Customer Journey Map and Omnichannel Strategy Report

Customer Persona – "Aspiring Digital Entrepreneur"

- **Age:** 22–35

- **Gender:** Open (inclusive)

- **Interests:** Career growth, entrepreneurship, digital skills

- **Behavior:** Active on LinkedIn, Instagram, and YouTube (e.g., 93% of millennials use social media emarketer.com); shops online for tools and courses; prefers mobile devices for learning (94% of Gen Z use smartphones for education elearningindustry.com)

- **Values:** Flexibility (learn at own pace), value-for-money, credibility (industry-recognized content), future-readiness (skills that advance career)

Persona Summary: This individual is a tech-savvy young professional or entrepreneur eager to upskill in e-commerce and digital marketing. They often consume content on social media and video platforms for self-improvement. They value learning experiences that fit their busy schedule, provide tangible career benefits (certifications, portfolio projects), and come from credible sources. The persona expects a **mobile-friendly**, engaging experience and seeks **high ROI** on both time and money invested in online courses.

Customer Journey Map

The journey is mapped through five stages – Awareness, Consideration, Decision, Purchase, and Post-purchase – detailing how our persona interacts with the academy at each step. Each stage lists key touchpoints, the customer's actions, emotional state, pain points, opportunities for improvement, and a metric to track success.

Stage	Touchpoints	Customer Action	Emotion	Pain Point	Opportunity	Metric
Awareness	- Social media ads (Instagram, LinkedIn)- YouTube tutorial videos- Search engine results (SEO content)- Word-of-mouth mentions	- Sees an ad or content about the academy- Clicks through to learn more on the website- Notices posts by influencers or peers discussing the courses	**Curious**, hopeful about learning new skills	Information overload; not sure which platform or course to trust among many options	Craft clear, targeted messaging that addresses their career needs; leverage credible testimonials from alumni to build trust	Impressions, ad click-through rate (CTR), website traffic from campaigns
Consideration	- Academy website (course catalog, blog)- Email newsletter or free guide- Free webinar or sample lesson- Social media community/groups	- Explores course offerings and pricing- Reads blog articles or how-to guides- Signs up for a free webinar or downloads a free ebook- Seeks out reviews or peer recommendations	**Interested but cautious**, looking for reassurance and proof	Overwhelmed by course options; unsure of course value or credibility; analysis paralysis	Provide comparison guides, student testimonials, and clear outcomes for each course; offer personalized course recommendations or live chat support to answer questions	Site engagement (pages per visit, time on site), resource downloads, webinar sign-ups, email subscriptions
Decision	- Course landing page- Pricing/FAQ page- Retargeting ads or reminder emails- Peer referrals/testimonials	- Narrows down to a specific course- Reads FAQs and compares plans (e.g., basic vs. premium package)- Uses a first-time discount code if available- Proceeds to **"Enroll"** (adds course to cart)	**Excited yet anxious** about the investment (time & money)	Last-minute doubts about price or outcome; possible friction in checkout (complex forms, slow site)	Highlight money-back guarantee or certification benefits to boost confidence; simplify checkout (few clicks, multiple payment options); provide a live chat popup for any final questions	Click-to-start-checkout rate, cart abandonment rate, coupon usage rate (if discounts offered)

Purchase	- Checkout page (website)- Payment gateway (secure payment form)- Confirmation page & email- **Mobile app** (if offered for course access)	- Enters payment details and **completes purchase**- Receives an email/text confirmation with login credentials- Gains access to course dashboard; possibly begins the first module	**Relieved and optimistic**; a sense of accomplishment and anticipation	Payment or technical issues; uncertainty about next steps after paying (e.g., how to start the course, where to go)	Ensure a seamless, mobile-friendly payment process (multiple payment methods, one-click purchase); immediately show a "Welcome/Start Course" page or tutorial; send a clear confirmation email with instructions for accessing the course content	Conversion rate (visitor-to-paid), checkout completion time, any support tickets during purchase (e.g., payment failures)
Post-purchase	- Online learning portal (course platform)- Email follow-ups (course tips, progress reminders)- Community forum or student Facebook/LinkedIn group- Feedback survey, support chat, or help center	- Engages with course content regularly (watches videos, completes quizzes)- Joins the student community or discussion forums for help/networking - Completes the course and receives a certificate or badge- Shares feedback or reviews; may refer friends or consider another course	**Motivated** during learning; **fulfilled** upon completion (if expectations met); could be **frustrated** if obstacles arise (e.g., confusing content, lack of support)	Risk of losing momentum or dropping out; lack of interaction or guidance; post-course "What now?" feeling if no clear path to continue growth	Use gamified progress tracking and community engagement to keep motivation high; provide mentorship or instructor Q&A sessions for support; upon completion, offer next-level courses or alumni perks to continue the relationship	Course completion rate, satisfaction scores (e.g., **NPS** – Net Promoter Score), community engagement (posts, comments), repeat enrollment rate or referral rate

