

# USING BEHAVIOURAL SCIENCE TO MASTER YOUR CUSTOMER JOURNEY.



Becky Simms - April 2024

**UNLEASH YOUR DIGITAL POTENTIAL >>**



**A PENNY DROP MOMENT  
CAN BE EXTREMELY  
POWERFUL.**



A photograph of two young children wearing superhero masks. The child on the left is wearing a red Spider-Man mask with white eye lenses and a black spiderweb pattern. The child on the right is wearing a blue Captain America mask with a white 'A' on the forehead. They are both smiling. The background is slightly blurred, showing another person in a red and yellow costume. A large yellow diagonal shape is overlaid on the left side of the image.

**I WANT TO SHARE OUR  
SUPERPOWER WITH YOU  
TODAY.**



# UNDERSTANDING HUMANS.





**GIVING YOU AN  
OPPORTUNITY TO UNLEASH  
YOUR DIGITAL PERFORMANCE.**



**ASSUMPTIONS ARE  
DANGEROUS.**



**OUR INDUSTRY IS FULL OF  
PEOPLE WORKING IN SILOS.**



**BUT HUMANS DO NOT  
OPERATE THIS WAY.**





**HUMANS DO NOT CARE  
ABOUT CHANNELS.**



# CUSTOMER EXPERIENCE IS EVERYTHING.



Customer Experience

Design



**WE NEED TO MEET OUR  
CUSTOMERS WHERE THEY  
ARE LOOKING.**





**TO WALK THE PATH  
WITH THEM.**





**HOW DO YOU DO THIS?**



**WE NEED TO BE CLEAR ON..  
WHO THEY ARE?**





**WHERE THEY GO?**

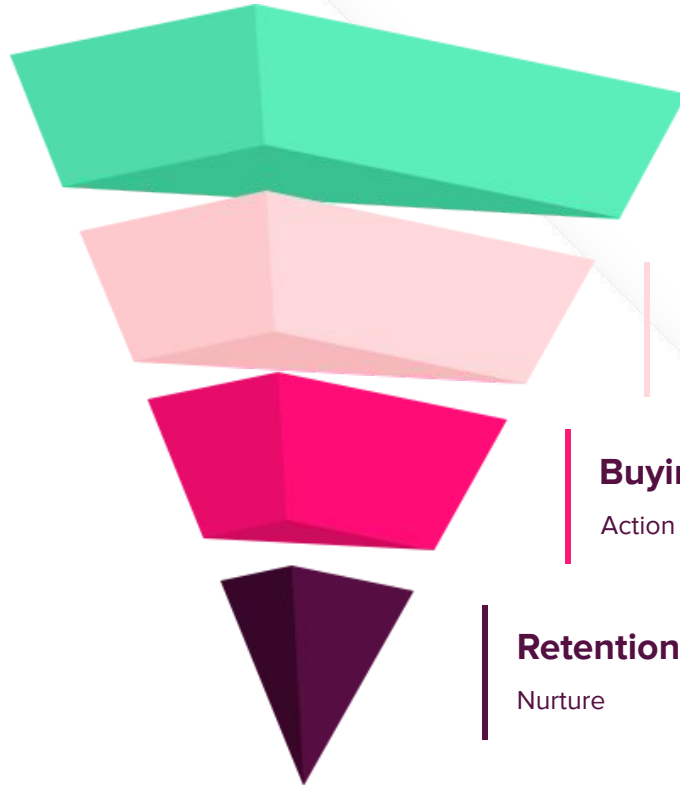


# HOW THEY MOVE THROUGH YOUR SALES FUNNEL?





# THE TRADITIONAL FUNNEL.



## Identifying their need

Raising awareness

## Researching their options

Consideration/Evaluation (learning)

## Buying / Enquiring

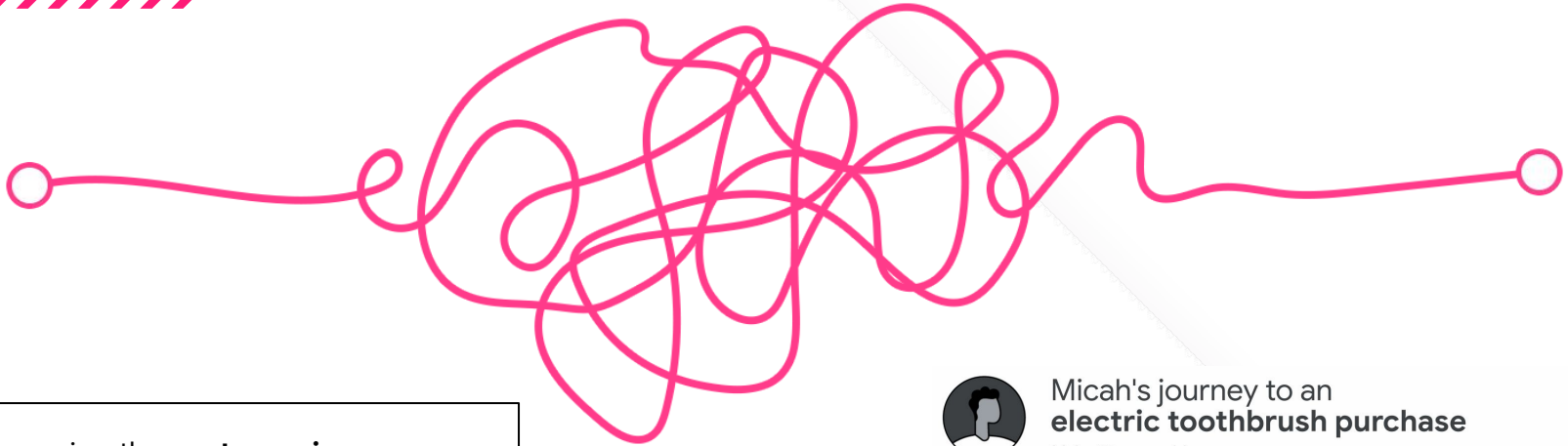
Action

## Retention and advocacy

Nurture



# MAKING SENSE OF THE MESSY MIDDLE.



Uncovering the **customer journey** your different audience groups take.

