The Evolving Customer Journey

Putting your customers first, instead of tools.

Hey it’s Reuben Ch’ng

- Head of Marketing at LEAD.
- Owner & co-founder of Cat Studio.
- Founder at Cat Insights Marketing Agency.
- HRDF certified trainer.
- Growth marketer & entrepreneur.
- Music producer on the side.

CapitaLand HISTORY SONY Nando's Q-dees HEINEKEN

How did you meet your… wife
husband
gf
bf

Maybe it looked something like this, **for the guys.**

1

You have a need.

Having a girlfriend is a pretty cool thing, yes?

2

So you put up a profile on Tinder.

So some of us actually got to know each other with the help of technology, yes?

3

Oh! Is he hot!?

She **evaluates** you by looking at your pictures. Is this guy a jackass, or?

4

You go on a date.

The guys obviously show up on their best – to 'sell' their worth to the ladies.

5

You ask her to be your GF

Her heart is racing. But she has done her due diligence. She has **compared** you to the potential 'candidates'.

6

She becomes your GF

The first few weeks were fun. But do you keep up with your promises and over-exceeds her expectations?

7

She post pictures of you online.

She's really happy. Yesterday she posted some nice photos on social media – sharing her joy with her friends.

That's customer journey for you, right there.

*disclaimer: Results may vary.

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She deletes you on Facebook and her life.

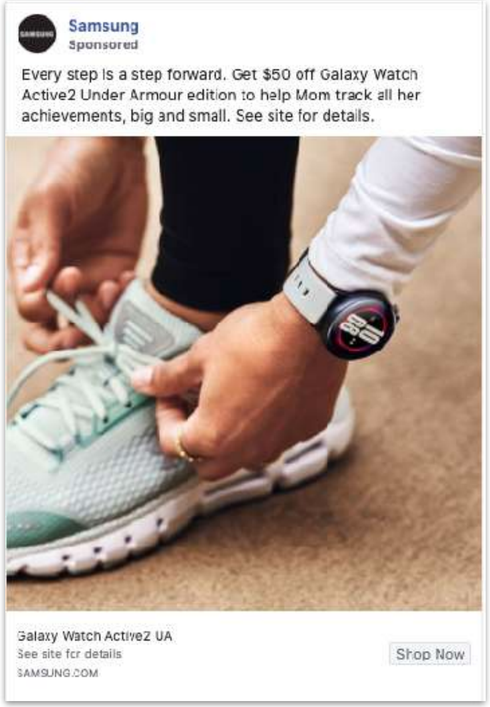
Sorry, she doesn't want to see you.

But of course, sometimes there's buyers remorse.

*disclaimer: Results again may vary.

If dating worked that way..

Why are we so caught up trying to sell something immediately?



How many of you are guilty of this?

1. You started (or have) a business.
2. Someone said Facebook is the place to go.
3. So you run ads on FB.
4. Some sales, but not that great.
5. You look into ways to ***optimize*** ads (wooh!)
6. Still nothing too drastic.
7. You decided Facebook is **shite**
8. See someone say TikTok is the bomb now.
9. Here we go again.

If your thought process was like that.

You were relying on tools, instead of looking for actual ways to serve your customer.

You were looking at tactics, instead of strategy.

Focus on your customers – and their journey, first.
The right tools to use will come.

Who are they?
Where do they hang out?

facebook Ads

Google Ads

ChatBot™

SEO

What’s the point of

SALES & MARKETING?

GET MORE CLIENTS...Duh

Assumption 1

If my product or service is great – then I should be profitable. Just work on the product!

NO

Assumption 2

Just get attention! Sales will come.

NO

Social media is not a license to spam.

How do we feel about people who talk about themselves all the time?

Me

Me

Me

Me

So, let's start **backwards.**

How do you get paying customers?

Sales pitches

Cold-calling, participating in pitching events, looking up contacts in your phonebook, etc.

Request for proposals

Woop! A business now needs something, they reach out to you for a proposal

Run ads

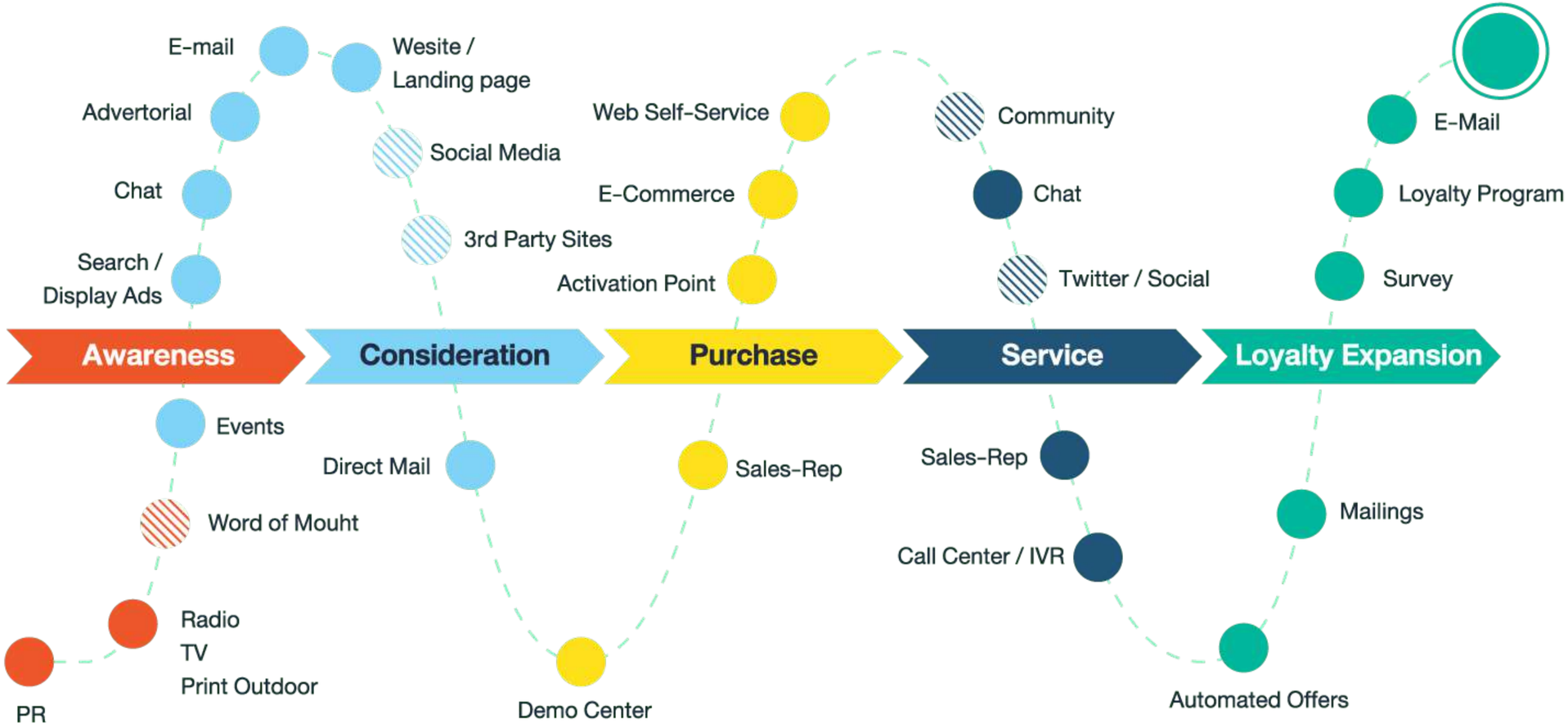
Get people to know about you – maybe on Facebook? Seems to be the platform people are on.

Networking

Get in contact with people. After all, it's not what you know, it's who you know!

And back to the **customer journey.**

Customer Journey


E-mail
Wesite / Landing page
Advertorial
Social Media
Chat
3rd Party Sites
Search / Display Ads
Web Self-Service
E-Commerce
Activation Point
Community
Chat
Twitter / Social
E-Mail
Loyalty Program
Survey
Awareness
Consideration
Purchase
Service
Loyalty Expansion
Events
Word of Mouht
Radio
TV
Print Outdoor
PR
Direct Mail
Demo Center
Sales-Rep
Sales-Rep
Call Center / IVR
Automated Offers
Mailings

This has to be different during the new norm – right?

The nature & behaviour of people from 1000 years ago & today – **is the same.**

The difference? The platforms they use and the way they speak.

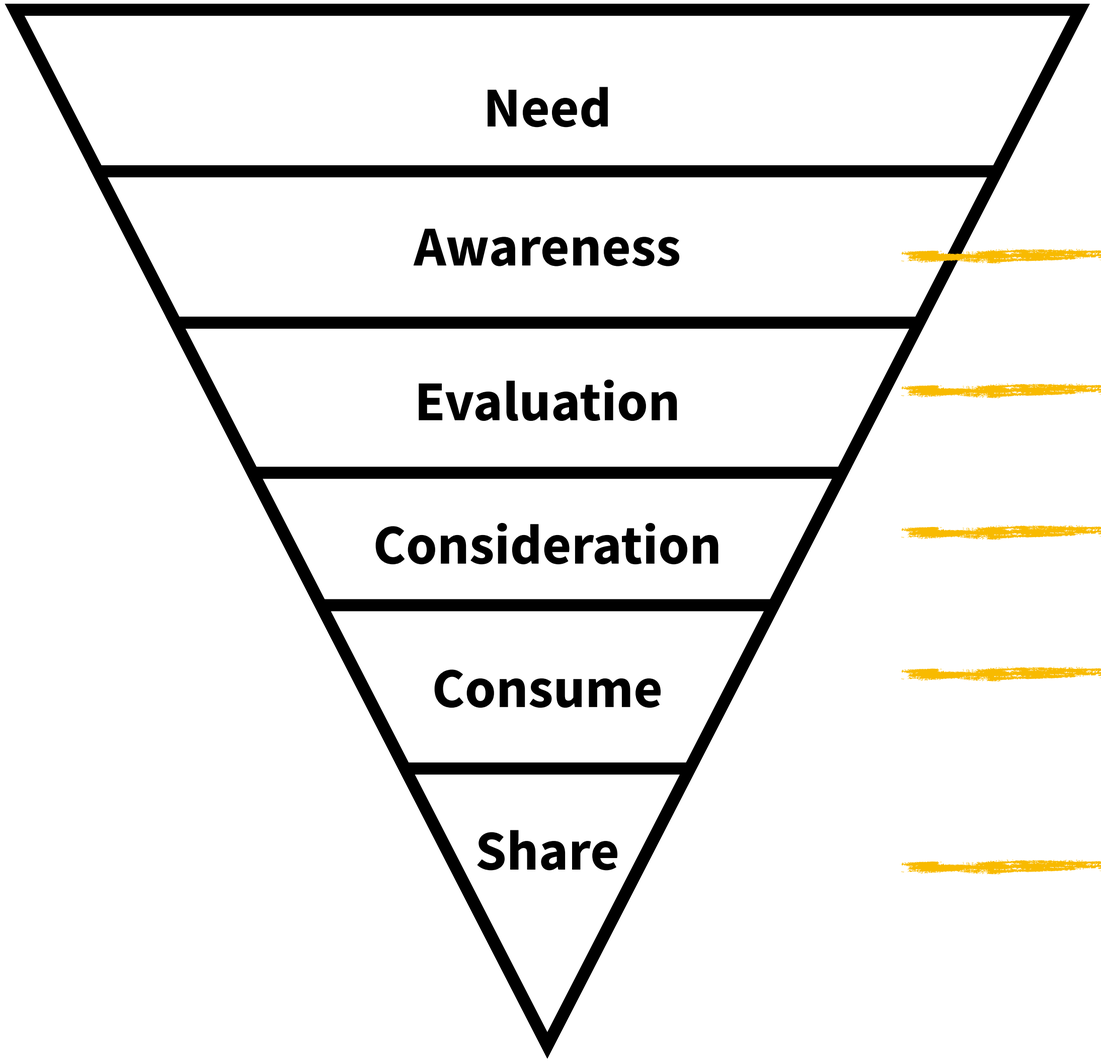
Sales Funnel

Did someone say ‘ClickFunnels’?