Metrics: **CTR** = click-through rate; **NPS** = Net Promoter Score (measures loyalty via likelihood to recommend).

> **Note:** The journey **doesn't end at purchase** – the retention and advocacy stages (post-purchase) are where long-term loyalty and value grow. Focusing only on acquisition is a common mistake; sustainable growth comes from engaging students beyond the initial sale notionsender.com.

Omnichannel Strategy

Our **omnichannel strategy** ensures a cohesive experience across digital and physical touchpoints. Each channel plays a specific role in guiding the customer through the journey, with consistent messaging tailored to the medium. *(Strong omnichannel engagement is proven to drive results – companies with robust omnichannel customer engagement retain ~89% of their customers on average, versus only 33% for companies with weak engagement blueshift.com.)* The goal is to meet the student **where they are**, providing value at every touchpoint and integrating channels so they work in concert (for example, a website visit can trigger a follow-up email, and social content can lead to webinar sign-ups).

Digital Channels:

- **Website** – *Role:* Central hub for information and conversion (the academy's home base for course catalog, enrollment). *Audience:* All visitors – prospective students researching courses, as well as returning learners. *Content Type:* Detailed course pages with syllabi and pricing, blog articles with e-commerce tips, student testimonials, FAQs, and pricing details. *Key Message:* "Upgrade your e-commerce skills with flexible, credible online courses — professional growth at your fingertips." *Metric:* Conversion rate (visitor-to-signup), website engagement (bounce rate, pages per visit), and time on site. *Integration:* The website tracks user behavior to inform other channels. For example, if a visitor views a course page but doesn't enroll, it can trigger a follow-up **email** offering more info or a discount. Similarly, site behavior can define custom audiences for **retargeting ads** on LinkedIn/Instagram.

- **YouTube** – *Role:* Awareness and trust-building through free educational content. *Audience:* Potential learners searching for "how-to" videos or exploring e-commerce topics (top of funnel). *Content Type:* Short tutorial videos, interviews with industry experts, webinar excerpts, and success stories (e.g. "Student Spotlight" case studies). *Key Message:* "Learn practical e-commerce and digital marketing tips from our experts – see what our academy has to offer." *Metric:* Video views and watch time, channel subscribers, and click-throughs from video descriptions to the website. *Integration:* YouTube videos include calls-to-action (e.g. links in descriptions or end-screen cards) directing viewers to relevant **landing pages**. Those who watch certain course-related videos can be retargeted with **ads** on Instagram or LinkedIn for the corresponding course. YouTube content is also repurposed in the **email newsletter** and blog, ensuring consistent messaging.

- **Instagram** – *Role:* Brand awareness and community engagement on a visual, fast-paced platform. *Audience:* Younger professionals and entrepreneurs scrolling for

inspiration and quick tips (many in the 22–35 range use Instagram daily). *Content Type:* Eye-catching infographics (e.g. "5 SEO Tips in 30 Seconds"), short Reels highlighting student success or course previews, behind-the-scenes stories (like instructor Q&As), and interactive polls/quizzes in Stories. *Key Message:* "Boost your digital business skills – join a community of ambitious learners." *Metric:* Follower growth, post engagement (likes, comments, shares), Story views, and link clicks (e.g. swipe-ups to the site). *Integration:* Instagram serves as a feeder to other channels – for instance, **Instagram Lead Ads** capture sign-ups (email addresses) for a free guide or webinar, feeding into the **email** nurture list. Swipe-up links (or link in bio) drive traffic to the website's course pages. Content calendars are aligned so that a new blog post or YouTube video is promoted via Instagram Stories. Additionally, those who engage with Instagram content can be retargeted with **ads** or invited to private message for more info, creating a seamless hand-off to direct communication.

