

# Understanding the Customer Journey and its Impact on Marketing

**SPOA 2023** 

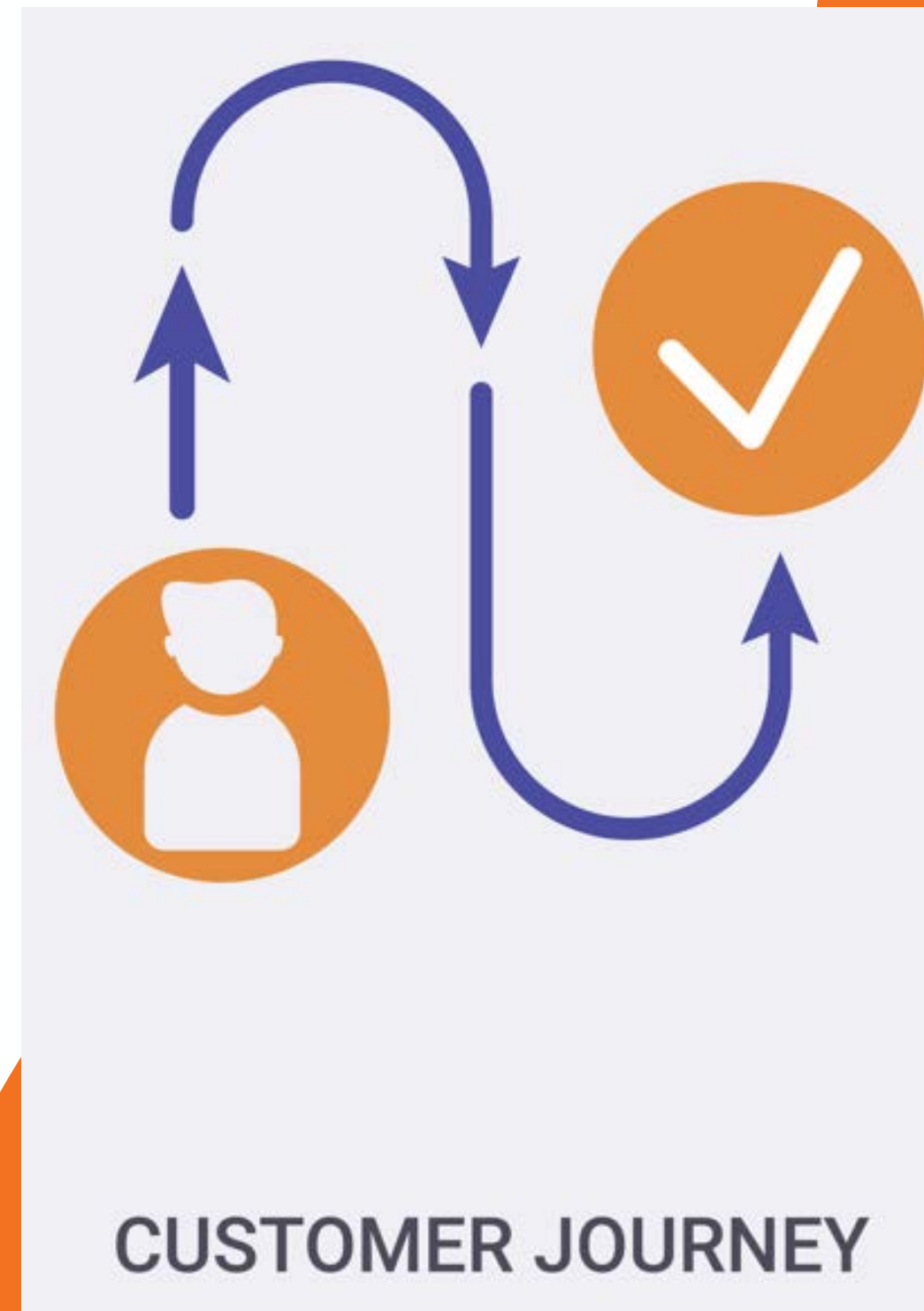
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# AGENDA

- What is customer journey mapping?
- Impact on marketing in the school photography and yearbook industry
- Case Studies
- *So what?* Practical takeaways

