics and KPIs

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WHAT IS ADVERTISING?

Advertising is the act of creating messages and using different psychological techniques to persuade and motivate someone to take action, most likely to buy a product or service.

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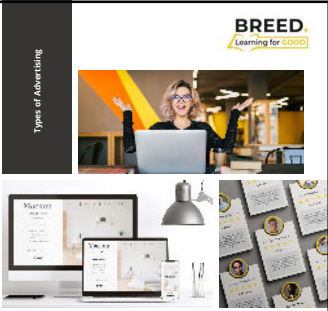
TYPES OF ADVERTISING

PRINT ADVERTISING
Newspapers and magazines, brochures, directories and flyers.

DIRECT MAIL
It's a type of print advertising that sends advertisements to customers through the mail.

TV
It is a type of broadcast advertising where companies advertise their products or services through 20-, 30- or 60-second TV commercials.

Types of Advertising



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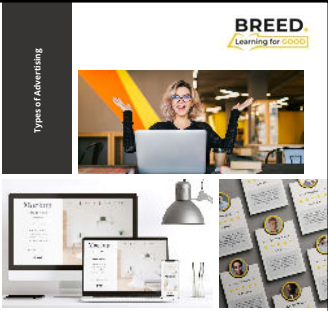
TYPES OF ADVERTISING

RADIO
It is another form of broadcast advertising that plays ads during programming breaks.

PODCAST
In podcast advertising, companies can sponsor podcasts or have advertisements for their products or services played during the episodes.

MOBILE
These advertisements may appear to consumers through social media, on web pages or within apps.

Types of Advertising



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TYPES OF ADVERTISING

SOCIAL MEDIA
Social media advertising, like other digital advertising, enables companies to target specific audiences.

PAID SEARCH
Paid search is a type of online advertising, sometimes referred to as pay-per-click (PPC) advertising.

NATIVE
It is a type of digital advertising in which ads look similar to the rest of the page content.

Types of Advertising

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TYPES OF ADVERTISING

DISPLAY
These may include banner ads at the tops or sides of web pages and pop-up ads.

OUTDOOR
Outdoor advertising refers to advertisements that consumers see outside their homes, like billboards.

GUERRILLA
It refers to less conventional methods that are generally low-cost and employ creative techniques to draw attention.

Types of Advertising

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TYPES OF ADVERTISING

PRODUCT PLACEMENT
A company pays to have their product embedded in media content, such as a television show or movie.

OUTDOOR
Outdoor advertising refers to advertisements that consumers see outside their homes, like billboards.

Types of Advertising

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LANDING PAGE

WHAT IS IT?

LP is a standalone web page, created specifically for a marketing or advertising campaign. It's where a visitor "lands" after they click on a link in an email, or ads from Google, Bing, YouTube, Facebook, Instagram, Twitter, or similar places on the web.



25

EMAIL MARKETING

WHAT IS IT?

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases.



26

RETARGETING

WHAT IS IT?

Retargeting primarily uses paid ads to target audiences who have visited your website or social media profiles.



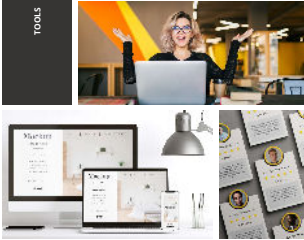
27

AUTOMATION TOOLS

FOR MARKETING

- ✓ HubSpot
- ✓ MailChimp
- ✓ ActiveCampaign
- ✓ Monday.com
- ✓ Facebook Business
- ✓ ClickFunnels
- ✓ Hootsuite

TOOLS



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THANK YOU FOR WATCHING

Next Week you will learn more about
Social Media and Content Creation.



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