Allowing the **messy middle to be visible**, enabling the marketing strategy to **capitalise** on this knowledge.



Micah's journey to an **electric toothbrush purchase**

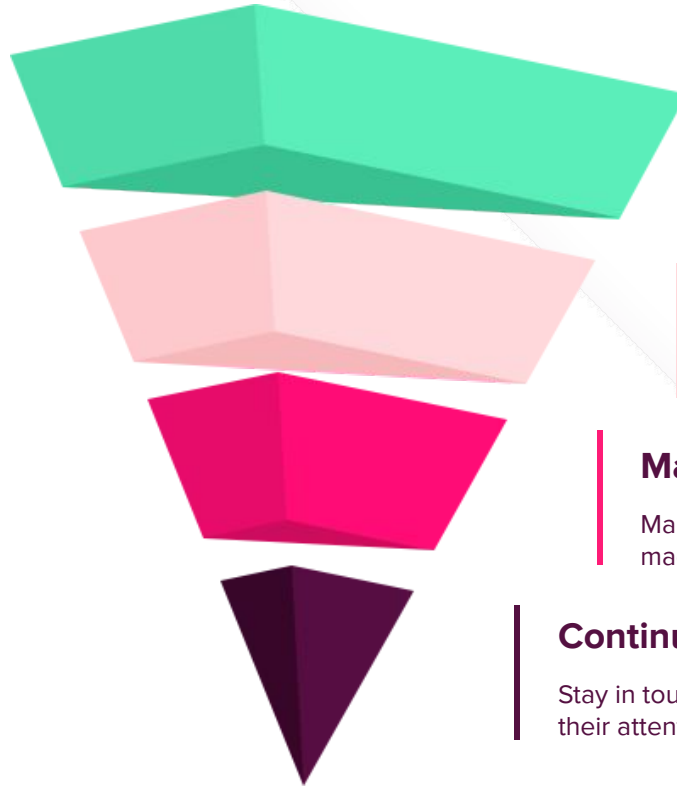
Male, 28 years old

TOUCH POINT



Source: Think With Google July 2020

# THE HUMAN FUNNEL.



## Create memories here

Disrupt, grab attention & evoke emotions

## Build a relationship here

Demonstrate knowledge, be helpful, build trust

## Make it feel like the right decision

Make it easy to convert, re-affirm they've made the right decision, delight the customer