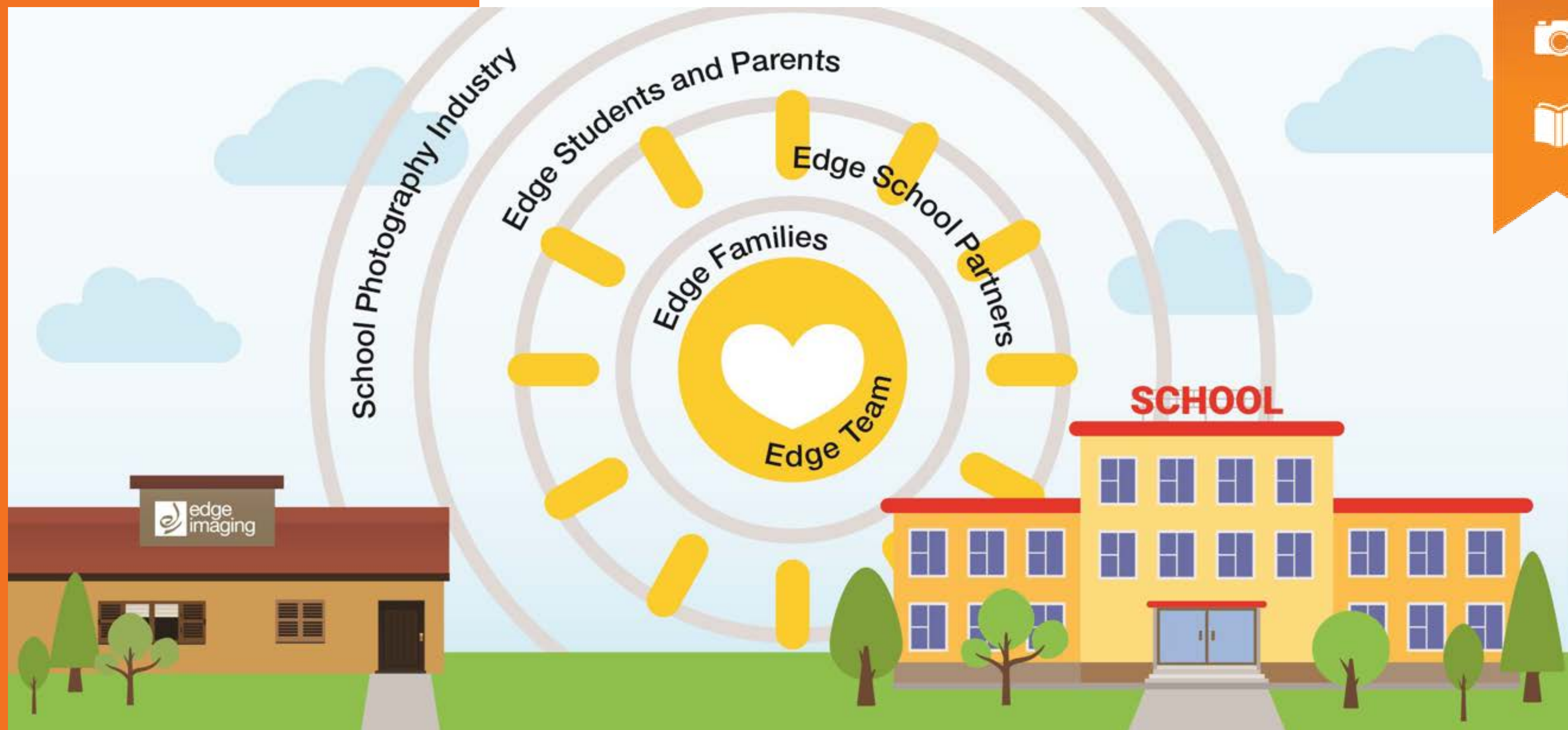


- 
- Have you ever created a customer journey map?
  - Who is your customer?

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# Customer Journey



## CUSTOMER JOURNEY



### What is a customer journey?

A diagram that depicts the stages customer go through when interacting with a company.