Conversion Funnel

AARRR Funnel

a.k.a the Pirate Funnel by Dave McClure



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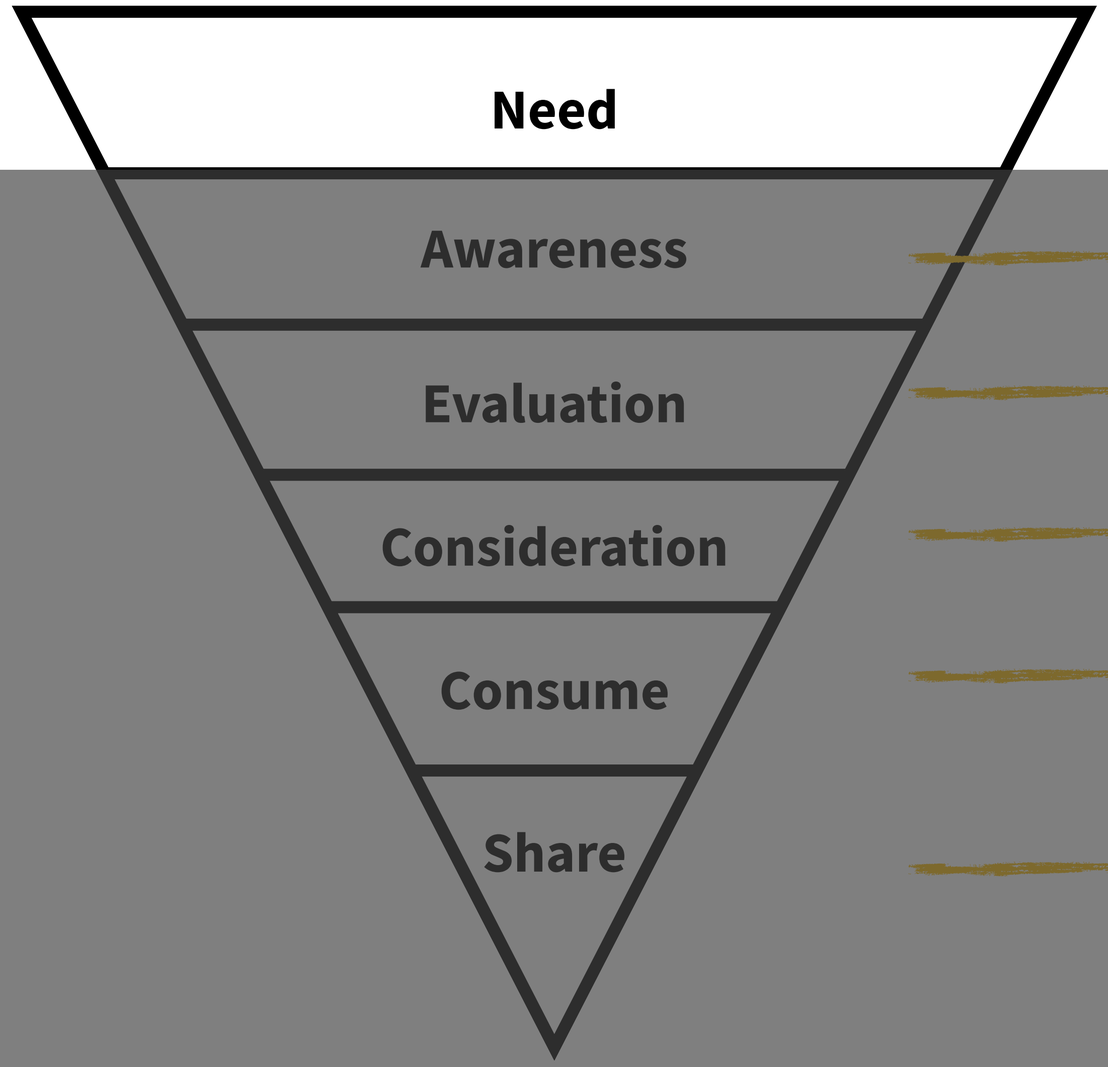

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Everyone today has a need.

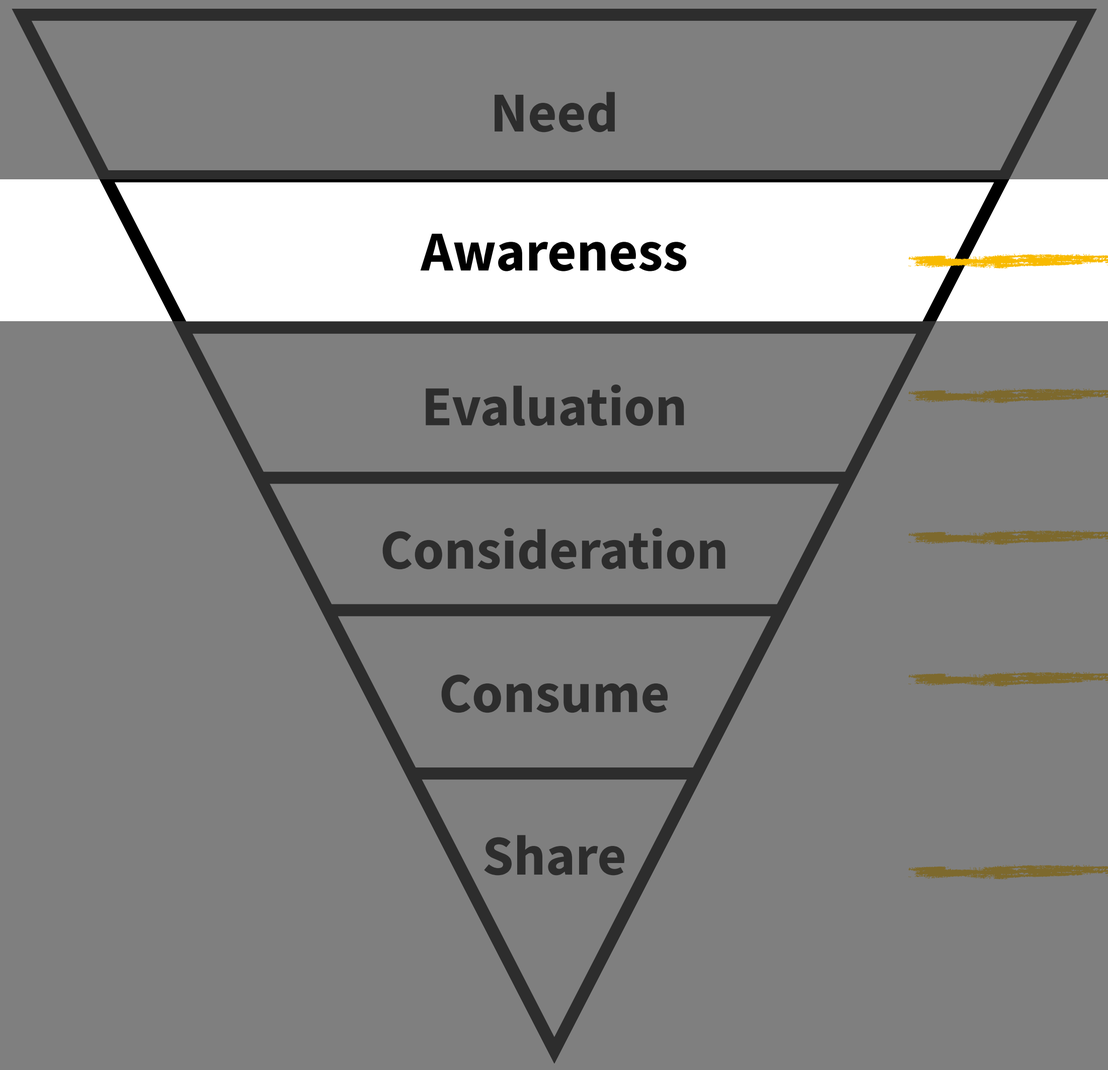
A need to eat.
A need to feed.
A need to impress.
A need to stay healthy.
A need to fulfil their boredom.
A need to fulfil their *** desires.
A need to be fulfilled.

What is your customer's need?

How do I find better clients?

~~How do I find better clients?~~

How do better clients find you?



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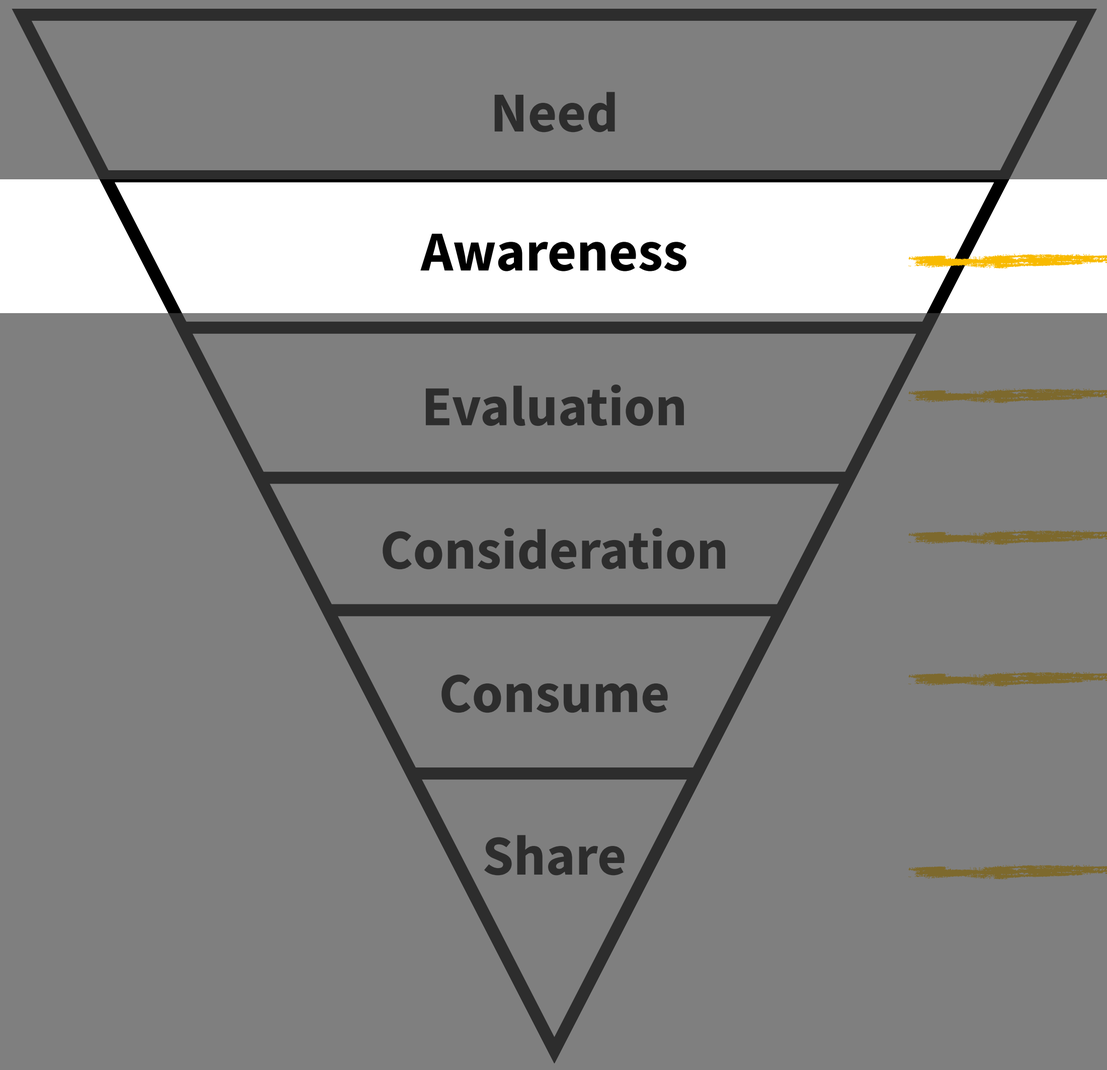

How will your customers find you? **(PR, Radio, Facebook, Forums, etc.)**

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Most people rely on their network – and word of mouth.