## Continue to do all of the above

Stay in touch, be helpful, continue to grab their attention and evoke emotions

**WE ARE MORE LIKELY  
TO CREATE MEMORIES  
WHEN SOMEONE FEELS  
SOMETHING.**

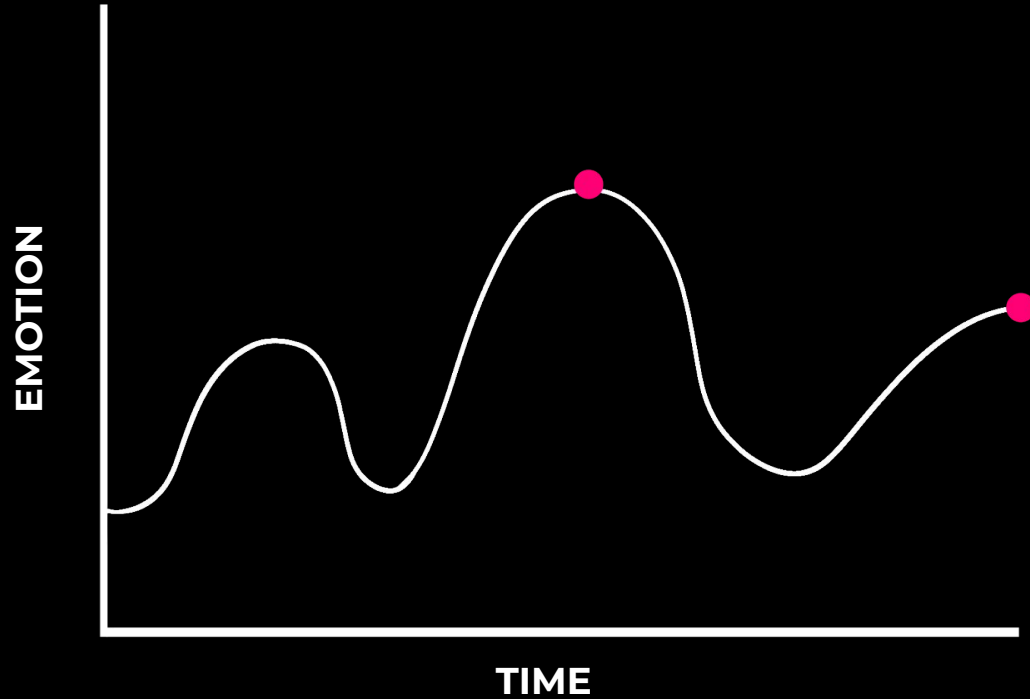




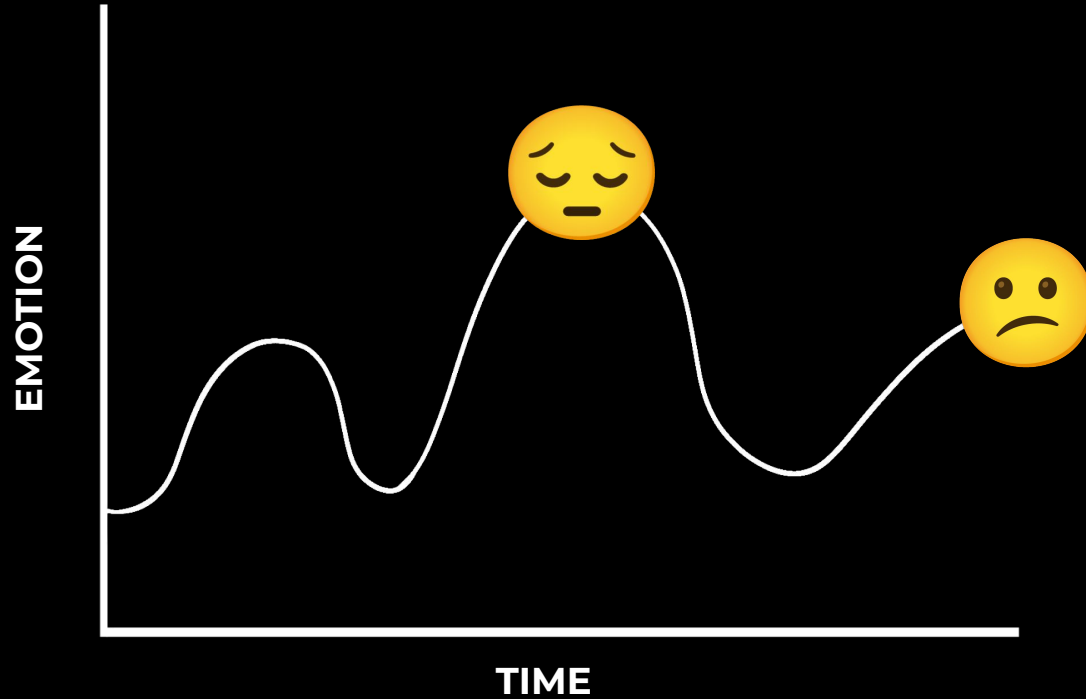
**SO ALWAYS THINK  
ABOUT HOW YOU CAN  
CREATE MOMENTS WITH  
YOUR AUDIENCE.**



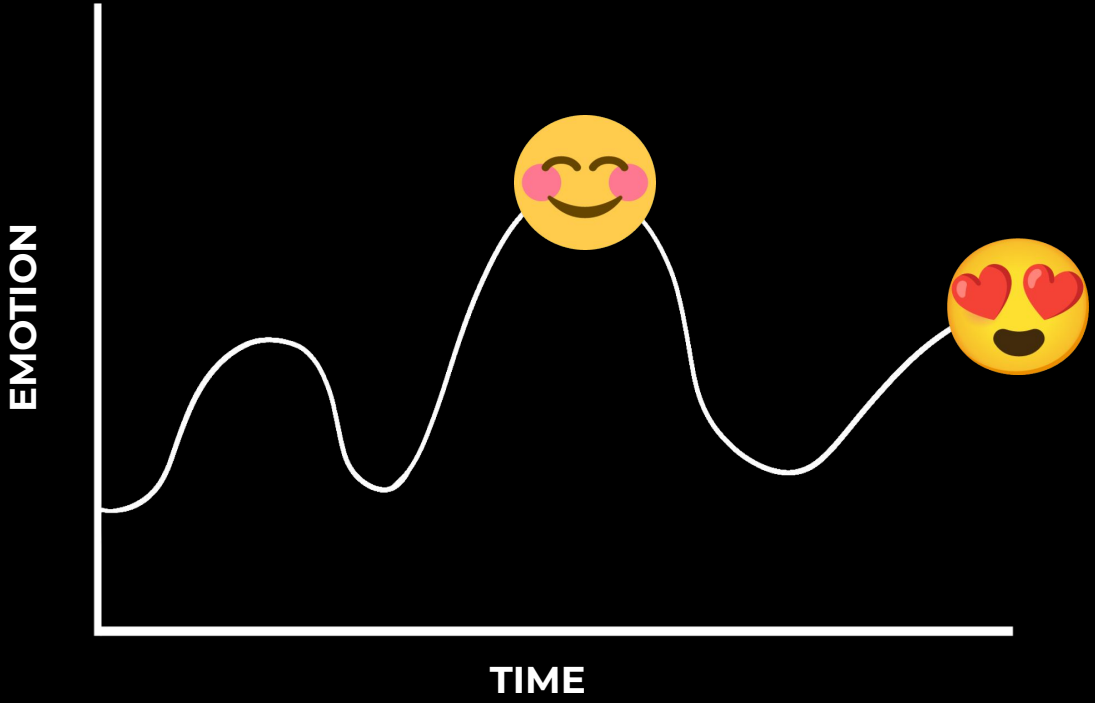
# THE PEAK END RULE.



# WHETHER THAT IS...



# OR THAT...





# MY HOLIDAY BOOKING JOURNEY.

## Instagram

Following accounts / saving posts of amazing destinations

Always on

## Winter

In need of some sun after a long, cold, wet winter in England - I wonder if we can book a trip in May?

Trigger

## Google

'Where is hot in May?'  
'<location> weather in May'

Awareness

## Instagram

Looking at my saved posts or travel accounts I follow for inspiration.

Awareness



# MY HOLIDAY BOOKING JOURNEY.

## Google

'Things to do in Cancun'  
'Best hotels for food in Cancun'

Consideration

## Hotel specific sites

Based on the 'best foodie hotels' blog i found - checking out the hotel sites.

Consideration

## Instagram

Checking out the profiles and UGC content for my shortlisted hotels

Consideration

## Tripadvisor / Google reviews

Checking out the reviews for my shortlisted hotels.

Consideration





# MY HOLIDAY BOOKING JOURNEY.

## Price comparison

Comparing price and packages across the aggregator and hotel specific sites

Buying

## Checking payment terms

Does the cheapest option work for how I want to pay?

Buying

## Checking cancellation

Ever since COVID people are more worried about if they need to cancel.