### Stages of the customer journey

Awareness > Consideration > Decision > Retention/ Advocacy



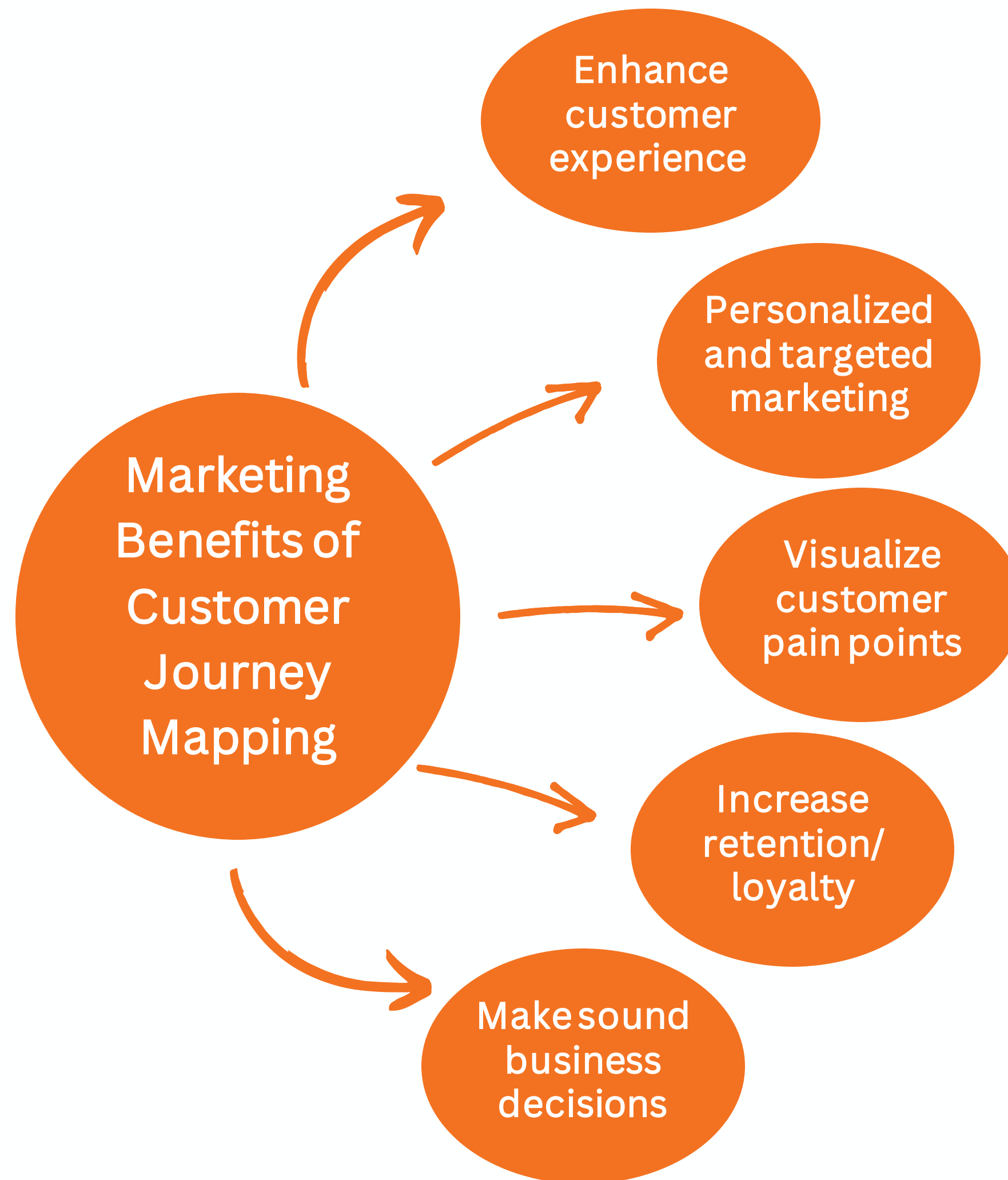
### Insights

- Gain insights into customer purchasing behaviour
- Improve communication
- Operational efficiencies

# Why use customer journey mapping?

Visualize the experience of interacting with your brand from the customer's point of view.

Better customer understanding empowers your organization to meet/exceed expectations.



# Case Studies



01



Consumer  
Research

02



Product Launch

03



Marketing  
Communications





# Consumer Research

2019 School photography non-purchaser research study



1/5 non-purchasers  
are foreign born  
residents

7/10 view professional  
photography  
positively

Cost was the largest  
reason customers did  
not purchase

<70% of non-purchasers  
do not know the name of  
their school photography  
company

1/5 did not receive the  
offer

Email is preferred  
communication of  
parents

Great ways to collect customer insights:  
Research, surveys, focus groups, analytics,  
reviews, interviews, website data





## FOCUS FIRST AND FOREMOST ON WOMEN, AND LEAVE THE AGING MEN AND CLOSE-MINDED NAYSAYERS ON THE BACK-BURNER

### The survey shows **FIVE** distinct non- customer **clusters**



**Millennial moms** suffer emotion-riddled guilt over their decision to opt out of school photos, and are just a bit of encouragement away from becoming lifelong customers.