- **LinkedIn** – *Role:* Thought leadership and credibility-building on a professional network. *Audience:* Career-focused individuals, such as young professionals and recent graduates on LinkedIn who are interested in industry trends and professional development (LinkedIn has a strong millennial user base in this demographicemarketer.com). *Content Type:* Professional articles and posts (e.g., "Latest E-commerce Trends 2025" blog links), quick tips in text posts or slide/carousel format, alumni success stories highlighting career outcomes, and event announcements (upcoming webinars or workshops). *Key Message:* "Stay ahead in your career – gain cutting-edge e-commerce skills and certifications recognized by industry leaders." *Metric:* Post impressions and engagement (comments, shares), follower count on the academy's LinkedIn page, and referral traffic from LinkedIn to the website. *Integration:* LinkedIn content drives traffic to the website and event sign-ups – for example, a LinkedIn post might promote a free webinar, with a **LinkedIn Lead Gen Form** or link to the site's registration page. Those who engage or click through can be tracked; if they don't sign up immediately, an **email** follow-up can be sent (if we have their email from a prior lead capture) or they can be added to a **retargeting campaign** showing testimonials in their LinkedIn feed. LinkedIn is also used to nurture B2B partnerships (if the academy targets businesses for team training, etc.), bridging to direct sales contact where appropriate.

- **Email** – *Role:* Nurture leads and retain existing students through personalized communication. *Audience:* Prospective students who have shown interest (newsletter subscribers, webinar attendees, lead magnet downloaders) and current/past students. *Content Type:* Automated **welcome series** for new sign-ups (introducing the academy's benefits and a discount offer), regular newsletters with e-commerce tips and new course announcements, segmented campaigns (e.g., a special offer on an advanced course to students who completed a beginner course), and behavior-triggered emails (cart abandonment reminders, course progress reminders, and post-course follow-ups). *Key Message:* "Your journey to e-commerce expertise continues – we're with you at every step." (Tone is supportive and value-driven, reinforcing that the academy helps them achieve their goals.) *Metric:* Email open rates, click-through rates, and conversion rates (enrollments or re-engagement actions driven by email). *Integration:* Email ties all channels together. For instance, if a user visited a course page or added a course to cart but didn't purchase, an

automated email is sent within 24 hours to encourage conversion (perhaps with a limited-time incentive). After a webinar event, follow-up emails share the recording and a CTA to enroll in related courses. Emails also drive traffic back to new **YouTube content** or blog posts (content cross-promotion). Using personalization (powered by the CRM data), the email content can reflect the user's past interactions – truly an omnichannel glue that ensures continuity in messaging as they move between website, social media, and the learning platform.

Physical/Live Channels (Optional Enhancements):

- **Webinars (Live Online Events)** – *Role:* Lead generation and high-engagement touchpoint that simulates a "physical" classroom experience virtually. *Audience:* Interested prospects and existing students seeking interactive learning or deeper dives into specific topics. *Content Type:* Live video sessions such as a monthly "E-commerce Masterclass" or Q&A with an expert instructor. Could also include interactive elements (polls, live chat questions). *Key Message:* "Experience our teaching in action – join our free live session on [topic] and get a taste of the Academy experience." *Metric:* Webinar registration count, live attendance rate, and **conversion rate** of attendees to course enrollment (a key success metric: did the webinar drive people to sign up for a paid course?). *Integration:* Webinars are promoted across **digital channels** – e.g. an email invite to subscribers, posts on LinkedIn and Instagram. The registration is handled via the website or a webinar platform (integrated with our CRM to capture info). During the webinar, attendees are encouraged to visit the website or offered a discount code for courses. After the event, an automated **follow-up email** goes out with the session recording and a tailored course recommendation (triggered by their attendance). Attendees who showed high interest (e.g., asked a question or clicked the in-webinar link) might be flagged for a personal follow-up or added to a high-priority lead segment.