That’s why people join networking groups.

But word-of-mouth can be unpredictable.

So you need to *architect* how people find you.

Marketing is still the same.
Before the ‘new-norm’ and even the future.

Who?

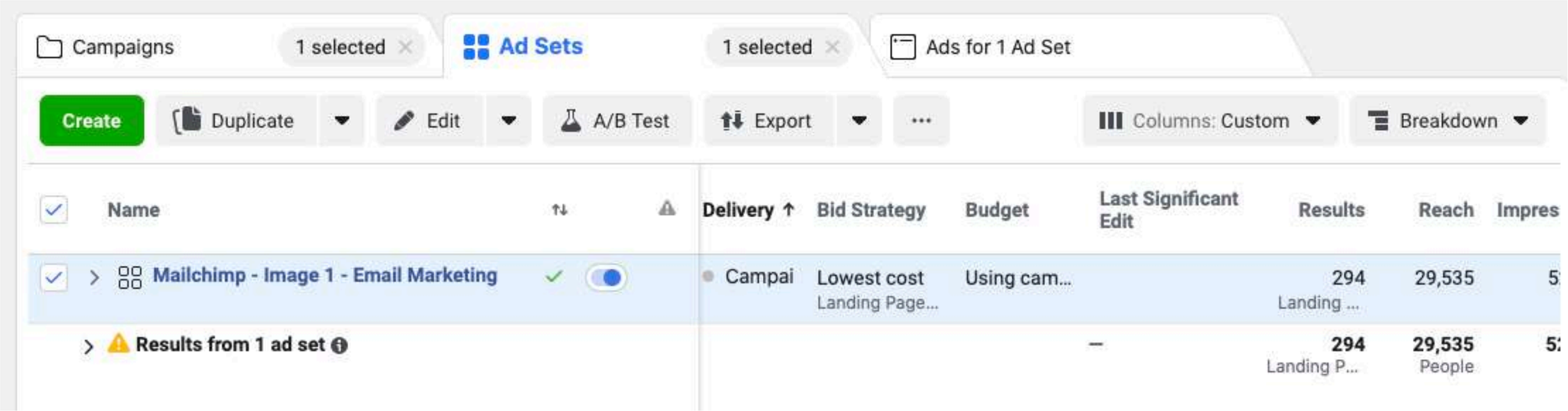
Demographics and psychographics?

Where?

Where do your customers get their information, knowledge from?

Take LEAD for example.

If I know my audience love Mailchimp, I advertise to Mailchimp's fans on Facebook.



It’s not always easy to figure out where your customers are hanging out.

So here are some ninja tactics that will help.

Check your analytics.

Google Analytics > Acquisition > All Traffic > **Channels**
Google Analytics > Acquisition > All Traffic > **Referrals**

Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows | Secondary dimension | Sort Type: Default

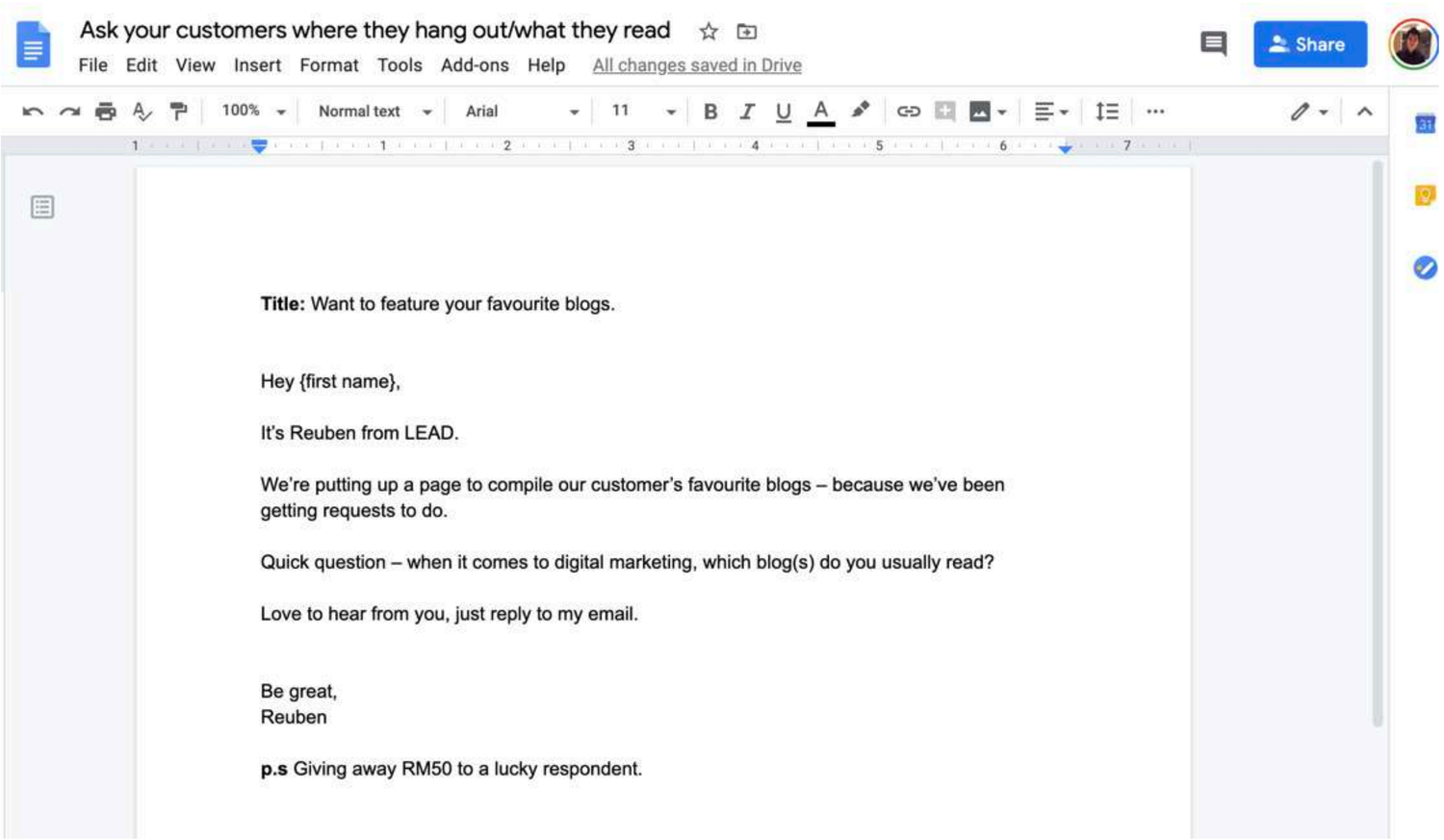
	Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce	
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions
		31,559 % of Total: 100.00% (31,559)	30,692 % of Total: 100.04% (30,680)	40,477 % of Total: 100.00% (40,477)	80.70% Avg for View: 80.70% (0.00%)	1.94 Avg for View: 1.94 (0.00%)	00:01:30 Avg for View: 00:01:30 (0.00%)	0.22% Avg for View: 0.22% (0.00%)	89 % of Total: 100.00% (89)
1.	(Other)	**16,031** (49.46%)	15,431 (50.28%)	18,444 (45.57%)	91.87%	1.21	00:00:25	0.09%	16 (17.98%)
2.	Organic Search	**8,454** (26.08%)	8,099 (26.39%)	10,524 (26.00%)	77.40%	2.09	00:01:49	0.19%	20 (22.47%)
3.	Social	**3,556** (10.97%)	3,094 (10.08%)	4,789 (11.83%)	76.43%	1.91	00:01:49	0.35%	17 (19.10%)
4.	Direct	**3,388** (10.45%)	3,335 (10.87%)	4,733 (11.69%)	60.83%	3.32	00:03:02	0.49%	23 (25.84%)
5.	Email	**599** (1.85%)	425 (1.38%)	1,258 (3.11%)	50.72%	5.24	00:05:14	0.95%	12 (13.48%)
6.	Referral	**386** (1.19%)	308 (1.00%)	729 (1.80%)	54.32%	3.51	00:05:58	0.14%	1 (1.12%)

Show rows: 10 Go t

Analyzing 60-90 days is best.

Ask your current customers where they go to.

Send an email or survey to your customers. Compile the answers and see the platform, sites & places that comes up regularly. **Email template**



Title: Want to feature your favourite blogs.

Hey {first name},

It's Reuben from LEAD.

