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# Customer Journey Template

**Use this to identify what your customers need to hear as they move along the path to purchase.**

For detailed instructions, see our [Guide to Map Your Customer Journey](#).

**Category****Pre-Purchase**

<b>Function</b>	<b>Marketing</b>		<b>Sales</b>
<b>Stage of Journey</b>	<b>Awareness</b> People are aware of your brand's existence.	<b>Consideration</b> People consider your brand as a purchase option.	<b>Analysis</b> People analyze whether your brand is right for them.
<b>KPIs</b> How will you measure success at each stage?			
<b>Messaging</b> What do people need to hear to take the next step?			
<b>Emotion</b> What do you want them to feel?			
<b>Content</b> What content will deliver that message effectively?			

Category	Purchase	Post-Purchase
Function	Sales	Customer Experience
<b>Stage of Journey</b>	<b>Purchase</b> People decide whether or not to purchase from you.	<b>Loyalty</b> People decide whether they should continue to buy from you.
<b>KPIs</b> How will you measure success at each stage?		
<b>Messaging</b> What do people need to hear to take the next step?		
<b>Emotion</b> What do you want them to feel?		
<b>Content</b> What content will deliver that message effectively?		



Feeling stuck? We'd love to help.  
Find out what it's like to [work with us](#)  
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Column Five is a B2B-focused creative agency that helps ambitious brands find and tell their best stories to drive real results.