Buying

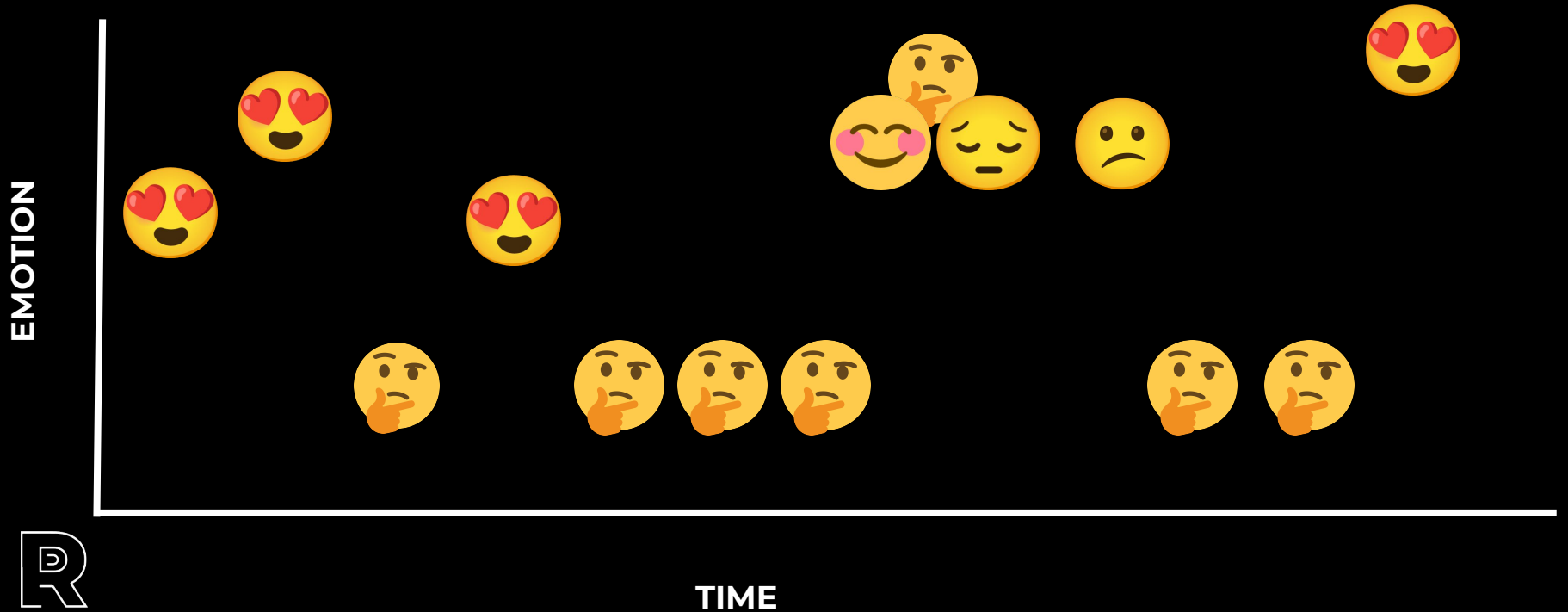
## Completing the purchase

With all my answers sorted, I book the holiday.