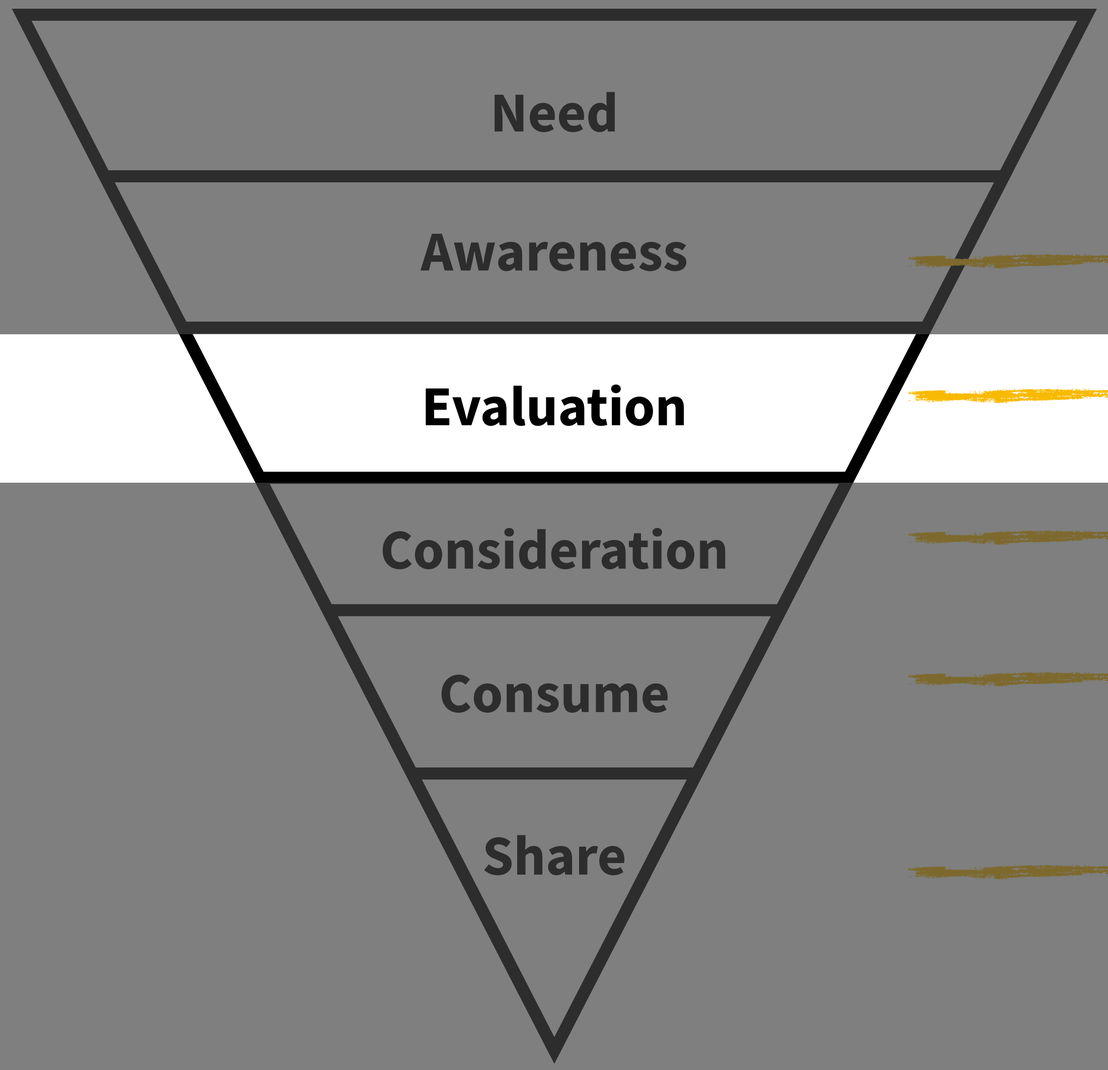
We're putting up a page to compile our customer's favourite blogs – because we've been getting requests to do.

Quick question – when it comes to digital marketing, which blog(s) do you usually read?

Love to hear from you, just reply to my email.

Be great,
Reuben

p.s Giving away RM50 to a lucky respondent.



How will your customers find you?

Why should they return after comparing you with others?

How can you reduce their risk into choosing you? Guarantee? Warranty?

Will you meet their expectations and *maybe* ***exceed*** what they expected?

Do they become advocates who go out telling people about you.

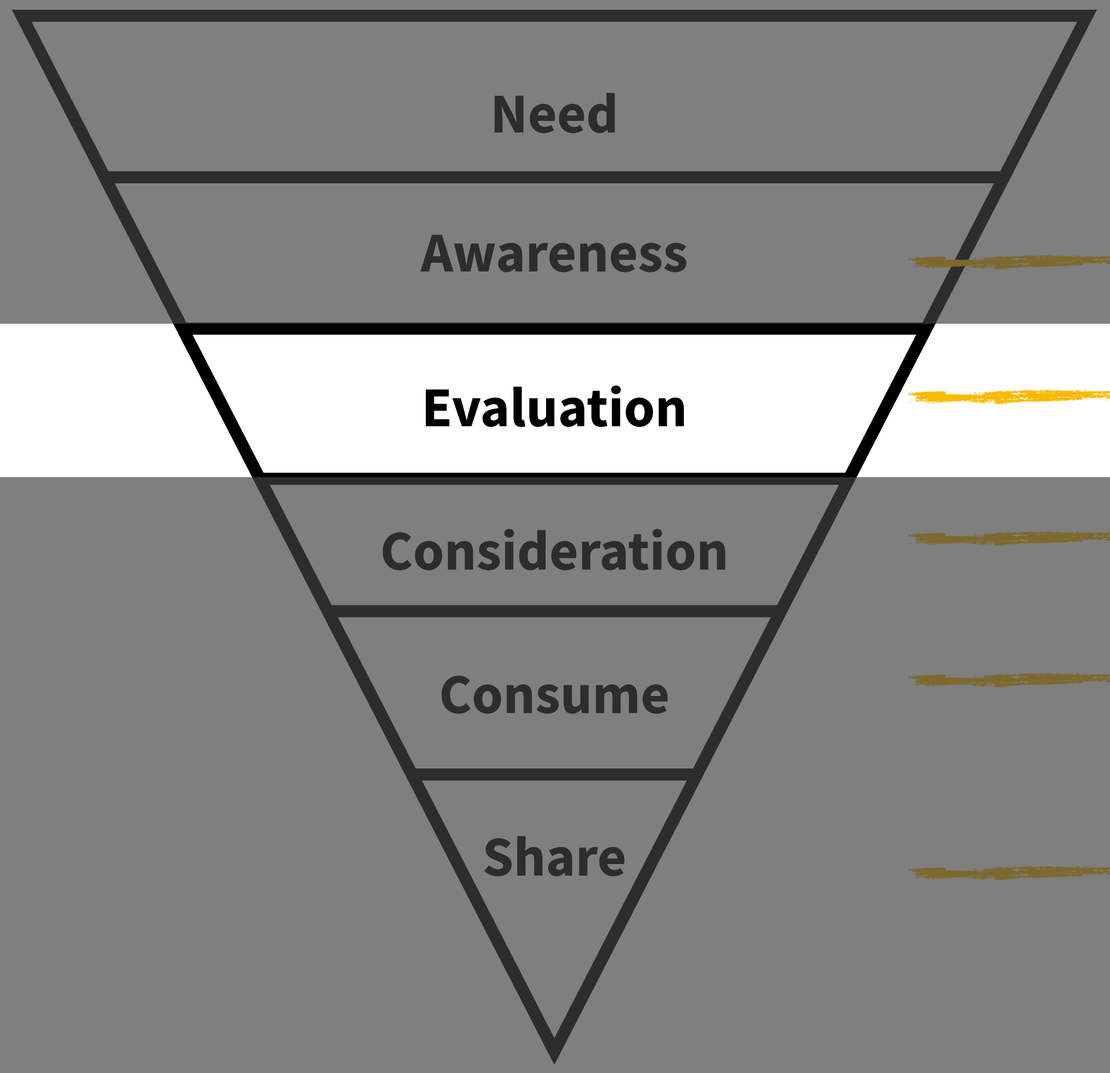
Customers will compare. And evaluate whether you're worth it.

Be honest – we do it ourselves too.

No amount of marketing can save a product that nobody wants.

Well, how do you know if people want your products?
Go sell it to at least 3 people within 48 hours. Forget the ads, website or domain.

Don’t spend money when validating.



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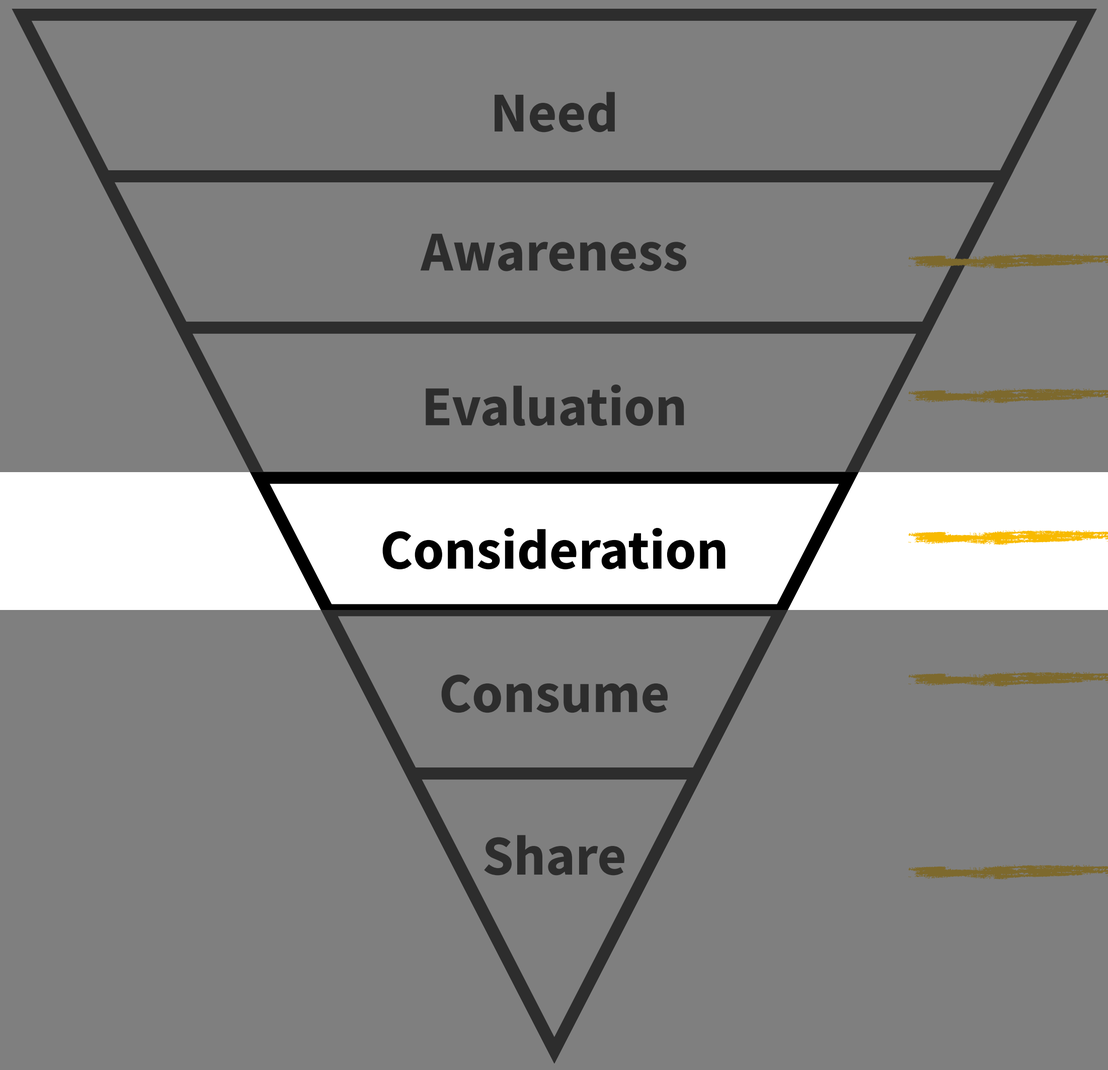

