Your Company Name Marketing Plan

1. Make your own copy of this page, then fill it in
2. Fill in the text prompts
3. Review quarterly and use as a blueprint

YOUR PERSONAS NAME HERE

Target Persona

Marketing Goals

Marketing Channels

Customer Journey

Key Strategies

Tactics & Activities

Value Proposition

Pricing & Positioning

Measure of Success

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Customer Journey Mapping

1. Decide on a target customer persona and the scope of the journey. Give them a visual representation, name and description.
2. Build a back story, including the customer's reasons for taking this particular journey.
3. Ideally, 1 persona = 1 journey map. Duplicate these pages to repeat the exercise for another persona.

Persona 1
[Insert persona's name here]

Key Attribute

Short Description

Needs

Challenges

Opportunities

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Persona 1

4 Describe the persona's journey in the first 3 rows. "User actions" pertain to activities; "Touchpoints" are interaction points like a website or email; and "Pain points" refer to frustrations, errors and bottlenecks.

5 In the "emotions" row, move the dots up or down the colored spectrum to visually show how the persona's emotional experience rises and falls throughout the journey. Positive peaks = delight, while sudden drops = frustration.

6 In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

	Awareness	Consideration	Purchase	Onboarding	Advocacy
User Actions					
Touchpoints					
Pain points					
Emotions			Delighted / Frustrated		
Possible Solutions					

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