


CUSTOMER JOURNEY MAP

BUYER PERSONA

 <input type="text"/> Name	Demographics	Professional Role	Buying Decisions	Resources and Influences	Values and Goals	Challenges
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BUYER'S JOURNEY

	AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE
Actions					
Questions and Thoughts					
Touch Points					

CUSTOMER JOURNEY MAP

BUYER'S JOURNEY

	AWARENESS	ENGAGEMENT	EVALUATION	PURCHASE	POST-PURCHASE
Opportunities					
Content Needed					
Notes					