Buying



# MY EMOTIONAL JOURNEY.



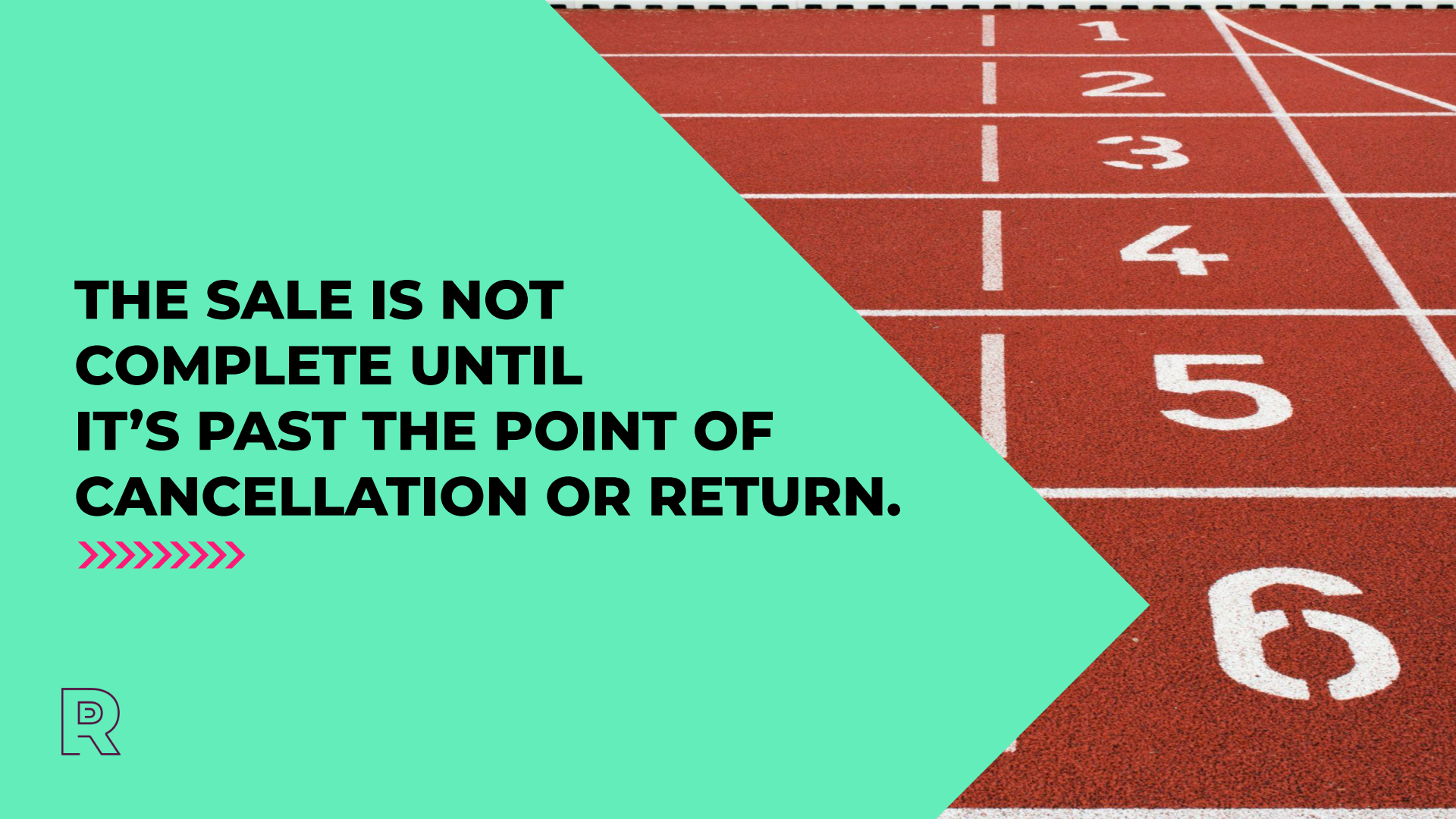


**THEN I PANIC... DID I MAKE  
THE RIGHT DECISION?**



# POST PURCHASE REGRET.





**THE SALE IS NOT  
COMPLETE UNTIL  
IT'S PAST THE POINT OF  
CANCELLATION OR RETURN.**





**MEANING YOU NEED TO  
CONTINUE TO REINFORCE  
THE GOOD DECISION, EXCITE  
& DELIGHT THE USER.**





**IN THE HOLIDAY EXAMPLE  
SOCIAL, UGC AND REVIEWS  
CAN MAKE A HUGE  
DIFFERENCE.**





**SO HOW DO YOU  
UNDERSTAND YOUR  
AUDIENCE & THE SALES  
FUNNEL?**



**START WITH CUSTOMER  
RESEARCH.**



**YOU NEED TO UNCOVER  
YOUR AUDIENCE'S...**





# MOTIVATIONS.





A photograph of two raccoons climbing a tree trunk. The raccoon in the foreground is looking directly at the camera, while the one behind it is looking slightly to the left. The background is a soft-focus green forest. A large black diagonal shape is overlaid on the left side of the image, containing text and a decorative arrow graphic.

**FEARS AND CONCERNS.**



**WHAT EXCITES THEM.**



**WHAT STOPS THEM  
PROGRESSING.**





**WHAT ENABLES THEM TO  
PROGRESS.**



# WHO/WHERE THEY GO TO FOR ADVICE?















**WHO DO THEY TRUST?  
AND SO ON...**



# PLUS THE JOBS TO BE DONE.



-  Agree attributes - what type of holiday do we want?
-  Find locations - where is hot?  
What is there to do?
-  Define budget - create a spreadsheet
-  Define dates - depending on flights
-  Check reviews
-  Check user generated content - is it really like the professional photos?
-  Get my husband bought in
-  Check prices and packages - what offers me the most value?
-  Check payment terms - what do we have to pay when?
-  Check cancellation options

# HOW DO YOU DO THIS RESEARCH?



# UNDERSTANDING YOUR AUDIENCE.



## Audience Surveys

(email database, paid surveys, real user surveys)

## Social Listening

(topic, sentiment, analysis, trends, brands, competitor, review analysis)

## Desk Research

(motivations, barriers of consumption)

## Client Persona Workshop

(gathering existing insights, testing assumptions)

## CRM Analysis

## Inhouse Interviews

(marketing, sales, comms)

and more!



**Digital Personas and User Journeys**



**Digital Strategy**



**SUPPORTED BY IN-DEPTH  
CHANNEL RESEARCH.**





# CONSIDERING...



**Keywords  
and search  
trends**

**Audience  
insights and  
targeting**

**Current  
performance  
audit**

**Competitors  
/ partners /  
retailers**

**Digital PR /  
Social media  
trends**



**...BUT NOT LIMITED TO.**

# USING TOOLS SUCH AS.



facebook

ahrefs



**IDEALLY, YOU THEN HAVE  
A BEHAVIOURAL TEAM TO  
HELP YOU 😊.**



**BUT IF YOU DON'T ...**







**YOU NEED TO KNIT THIS  
INFORMATION TOGETHER.**



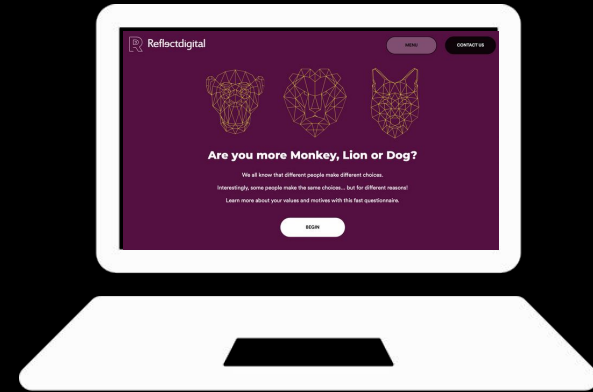
# OUR PERSONA MODEL.



Monkey / Lion / Dog is a synthesis of theories and models from neuroscience, psychology and philosophy.

	MONKEY	LION	DOG
	<b>CQ</b>	<b>IQ</b>	<b>EQ</b>
Triune Brain Theory	Reptilian	Neomammalian	Mammalian
FIRO Theory	Inclusion	Control	Openness
ERG Theory	Existence	Growth	Relatedness
Three Needs Theory	Status	Achievement	Affiliation
Self-Relations Theory	Field	Conscious	Somatic
NLP (New Code)	Attention	Intention	Connection

