

MAXIMIZE YOUR MARKETING 1.3

THE CUSTOMER EXPERIENCE

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Your customer experience goal: carrying out the mission, vision, and values of your company throughout all the elements of your customer's journey.



BRICK AND MORTAR BUSINESS

The experience you create for your customer when they walk in your business.

Consider all the 5 senses



SERVICE-BASED BUSINESS

The experience a customer can expect when they work with you or your team.



ONLINE ONLY BUSINESS

The online user experience.



LET'S PUT IT INTO PRACTICE

HOW DO YOU WANT TO MAKE YOUR CUSTOMER FEEL?

HOW WILL YOUR BRAND BE PRESENT THROUGHOUT THE EXPERIENCE?

WHAT CAN A CUSTOMER EXPECT FROM YOUR BRAND?

Take the time to do this exercise. This work sets the foundation for future work in this course and the success of your business.



BONUS BRAINSTORM

Jot down some notes about a terrific or terrible customer experience you had recently. What made it great? What made it terrible? If it was great, what will make you continue to be a customer of that business? If it was terrible, what could that business do to change your mind?

Lined writing area for brainstorming notes, consisting of a light pink background with horizontal white lines.