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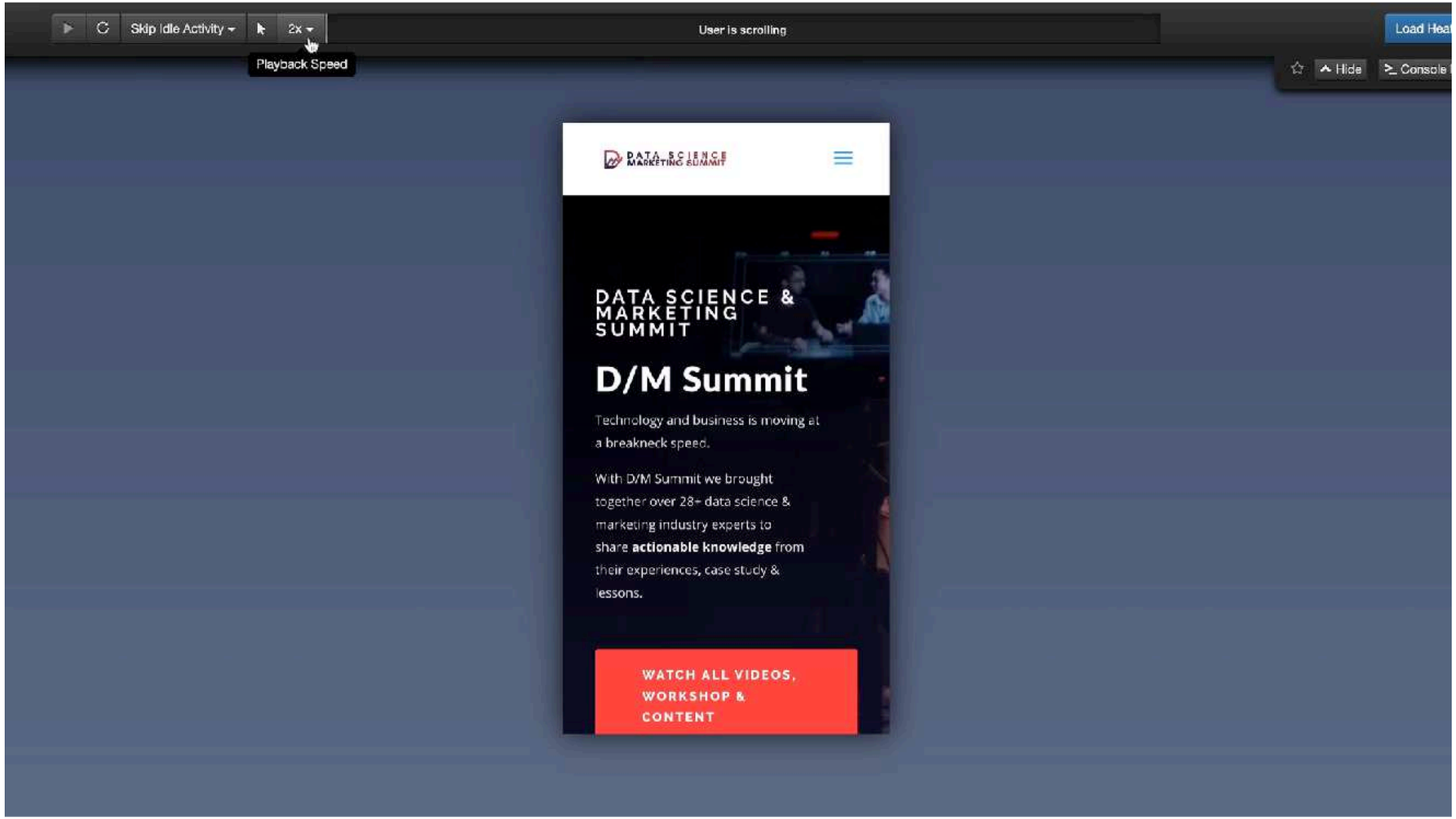
Understand what makes your customers tick

Marketing is about seeing from the **point-of-view** of your customers, not you.
Figure out how they make decisions.



luckyorange

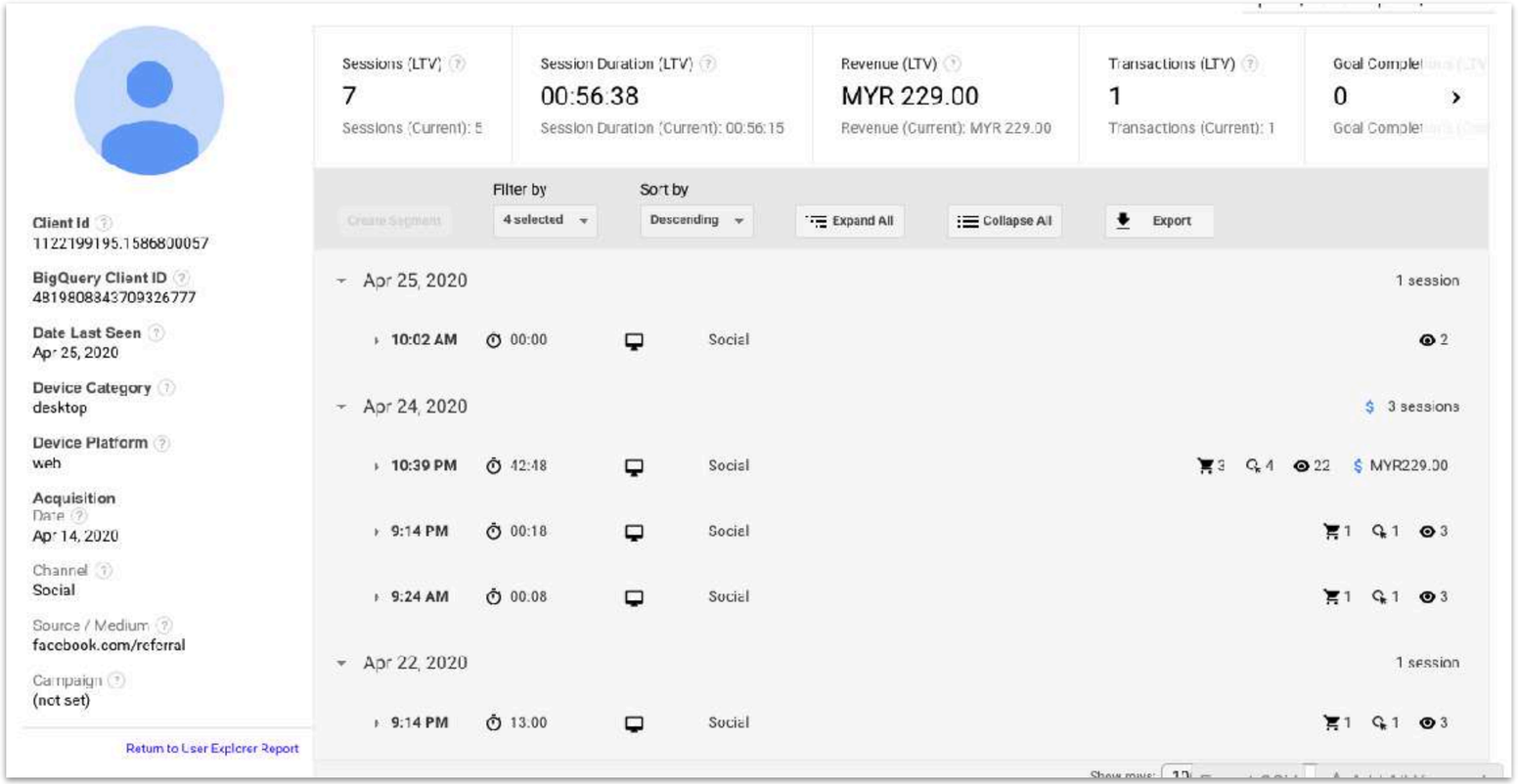
hotjar

fullstory

Find out your customer’s digital journey.

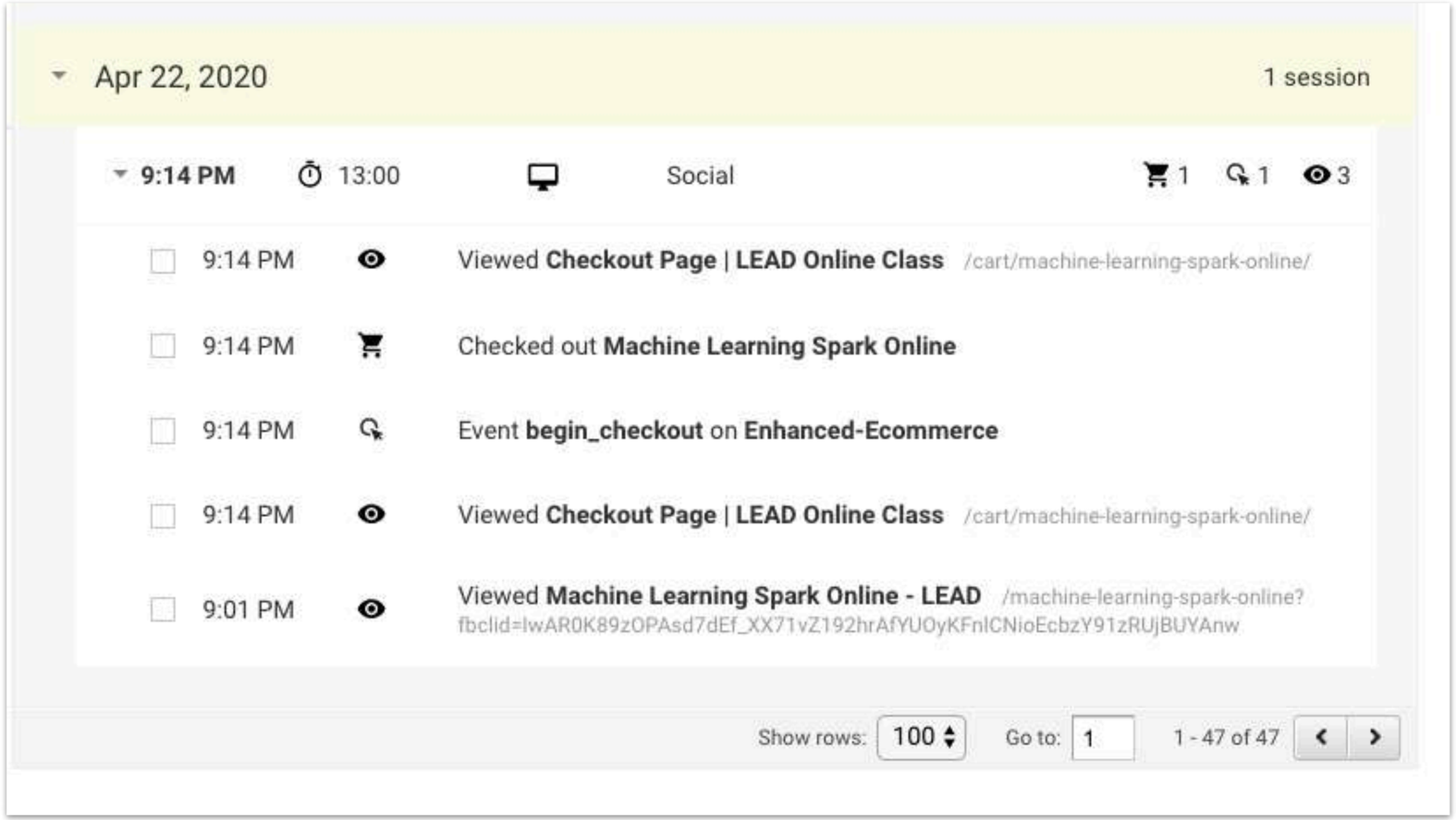
What is the average **#** of **touchpoints** they make before purchasing.
What time do they usually purchase? What device do they use when making payments?