**01**

**Seasoned memory-keepers** refers to Gen-X women ages 40+ who typically purchased school photos in the past, but now, have lost motivation. They feel anxious about skipping school photos and are open to a variety of appeals.

**02**

### **Up-and-down dads**

focuses on millennial men ages 20-39 who are not sure what to think about family matters such as school photos. Their commentary shows a high degree of ambivalence and they seek reassurance that they are making the right decisions.

**03**

### **Middle-aged cold**

**fish** are the men 40+ who are rapidly aging out as school photo prospects and do not seem to care. They often feel justified in their position that becomes more intractable by the day.

**04**

### **Hard-core non-**

**believers** are a small population of resisters from day one, who tend to see school photos as little more than a money-grab. They are economically downscale and show no real interest in reconsidering.

**05**

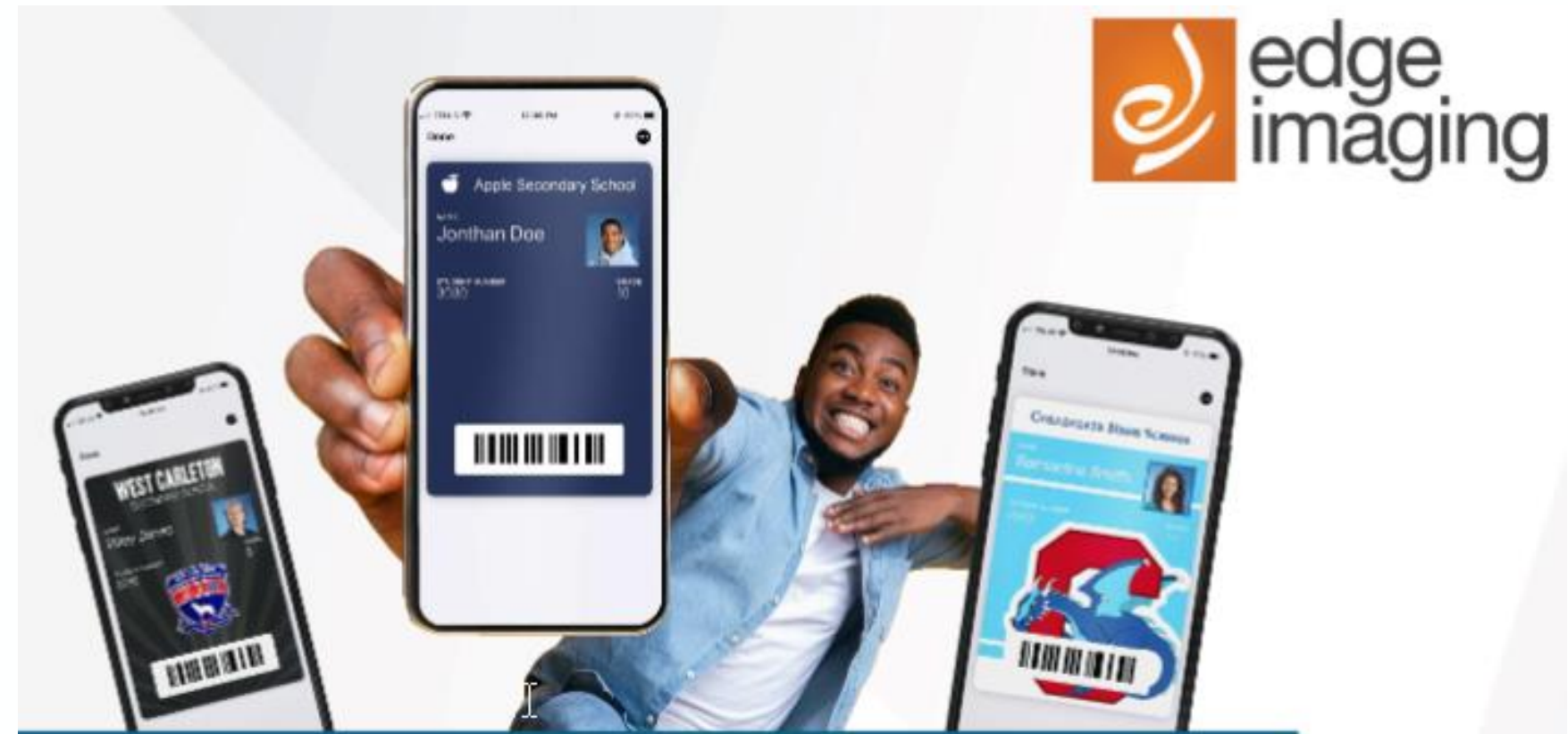




# Product Launch

- Visual of the customer journey as they learn, have access to, try and continue to use a product
- It is important for the product team to note that educating users about the product will be a vital part of the marketing campaign, as it becomes widely available as a complimentary service, but users must engage with the product to ensure success