- **Live Events (In-Person Networking/Workshops)** – *Role:* Brand visibility and community building in the real world (optional, as these require more resources). *Audience:* Local community of entrepreneurs and professionals, including academy alumni and warm prospects in a city/region. *Content Type:* Workshops or meetups (e.g., a booth or talk at an e-commerce conference; a small networking event or hackathon sponsored by the academy). These provide face-to-face value and strengthen trust. *Key Message:* "Join our community of e-commerce professionals – learn and network with peers and experts." *Metric:* Event attendance numbers, number of leads or sign-ups collected at the event, social media mentions during the event (e.g., attendees sharing photos or quotes). *Integration:* Promote events through digital channels (emails to local subscribers, social media announcements). Use QR codes or short links at the event to encourage attendees to visit the website or enroll on the spot (bridging offline to online). All leads collected offline are entered into the CRM for an email welcome sequence. Post-event, nurture these contacts via email and connect on LinkedIn, and share event recaps on the blog/YouTube to amplify reach. Even though in-person events are optional, they can greatly enhance word-of-mouth referrals and content (e.g., testimonial videos filmed on-site).

Implementation Plan

A structured implementation plan will roll out this strategy in phases, ensuring each component is in place and optimized before moving to the next. Below is the **timeline with phases**, key milestones, and resource allocation:

Phase 1: Setup (Month 1) – *Establish the foundation.* Define detailed project scope and KPIs for each stage of the journey and each channel. Finalize the customer persona and journey map (the ones above) with the team to ensure alignment. Set up essential infrastructure: the website (or optimize existing site) and analytics tools. For example, configure Google Analytics (and set up conversion goals), and integrate a CRM + email platform (e.g., HubSpot or Mailchimp) for capturing leads. Prepare social media and YouTube accounts (if not already existing) with consistent branding. **Milestone:** Course catalog finalized (all online course content ready to sell), and all marketing tools/accounts configured and connected. The team should have access and initial training on these tools. *(By having clear KPIs and tools in place from the start, we ensure data-driven execution – a crucial step, since successful omnichannel campaigns require the right data platform and tools to personalize experiences*blueshift.com*.)*

Phase 2: Integration (Month 2) – *Connect channels and automate flows.* Implement tracking pixels and integrations across channels: e.g., Facebook/Instagram Pixel, LinkedIn Insight Tag on the website, and setup Google Tag Manager for unified tracking. Link the website with the email automation platform (so that behaviors like sign-ups or page visits trigger emails). Integrate the CRM with all lead capture points (web forms, webinar sign-ups) to ensure a single customer view. Test key **automation triggers** – for instance, simulate a user visiting a course page and confirm that a scheduled follow-up email is queued, or test an abandoned cart to see that a reminder email/text is sent. Also, configure retargeting audiences (e.g., create an audience of "site visitors who didn't purchase" for later ad campaigns). **Milestone:** All major channels are technically connected and talking to each other. We should have a **working prototype** of the omnichannel journey (e.g., a team member goes through a dummy sign-up -> gets the correct emails, sees retargeted ads, etc.). At this stage, the team finalizes SOPs (standard operating procedures) for using the tools (for example, how to pull weekly metrics, how to upload new content to each channel).

Phase 3: Content Creation (Month 2–3) – *Produce and curate high-quality content for each channel.* With integrations in place, focus on populating each channel with engaging content ahead of launch. Develop a 3-month content calendar covering blog posts, video topics, social media themes, and email campaign schedules. Create or refine content pieces: record YouTube tutorials and edit them, design Instagram infographic templates, write blog articles and LinkedIn posts, and set up the email sequences (welcome series, nurture drips, etc.). Also design the ad creatives (images/videos and copy) for initial social media ad campaigns (Instagram, LinkedIn). Ensure all content messaging is consistent and speaks to the persona's values (flexibility, credibility, etc.). **Milestone:** All launch content is ready and approved – e.g., a **batch of 5 YouTube videos** uploaded (unlisted) for scheduled release, 10+ Instagram posts prepared, the first webinar deck and registration page prepared, and an email welcome series tested. Creative assets (graphics, videos) have been reviewed for quality. At the end of this phase, the entire team does a **"dry run"** – walking through the journey with the prepared content (for example, internally test the user

experience of seeing an ad, clicking to site, signing up, receiving the correct emails, etc.) to catch any inconsistencies.