Google Analytics > Audience > User Explorer *(Go crazy)*



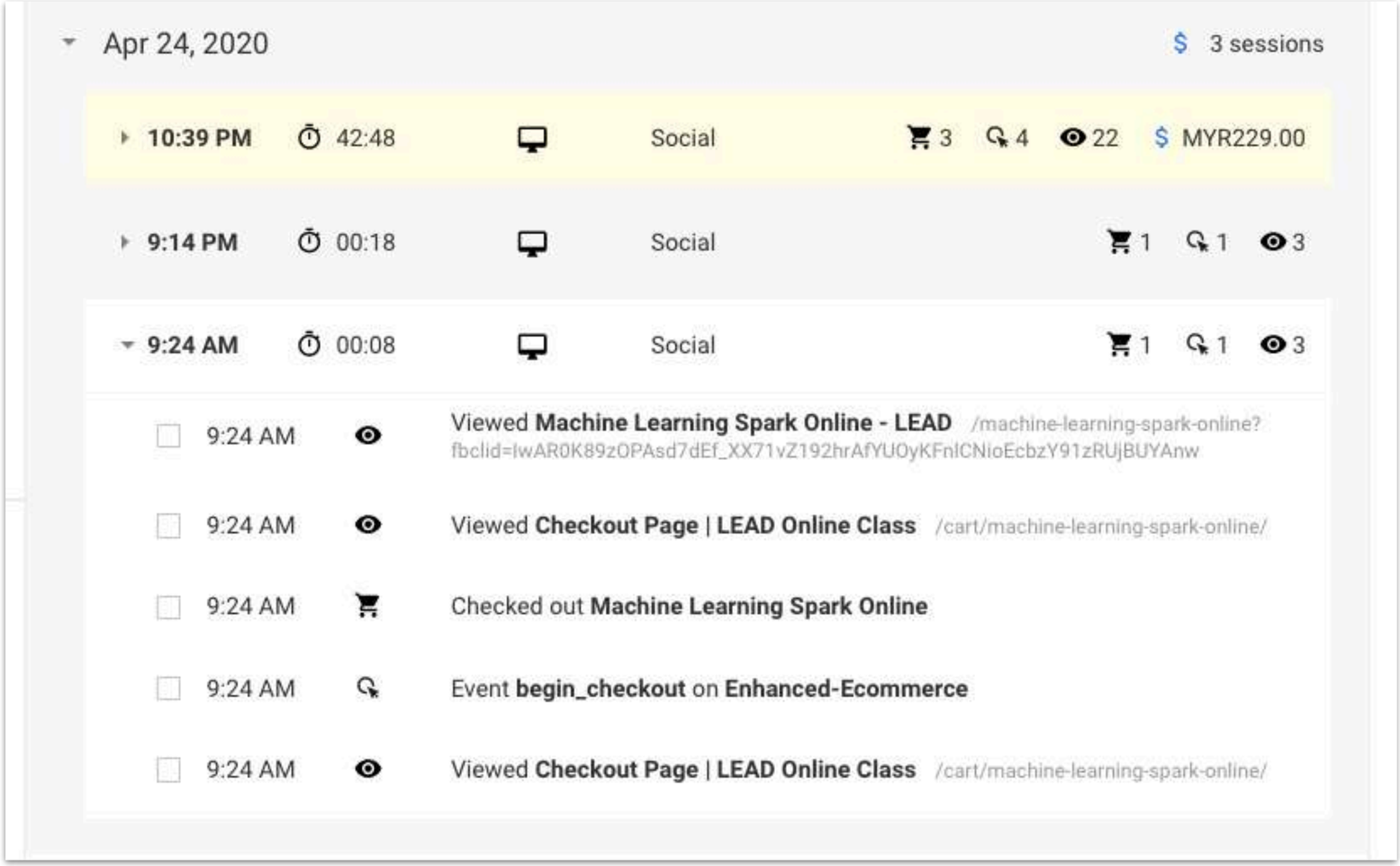
Alright, on April 22 – our visitor viewed our landing page at **9:01PM** and entered item to cart at **9.14PM.**

- Spent 14 minutes
- Click to checkout, but didn't purchase.
- Can we retarget with ads?
- What's the messaging we should tell this person?



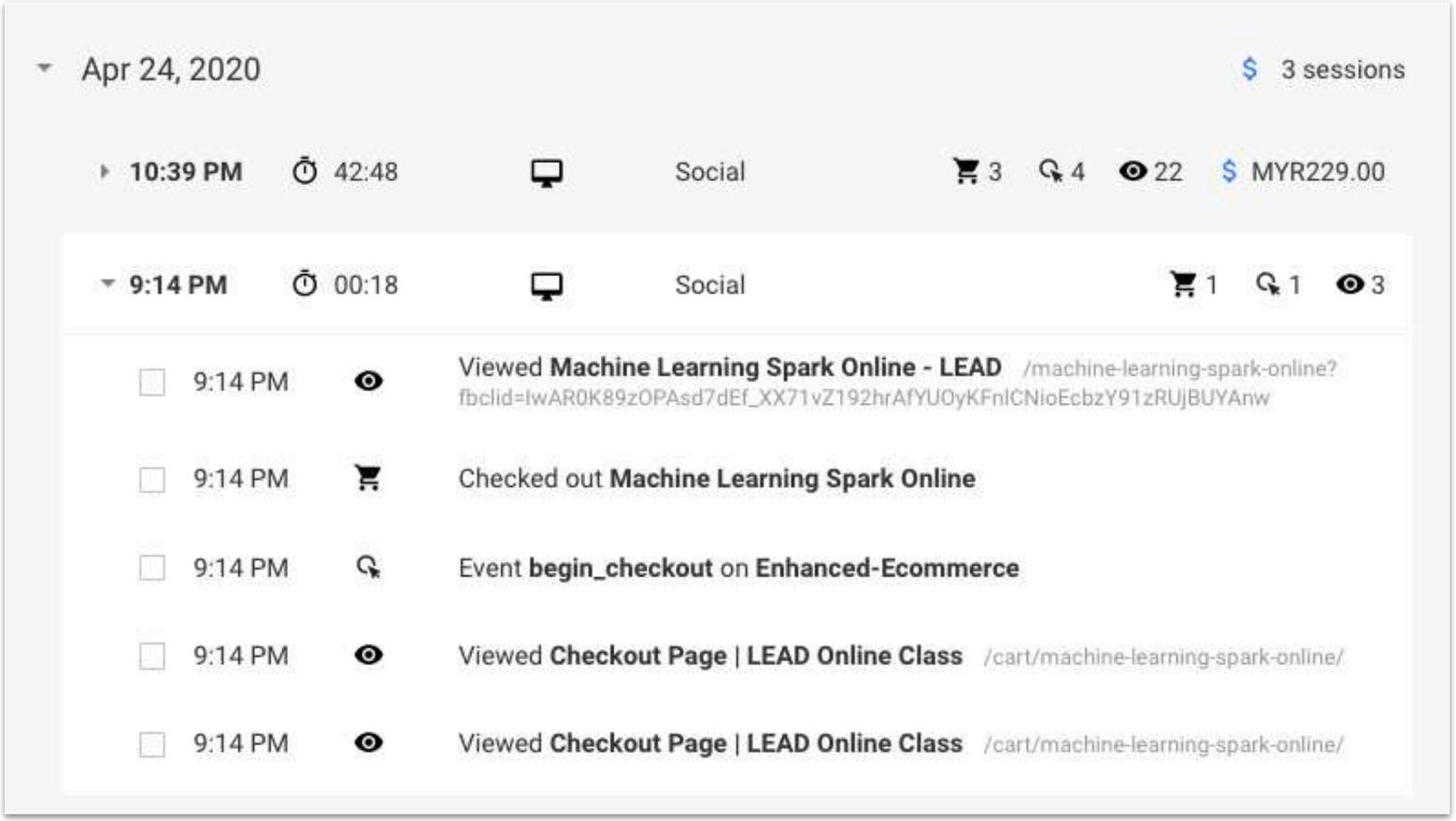
2 days later, on April 24 – our visitor came back via social media again in the morning at 9:24AM, then left quickly.

- Came back 2 days later.
- Spent less only 8 seconds.
- Turn on his computer and continued where he left few days back.



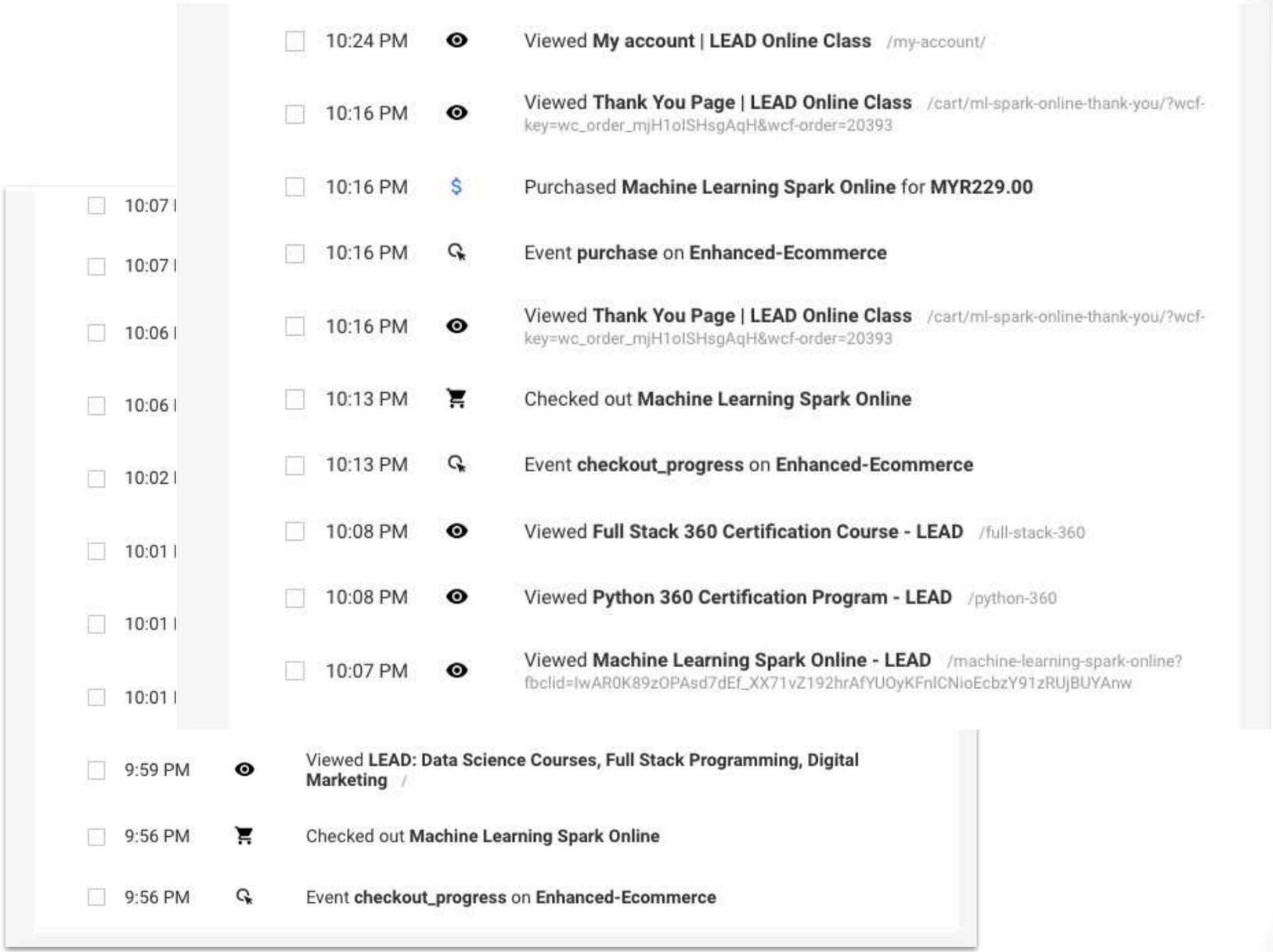
Then at night, came back to the page and viewed for 18 seconds.