## What's your bias?

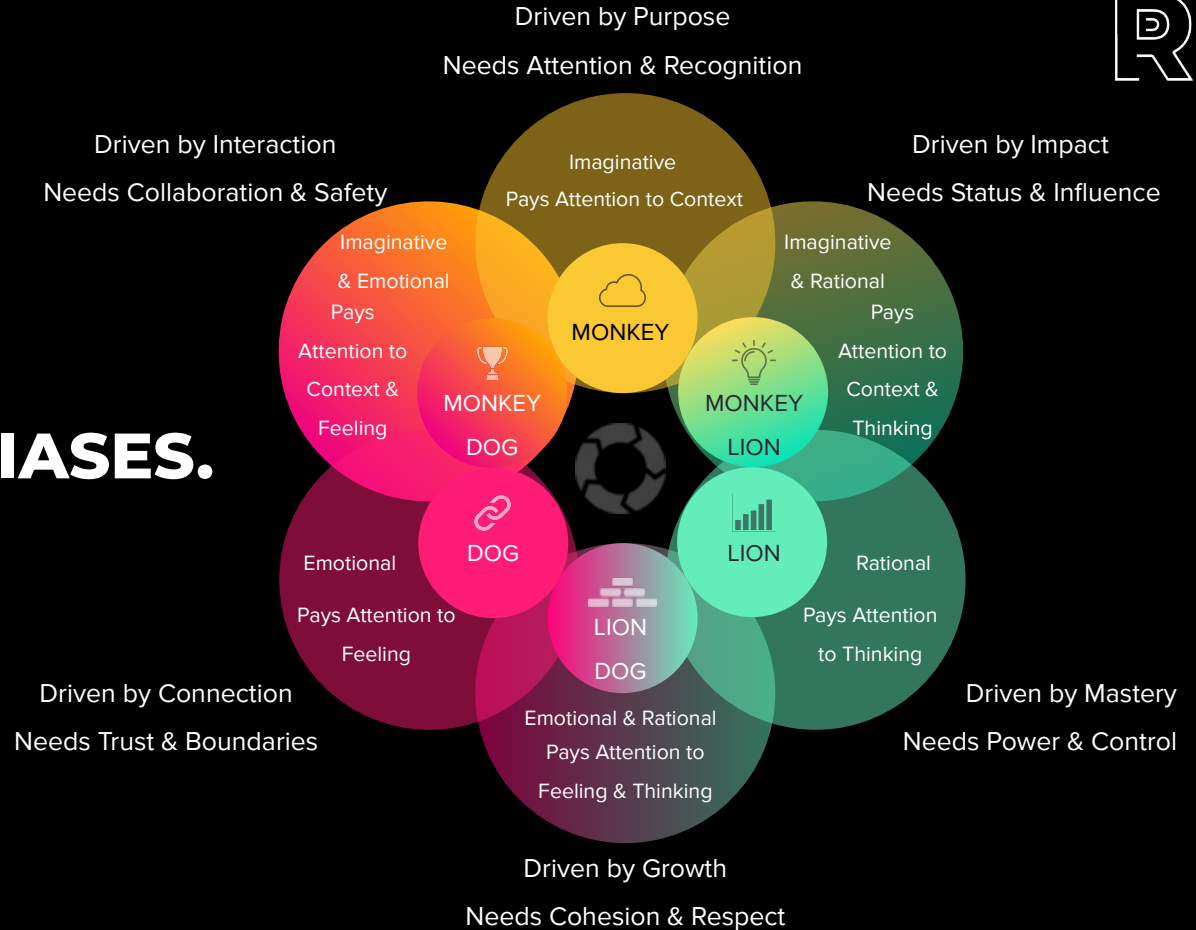


## TAKE THE TEST

[www.reflectdigital.co.uk/monkey-lion-dog](http://www.reflectdigital.co.uk/monkey-lion-dog)



# ATTENTIONAL BIASES.



# EXAMPLE PRODUCT MOTIVES

	MONKEY	LION	DOG
	CONTEXT	RATIONAL	EMOTIONAL
	New Different Innovative Disruptive Prestigious Scarce Quick Intuitive Interactive Conscious	Clarity Bespoke Gamified Challenging Difficult Reliable High Quality Valuable Practical Accurate	Comfortable Ergonomic Tactile Synchronised Healthy Familiar Shared Trusted

# EXAMPLE SERVICE MOTIVES

	MONKEY	LION	DOG
	CONTEXT	RATIONAL	EMOTIONAL
	Attentive Responsive Experiential Engaging Alive Exciting Scary Inclusive Exclusive Secret Quirky Novel	Clear In-Control Competent Credible Professional Dependable Consistent Valuable High Standards Efficient	Trustworthy Transparent Tolerant Forgiving Discreet Safe Caring Connected Authentic Friendly Composed Welcoming Fair





# YOU HAVE A PLETHORA OF CUSTOMER INSIGHT.



# AND RESEARCH FROM CHANNELS, RETAILERS & COMPETITORS.

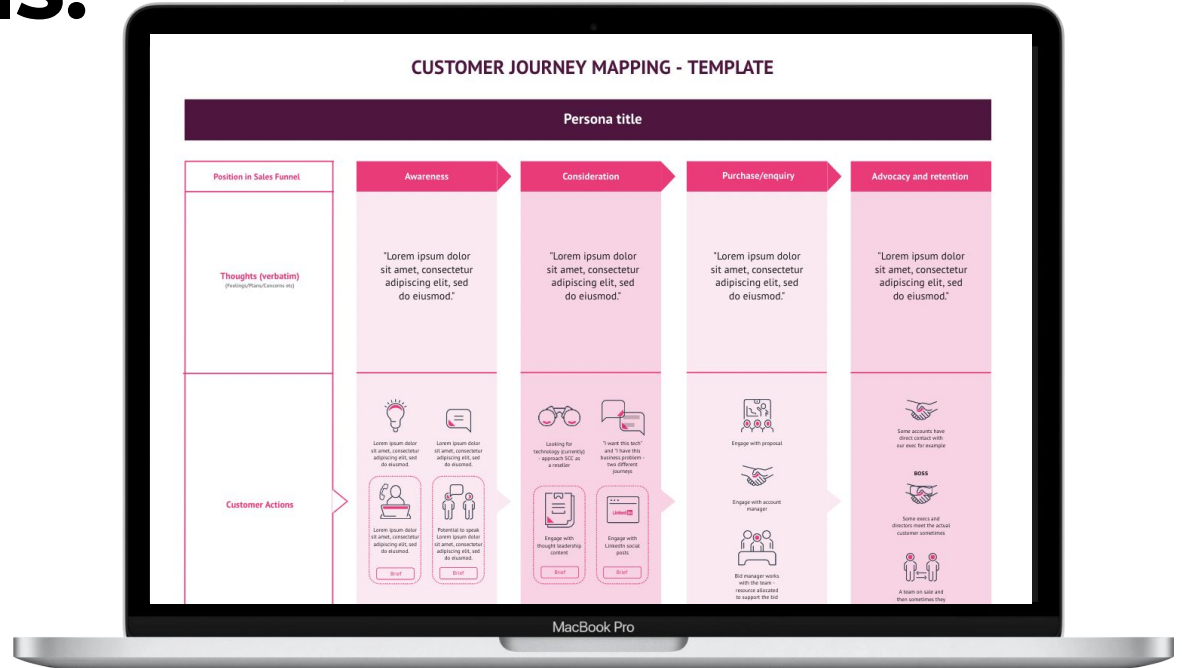


facebook

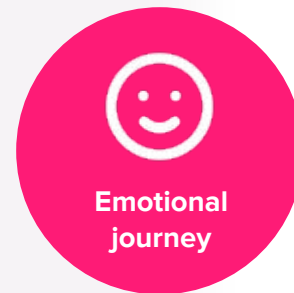
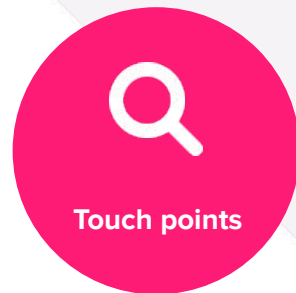