ATAR	Participation	Logic
Aware of product	90%	10% unawareness accounts for email bounce back, new enrollment, students not paying attention
Would try product if they can get it	80%	20% not trying the product accounts for laggards, oppositional students, and those without a phone
To whom product is available	100%	Product is available to 100% of Edge high school accounts
Repeat measure	75%	25% of school graduates each year, but edge gains a new cohort to use this product annually



A-T-A-R model: Awareness, trial rate, availability and repeat purchase

# Customer Journey Insights

- 01** B2B pain point to provide email addresses
- 02** B2B firewall considerations
- 03** B2C don't check school email
- 04** Combining processes (proof and eID)
- 05** Increasing accessibility and reducing complication

DN-HSAP-22 SORT NUM: XXXX

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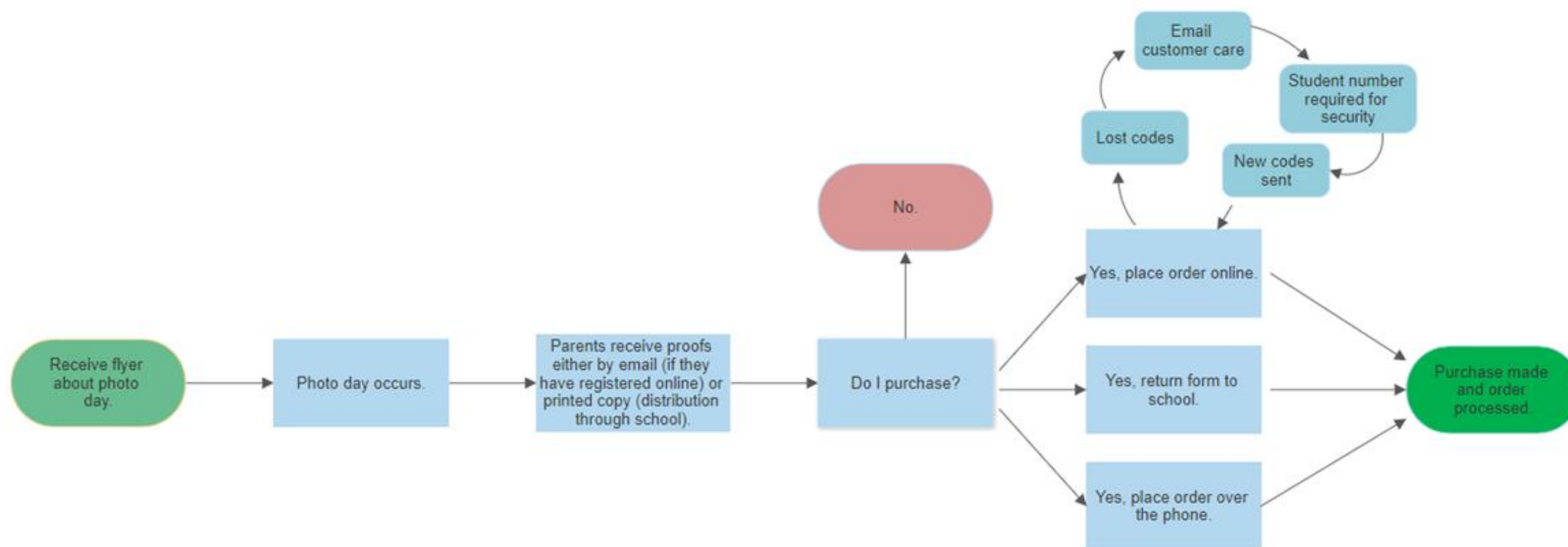
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# Marketing Communications





# Where will you use a customer journey map?



# Key Takeaways

**01** Understand the customer's perspective

**02** Identify touchpoints

**03** Visualize the journey

**04** Customer personas

**05** Identify pain points and opportunities

**06** Align touchpoints with customer needs

**07** Involve cross-functional teams

**08** Utilize data

**09** Continuously iterate and improve

**10** Monitor and measure results





# QUESTIONS?

**Reach out.**



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