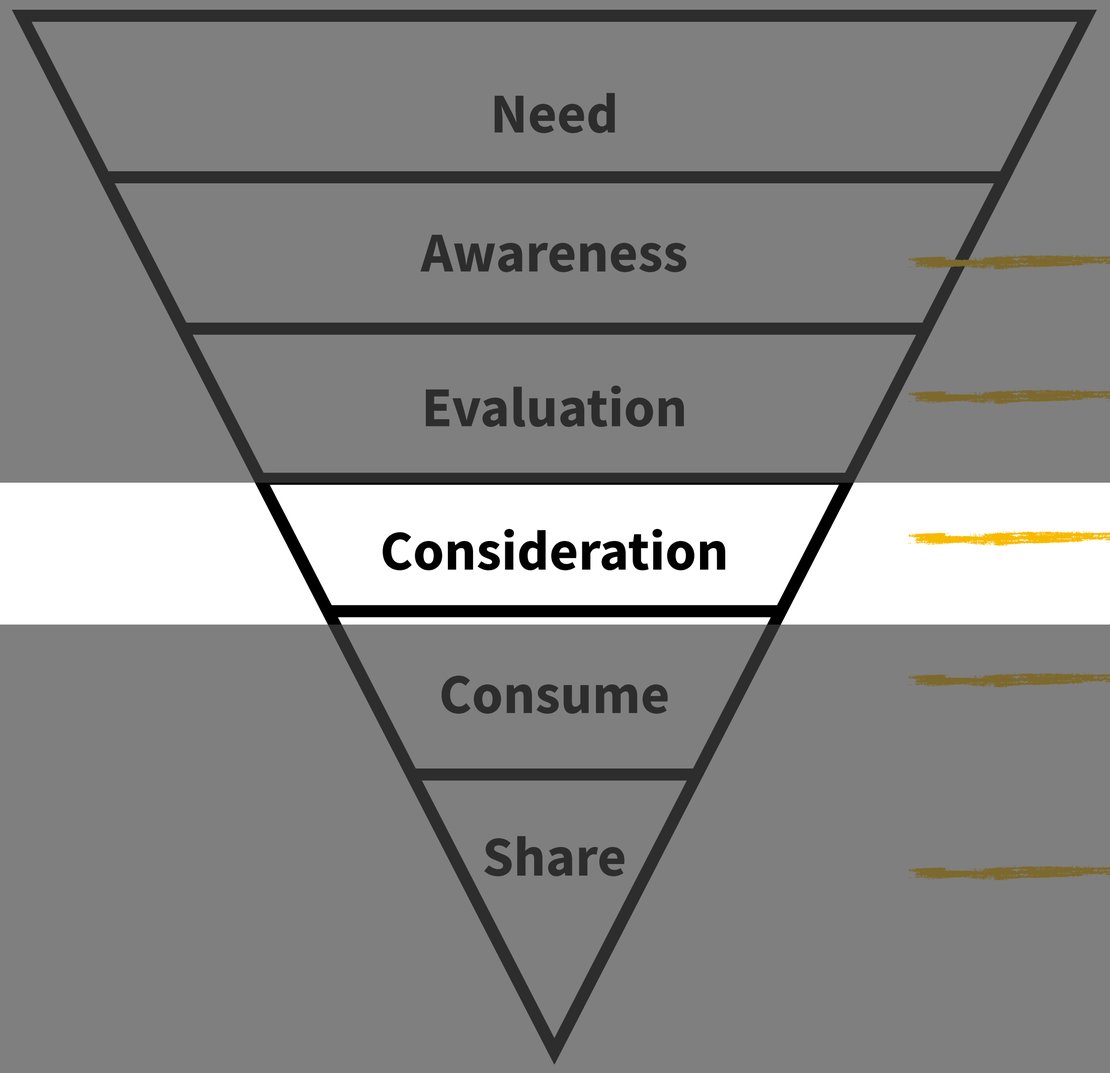
- Still considering…



Came back at 9:56PM, and after going to & fro pages , finally makes a purchase at **10:13PM**

- Goes to & fro pages a lot.
- Can we assign an operator or chat-bot at checkout to help?
- Put in a product re-assurance guarantee.
- Simplify checkout process?
- Took 2-3 days to make first purchase.





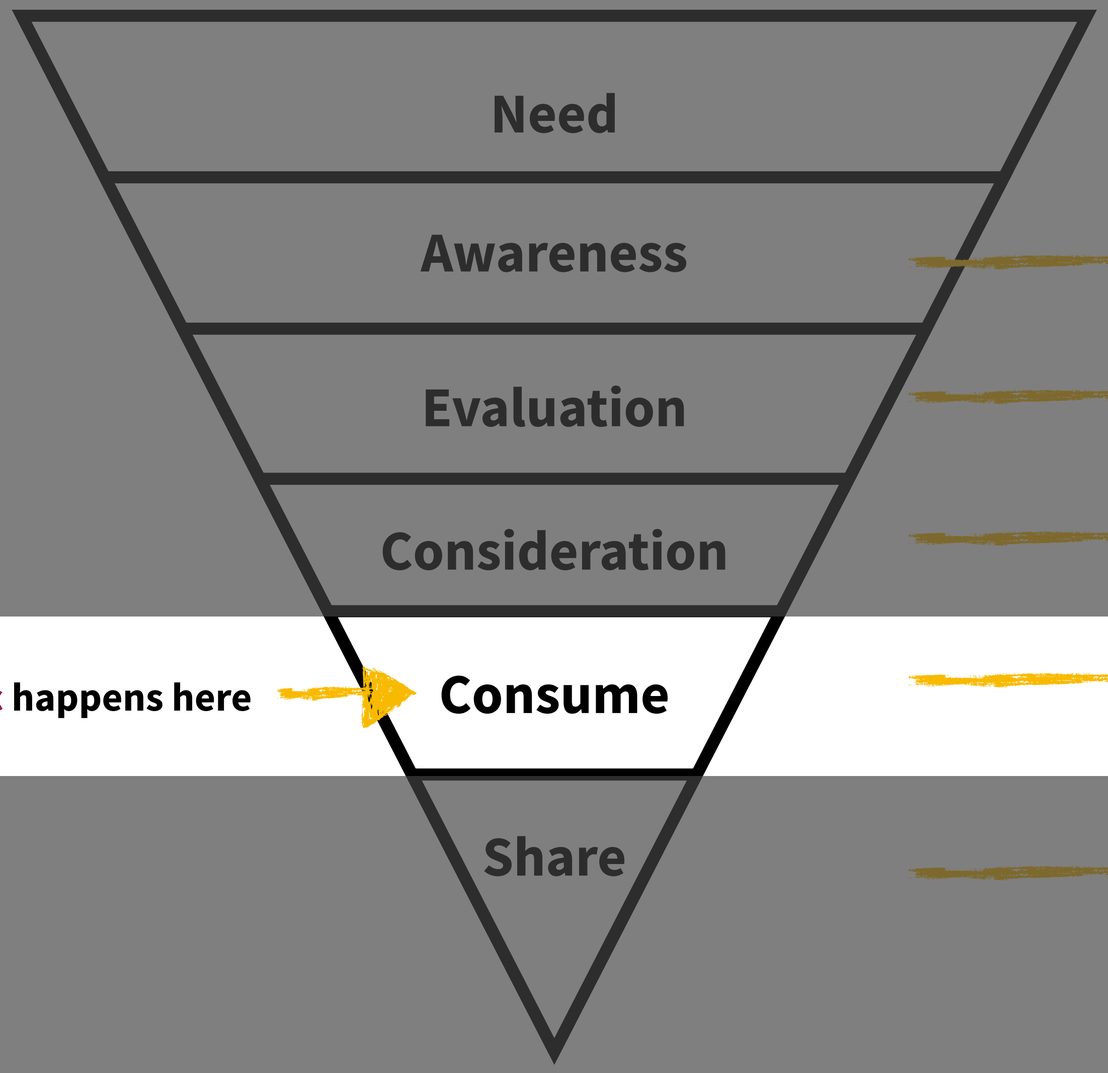
How will your customers find you? **(PR, Radio, Facebook, Forums, etc.)**

Why should they return after comparing you with others? **(Brand, value for money,)**

How can you reduce their risk into choosing you? Guarantee? Warranty? **(Product guarantee)**

Will you meet their expectations and *maybe* ***exceed*** what they expected?

Do they become advocates who go out telling people about you.



Magic happens here

How will your customers find you?