Example channels &

# YOU CAN NOW MAP YOUR CUSTOMER JOURNEY ON A PER PERSONA BASIS.

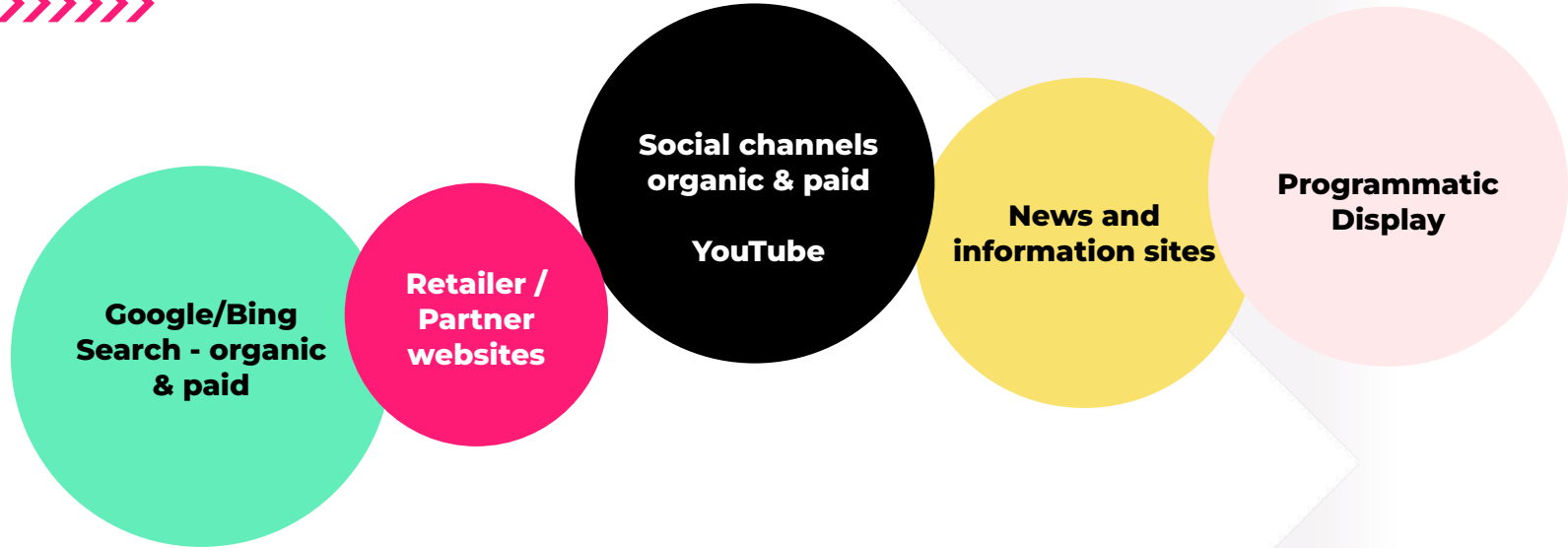


# FOR EACH PERSONA YOU SHOULD MAP.





# THIS MAP SHOULD HELP UNCOVER THE PRIORITY CHANNELS FOR YOUR BUSINESS.



# PERSONA EXAMPLE.



**Name** - Sofia

**Age** - 35-45

**Budget** - Up to £200

**Social channels** - Tiktok, YouTube, Meta, Pinterest

**Trigger** - Summer party coming up

**Motivations** - Started a new job and first social

**Goals/Objectives** - To look comfortable and relaxed but stylish

**Challenges/considerations** - Ethical sourcing is important to me. I don't want to buy from brands I feel I am too old for



# DEFINING THE ELEMENTS OF THE MAP.



<b>OBJECTIVES</b>	What is their goal at this specific point in time?		
<b>TOUCH POINTS</b>	At what points will your users engage with your brand?		
<b>PUSH POINTS</b>	What do they need from you at this point?		
<b>PRIORITIES</b>	What is most important to them at this point?		
<b>PAIN POINTS</b>	What challenges do they need help to solve?		

# DEFINING THE SPECIFICS FOR OUR AUDIENCE - INSPIRATION.



<b>OBJECTIVES</b>	What is their goal at this specific point in time?	INSPIRATION		
<b>TOUCH POINTS</b>	At what points will your users engage with your brand?	FASHION EDITORIAL PINTEREST GOOGLE IMAGE SEARCH TIKTOK		
<b>PUSH POINTS</b>	What do they need from you at this point?	IMAGES THAT INSPIRE ME RELATABLE		
<b>PRIORITIES</b>	What is most important to them at this point?	STYLISH RELATABLE		
<b>PAIN POINTS</b>	What challenges do they need help to solve?	DOES THE LOOK SUIT HER IS IT IN FASHION		



# DEFINING THE SPECIFICS FOR OUR AUDIENCE - RESEARCH.



<b>OBJECTIVES</b>	What is their goal at this specific point in time?	INSPIRATION	WHERE COULD I PURCHASE FROM
<b>TOUCH POINTS</b>	At what points will your users engage with your brand?	FASHION EDITORIAL PINTEREST GOOGLE IMAGE SEARCH TIKTOK	FASHION EDITORIAL PINTEREST GOOGLE SEARCH TIKTOK
<b>PUSH POINTS</b>	What do they need from you at this point?	IMAGES THAT INSPIRE ME RELATABLE	RIGHT BRAND IMAGE AFFORDABLE AVAILABLE QUALITY OFFERS
<b>PRIORITIES</b>	What is most important to them at this point?	STYLISH RELATABLE	PRICE ETHICAL RELATABLE
<b>PAIN POINTS</b>	What challenges do they need help to solve?	DOES THE LOOK SUIT ME IS IT IN FASHION	DOES THIS BRAND SUIT ME CAN I BUY THIS LOOK FROM ONE OF 'MY BRANDS'

