



CUSTOMER JOURNEY MAPPING NEW

Ensure customer understanding is at the heart of your marketing.

Create a compelling experience for customers using analytics tools and insights.

Customer insights are a crucial part of any marketing strategy or campaign, and yet most marketing strategies are developed with a focus on the product attributes or benefits we want communicate. In this course, you'll discover the fundamentals of analytics and the different tools that will help you draw insights from data to create a compelling customer experience.

LEARN TO:

- Identify and understand your key audience segments and bring them to life through personas
- Crystallise what key customer journeys drive your business, and which audience segments need to complete those journeys
- Develop a detailed customer journey, tapping into your organisational understanding of your customers and existing knowledge
- Validate your journeys through research and data, and learn to fill any gaps in understanding
- Extend your customer journeys, developing them into experience maps that include channel, content and functionality requirements
- Understand how your experience maps can then feed into channel plans, content plans and CRM strategies that are fundamentally customer centric

COURSE COVERS:

- How to put the customer at the centre of your marketing and how to unlock a deeper understanding of the customer journey to engage with your category, brand and product

IN-CLASS PRICE

Member: \$650

Non-member: \$895



In-class course available in

Sydney and Melbourne.

See page 34 for course dates.