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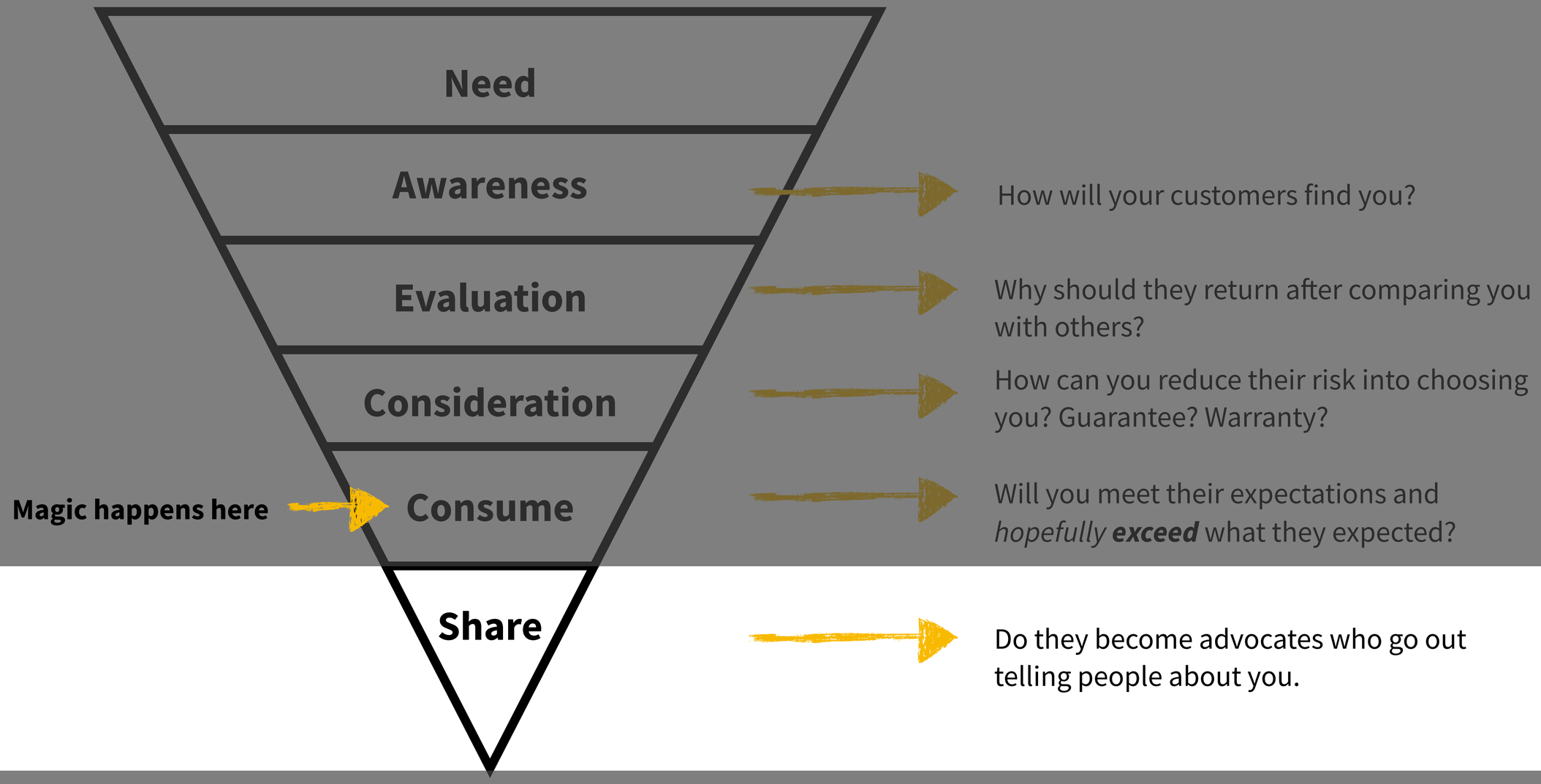
Need
Awareness
Evaluation
Consideration
Consume
Share
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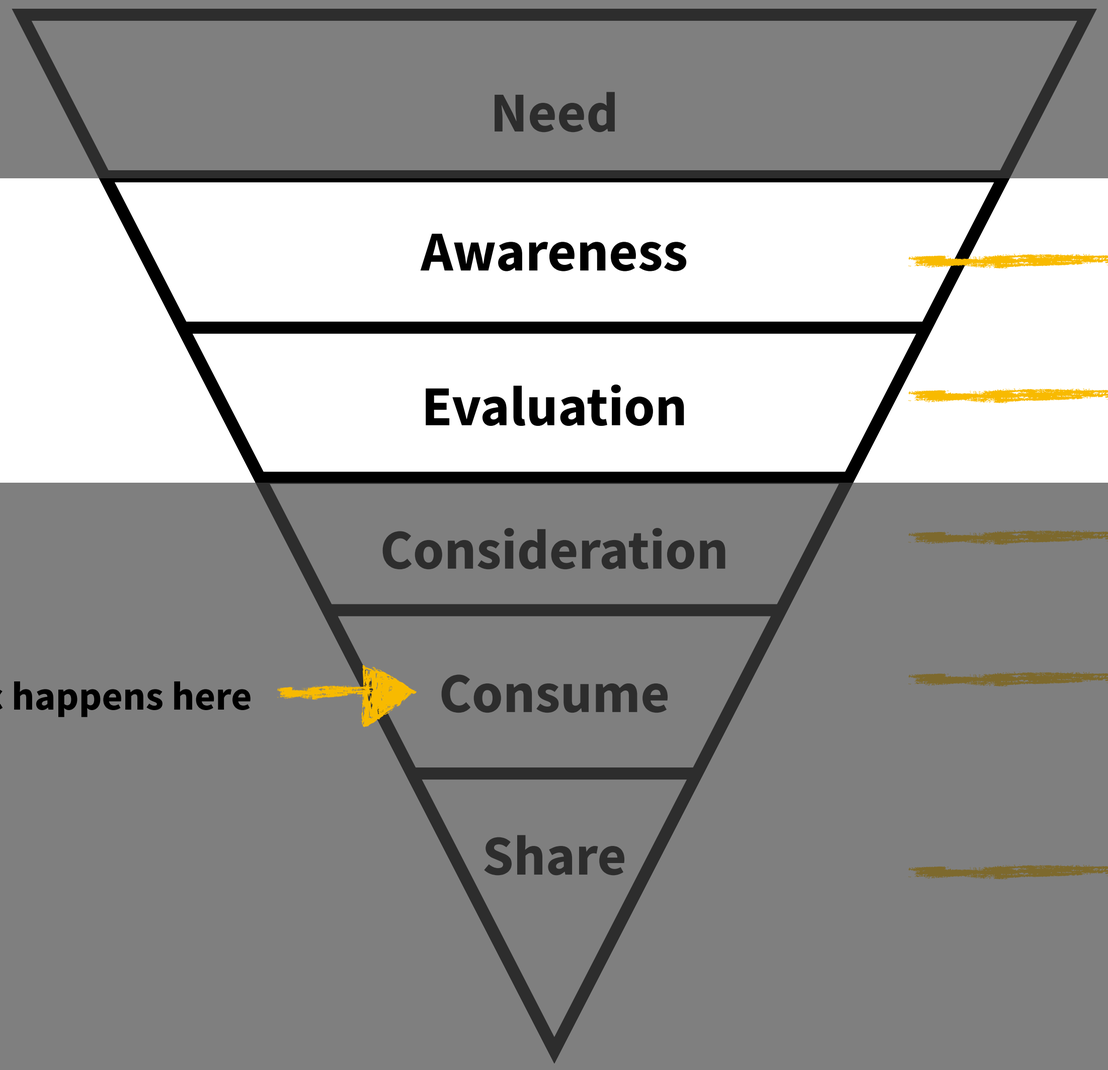
If you want more leads – focus on the top of funnel.



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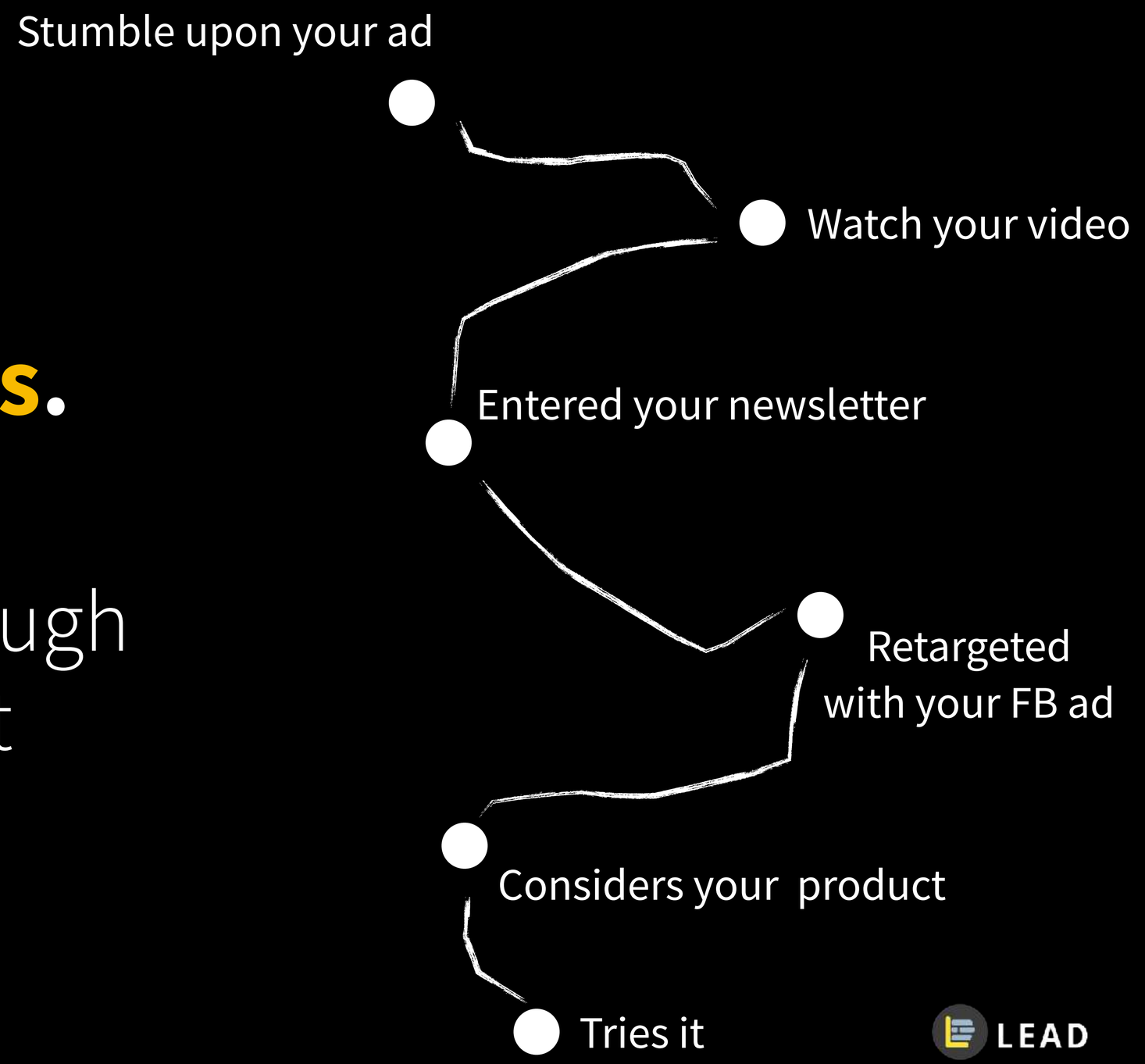
A purchase – is not a single operation.

It’s a series of **micro conversions.**

Our job is to help our customers move through levels of commitment



*sorry for bad drawing.

Wild Yeast Bakery Store

- **Need** — Food, satisfy cravings.
- **Awareness** — Whatsapp groups, Instagram
- **Evaluation** — Should I get it from the other store?
- **Consideration** — Are you a legit bakery? Halal?
- **Consume** — Is your bread delicious?
- **Share** — Wow this sourdough is great

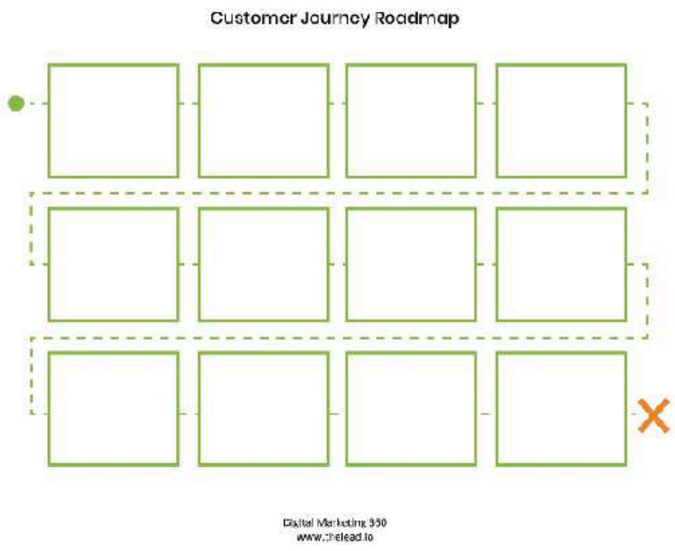
LEAD
The business of growth

Inspire
Educate

Need	Acquire high-paying tech skillsets
Awareness	Content on social media, events.
Evaluation	How do we compare to others?
Consideration	Will I learn what I came to do?
Consume	Is our courses up to expectation?
Share	LEAD help me breakthrough my career.

Recapping what we've learnt.

1. Find out **who** & **where** your customers are.
2. Map out their customer journey in an MCO. *(Template here: Customer Roadmap)*
3. Study their journey with Google Analytics.
4. See the behaviour with video recordings.
5. Serve the right messaging at every **touchpoint.**
6. Think **micro-conversions.**



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