

6.8: Journey Mapping

Journey Mapping

Now that we have identified the conceptual vocabulary, it is time to turn our attention to using this in practice. The journeys and ZMOTs are generic ways to understand how consumers go about buying products. Knowing how consumers conceptually move from a trigger to make a purchase to become loyal to a brand or product might be interesting in itself, but it is much more useful if we can actually use this in real-life campaigns. Effective strategies demand a tailored understanding. We cannot stay at a conceptual level. We need to translate them to real-life experiences. To do so, we can perform *journey mapping*.

A **journey map** is a visual representation of the journey of consumers (Gibbons, 2018). It brings together the conceptual tools we have seen in this chapter: persona, consumer journey, and moments of truth. They vary based on segments/personas. Each persona represents a different consumer segment. They should go about buying products differently. Think, for example, about how you and your parents go about buying products.

Journey Mapping

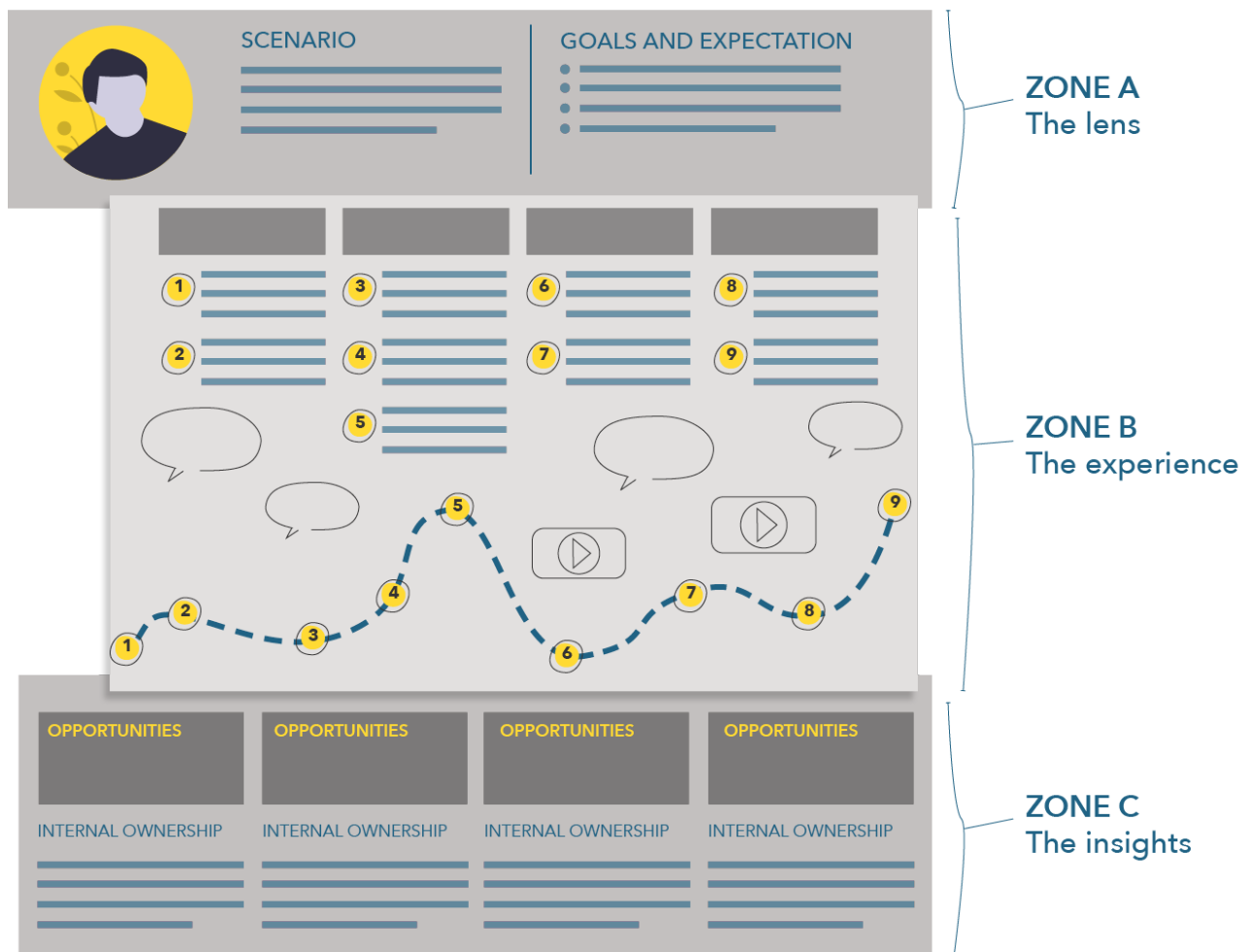


Figure 6.9 Journey Mapping

Journey maps exist in a wide range of shapes and forms. They do, though, share some common elements:

- The persona

- Conceptual stages from a journey (e.g., trigger, active evaluation, purchase, post-purchase; or awareness, consideration, purchase, loyalty)
- Concrete actions consumers take at each of these stages
- Touchpoints that they encounter (in this course, I strongly encourage you to include yours and that of others, i.e., this is a consumer journey, you should be thinking more broadly than only your firm)
- Opportunities associated with aforementioned actions
- [This page presents a clear example of this kind of journey template](#)

Journey maps are useful. They help you understand how consumers navigate their journey to address their needs and problems. Each action they make represents an opportunity for your brand to create a connection with a consumer. A clear understanding of the concrete steps consumers take to buy products should be the starting point of creating your marketing campaigns. What do consumers do at the awareness stage? How can your brand support their actions? Do consumers search for specific things? What about at the active-evaluation stage? In the next chapter, we examine how firms can position websites on specific searches. This will help create a bridge between what consumers are doing online and how we can answer their search queries.

Exercises

How to use a persona

Let's take as an example the following persona, 'RV Betty:'



Betty lives in a suburb of a city. Her husband is also retired. They have been talking about traveling in an RV upon retirement for years – this is their long-time dream. The kids are self-sufficient and have been out of the house long enough that Betty doesn't have to worry. She's been retired just long enough to be bored. While she doesn't consider herself wealthy, she and her husband have substantial savings and are prepared to enjoy their retirement.

Betty is worried about the logistics of traveling in an RV—for instance, how easy it will be to find utility hookups or where the best places are to stay if you have one. She also wants something comfortable; she plans on spending a lot of time in it. She has other retired friends, so she wants additional sleeping space and to make sure they have plenty of room for food and for cooking. She wants as much ease as possible when traveling.

Based on this persona, briefly sketch three pieces of content. More precisely, concentrate on the general idea of what this piece of content would be about and draft

1. A first piece that addresses a problem or a need she is facing
2. A second piece that helps her evaluate her options
3. A third piece that sells your product

Tip: Make sure your three pieces of content directly address the RV Betty persona!

Creating a persona

Sketch out a persona for a Montreal real estate company specializing in first-time house buyers. To do so,

- Identify a few sociodemographic characteristics (e.g., age, revenue)
- Find one general need or problem they are facing

Tip: Ask yourself, why would these people need a house? For example,

- Why would people move to a house in Montreal?
- Are there different groups of first-time house buyers? What differentiates them? Which one are you concentrating on?
- Can you find one need or problem that unites that group?

Moving from persona to journey map

- Sketch a journey map for your real estate persona using the following journey stages
 - Awareness
 - Consideration
 - Purchase
 - Post-purchase
- Identify 2 concrete activities that your persona is doing for each stage
- Identify 2 touchpoints that your persona is engaging with for each stage
- Identify one opportunity for your company per activity

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