

Today's Customer Engagement Journey is multi-directional, with interlaced paths instead of discrete routes. Digital brand experiences are seamlessly weaving in and out of physical experiences, and consumers are more empowered than ever before to chart their own course. The traditionally linear path to purchase doesn't accurately capture a shoppers' true experience. Businesses need a way to identify and understand which consumer touchpoints are the most important. We rely on six key principles to illuminate the way forward.

**MAP WHAT YOU KNOW**

Use existing knowledge and data to sketch out what you currently know about your consumers and their journey from awareness to advocacy. Getting visual early will focus exploration, and reveal critical gaps.

**FOCUS ON:**

- Knowledge of each stage
- Barriers + opportunities
- Knowledge gaps
- Category shifts

**HARNESS DIGITAL CONVERSATIONS**

Use social analytics to gain insight into your target's digital conversations, and better understand behaviors, candid sentiments, and the unstructured conversation surrounding your brand.

**FOCUS ON:**

- Go-to information sources
- Direct conversations with your brand
- Consumer response to competitor brands
- Influencer location, behavior, and sentiment

**DIVE INTO REAL TIME REACTIONS**

Identify pain points and unmet needs by conducting research that travels with your customer. Ethnographic shop alongs, shopper safaris, and mobile platforms help with recognizing and understanding real time reactions.

**FOCUS ON:**

- Real-time experiences, coupled with reflection afterwards
- Consistencies, differences, and interplay between in-person and digital interactions
- Brand cohesiveness across touchpoints

**DON'T JUST ILLUSTRATE. ACTIVATE.**

The masters of this game don't just map the journey- they know what to do with it. A clear, accurate customer journey can inform strategic decisions, optimize spend, and improve the overall consumer experience.

**FOCUS ON:**

- Prioritized innovation pipeline based on consumer's needs
- Mapping marketing and advertising spend to key barriers and opportunities

**COMMUNICATE CLEARLY**

Findings fall flat if they aren't easily digestible. Visualize the consumer journey with an easily interpreted, dynamic layout that depicts the interplay between relevant touchpoints.

**FOCUS ON:**

- Succinct communication
- Illustration of key touchpoints and opportunities
- Inspirational messaging
- Application of the journey to business decisions

**MEASURE CURRENT AND FUTURE IMPACT**

Quantify key emotions and behaviors associated with each phase. Then, overlay your brand landscape onto this journey to determine performance at each stage relative to competitors. Repeat annually to track over time.

**FOCUS ON:**

- Competitive insights
- Strengths + weaknesses
- Prioritized solutions to consumer pain points

RETHINKING CUSTOMER JOURNEYS  
**KEY TAKEAWAYS:**

1. There are more touchpoints to connect, but this comes with a heightened expectation for consistent brand experiences. The stakes are higher, but so are the rewards.
2. The customer-brand relationship is always active; constant customer presence and opportunities to purchase necessitates "always on" marketing. You never know when a connection will take place or what the customer's mindset will be in that moment.
3. The customer is more empowered than ever before: their voice is amplified and they are more attuned to the "wisdom of the crowd" - word of mouth that can't be managed by marketers.

**ABOUT KELTON**

Kelton Global is an insights and strategy consultancy that marries rich insights with marketing and design for smart, expertly communicated brand solutions. Through our diverse cross-industry work, we're plugged in to today's dynamic Customer Journey. And we've developed a clear approach for how to navigate it. We can help you decipher what the changing landscape means for your customers, and identify what your brand can do about it. Give us a call.