# DEFINING THE SPECIFICS FOR OUR AUDIENCE - INTENT.



<b>OBJECTIVES</b>	What is their goal at this specific point in time?	INSPIRATION	WHERE COULD I PURCHASE FROM	I WANT TO PURCHASE A SPECIFIC LOOK
<b>TOUCH POINTS</b>	At what points will your users engage with your brand?	FASHION EDITORIAL PINTEREST GOOGLE IMAGE SEARCH TIKTOK	FASHION EDITORIAL PINTEREST GOOGLE SEARCH TIKTOK	GOOGLE SEARCH PINTEREST SEARCH TIKTOK SEARCH
<b>PUSH POINTS</b>	What do they need from you at this point?	IMAGES THAT INSPIRE ME RELATABLE	RIGHT BRAND IMAGE AFFORDABLE AVAILABLE QUALITY OFFERS	THEY SELL SPECIFICALLY WHAT I WANT THEY HAVE MY SIZE
<b>PRIORITIES</b>	What is most important to them at this point?	STYLISH RELATABLE	PRICE ETHICAL RELATABLE	AVAILABILITY DELIVERY RETURNS
<b>PAIN POINTS</b>	What challenges do they need help to solve?	DOES THE LOOK SUIT ME IS IT IN FASHION	DOES THIS BRAND SUIT ME CAN I BUY THIS LOOK FROM ONE OF 'MY BRANDS'	HOW TO LOCATE EXACTLY WHAT I WANT CAN THEY DELIVER IN TIME

# MAPPING THOSE ELEMENTS TO THE FUNNEL.



		AWARENESS	CONSIDERATION	CONVERSION
<b>OBJECTIVES</b>	What is their goal at this specific point in time?	INSPIRATION	WHERE COULD I PURCHASE FROM	I WANT TO PURCHASE A SPECIFIC LOOK
<b>TOUCH POINTS</b>	At what points will your users engage with your brand?	FASHION EDITORIAL PINTEREST GOOGLE IMAGE SEARCH TIKTOK / INSTAGRAM	FASHION EDITORIAL PINTEREST GOOGLE SEARCH TIKTOK / INSTAGRAM	GOOGLE SEARCH PINTEREST SEARCH TIKTOK SEARCH
<b>PUSH POINTS</b>	What do they need from you at this point?	IMAGES THAT INSPIRE ME RELATABLE	RIGHT BRAND IMAGE AFFORDABLE AVAILABLE QUALITY	THEY SELL SPECIFICALLY WHAT I WANT THEY HAVE MY SIZE
<b>PRIORITIES</b>	What is most important to them at this point?	STYLISH RELATABLE	PRICE ETHICAL RELATABLE	AVAILABILITY DELIVERY RETURNS
<b>PAIN POINTS</b>	What challenges do they need help to solve?	DOES THE LOOK SUIT ME IS IT IN FASHION	DOES THIS BRAND SUIT ME CAN I BUY THIS LOOK FROM ONE OF 'MY BRANDS'	HOW TO LOCATE EXACTLY WHAT I WANT CAN THEY DELIVER IN TIME

# AND TO OUR STRATEGY.



		AWARENESS	CONSIDERATION	CONVERSION
OBJECTIVES	What is their goal at this specific point in time?	INSPIRATION	WHERE COULD I PURCHASE FROM	I WANT TO PURCHASE A SPECIFIC LOOK
CHANNEL SELECTION	At what points will your users engage with your brand?	FASHION EDITORIAL PINTEREST PMAX TIKTOK / INSTAGRAM	FASHION EDITORIAL PINTEREST SEARCH TIKTOK / INSTAGRAM	GOOGLE SEARCH PINTEREST SEARCH TIKTOK SEARCH RETARGETING
CREATIVE	What formats will convey the message best?	IMAGE VIDEO	IMAGE VIDEO TEXT	TEXT IMAGE
MESSAGING	What do we need to say to deliver maximum impact?	STYLISH PERSONALISATION	PRICE ETHICS PERSONALISATION REPUTATION	PRICE AVAILABILITY DELIVERY RETURNS
MEASUREMENT	What do we want them to do off the back of our interaction?	IMPRESSIONS ENGAGEMENTS VIEWS	BRAND LIFT SEARCH LIFT CLICKS	CONVERSIONS ROI / ROAS REVENUE



**USING THE THINK, FEEL,  
DO MODEL.**



**THE THINK WILL TELL YOU  
WHAT THE CONTENT  
NEEDS TO CONVEY.**



# THE FEEL WILL DRIVE THE STORYTELLING ELEMENT OF THE CONTENT.



**THE DO WILL GIVE YOU  
CLARITY ON CTA'S AND  
WHAT TO TRACK.**



**CRITICAL POINT HERE...**







**OUR AUDIENCE HAS  
DEFINED OUR JOURNEY.**



**AND OUR SUCCESS  
MEASURES.**



**CLARIFYING WHERE WE  
NEED TO BE FOUND AND  
SEEN.**



**AND ON TOP OF THIS.**



**OUR AUDIENCE HAVE  
SHOWN US HOW THE  
CHANNELS SHOULD  
WORK TOGETHER TO  
DRIVE BETTER RESULTS.**





**THIS IS...  
TRUE CUSTOMER  
CENTRICITY.**



# THE PENNY DROP MOMENT.



**OUR AUDIENCE TELL US  
WHERE WE SHOULD BE,  
WHAT WE SHOULD SAY AND  
WHAT WE SHOULD TRACK.**




**LET'S WRAP UP.**



**THE CUSTOMER JOURNEY  
SHOULD UNDERPIN YOUR  
DIGITAL STRATEGY.**







**YOU UNCOVER THE  
CUSTOMER JOURNEY BY  
UNDERSTANDING YOUR  
AUDIENCE & RESEARCHING  
YOUR CHANNELS.**



**THIS INSIGHT SHOWS YOU  
WHAT IS IMPORTANT TO  
YOUR CUSTOMER.**



**AND...  
WHAT IS IMPORTANT TO  
YOUR CUSTOMER SHOULD  
BE FUNDAMENTAL TO YOUR  
STRATEGY.**



**WHAT THE CUSTOMER  
WANTS GIVES YOU THE  
DIALS TO UNLEASH YOUR  
PERFORMANCE.**





# THANK YOU.



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