Phase 4: Launch & Optimization (Month 4) – *Go live with the omnichannel campaign and refine through data.* Launch all channels in a coordinated fashion. For example, in Week 1 of launch: publish introductory blog post and YouTube video, send out the announcement email to the mailing list, start the Instagram and LinkedIn ad campaigns targeting the defined audiences, and host the first live webinar event. Ensure customer support is ready for an influx of inquiries. Closely monitor performance metrics from day one – e.g., track website traffic and conversion in real-time, watch email open/click rates, and social engagement. Set up a routine (daily or weekly) for the team to review these metrics against the KPIs. **Milestone:** "Launch day" execution completed across all planned channels (we are live everywhere with our messaging), and initial data collected. By end of Month 4, conduct a formal **performance review** of the strategy: identify what's working (e.g., Instagram ads driving traffic but maybe low conversion, or perhaps the webinar had a high sign-up rate but low attendance – analyze why) and areas to optimize. Continue an iterative cycle: tweak ad targeting or creative, A/B test email subject lines, add FAQs to the site if certain questions keep coming up, etc. The focus in this phase is also on **optimization** – the strategy is not set in stone; it will evolve based on real user feedback and behavior data.

Resources & Budget:

- **Team:** A cross-functional team is essential. We will have approximately **5–6 team members** dedicated to this launch. This includes 1 Project Manager (oversees timeline and coordination), 2 Content Creators (one focused on writing content & emails, another on designing graphics/video editing), 1 Social Media/Community Manager (handles Instagram, LinkedIn and community forums, engages with user comments), 1 Email/CRM Specialist (sets up automation, monitors analytics), and part-time support from a Web Developer/IT (for integration technical setup, website tweaks). If live events ramp up, we might involve an Events Coordinator or tap into the community manager for that role.

- **Tools:** We will leverage a suite of tools to execute and track the omnichannel strategy. Key tools include **Google Analytics** (for website and campaign analytics), a **Customer Data Platform or CRM** (to unify data and segment users – e.g., HubSpot, which combines CRM + email automation, or a CDP as suggested by industry best practicesblueshift.com), **Email Marketing Platform** (if not part of CRM, e.g. Mailchimp or Sendinblue for automated email sequences), **Social Media Management** tools (like Hootsuite or Buffer to schedule posts across Instagram/LinkedIn and monitor engagement), and advertising platforms (Facebook Ads Manager for Instagram ads, LinkedIn Campaign Manager for LinkedIn ads, and Google Ads if we do YouTube advertising or search ads). The **Learning Management System (LMS)** itself (the academy platform) provides analytics on course engagement which we'll integrate into our KPIs (e.g., completion rates). For webinars, we'll use a reliable platform (Zoom or Demio) that can integrate with our email lists for easy follow-up. All team members will use a collaboration tool (Slack for communication and Trello/Asana for task management) to stay aligned.

- **Budget:** We allocate the budget across content creation, tool subscriptions, and advertising, with a keen eye on ROI for each channel. For the initial 3-month campaign, a **rough budget** breakdown is: ~40% on **paid advertising** (Instagram ads, LinkedIn sponsored posts, YouTube pre-roll ads) to drive awareness and lead acquisition – this is critical to quickly scale reach. ~30% on **content creation** costs – this might include design software subscriptions, video production costs, maybe hiring freelance content writers or designers for high-quality output. ~20% on **platform/tools and integrations** – paying for CRM/email software, webinar platforms, analytics upgrades, etc., to ensure smooth operations. ~10% reserved as **contingency** or for small-scale **live events** (e.g., hosting a local workshop or printing marketing materials) if applicable. This budget will be refined as we gather performance data; for example, if Instagram proves extremely effective and LinkedIn less so, we will reallocate spend accordingly. The overall approach is to start somewhat broad, then double-down on channels that show the best cost per acquisition (CPA) or engagement, in line with omnichannel best practices of focusing on the most relevant channels for our customers[blueshift.com](blueshift.com).

Finally, we will implement a continuous **monitoring and optimization loop**. The team will meet bi-weekly to review all metrics against our targets – from awareness (reach, traffic) to conversion (enrollments) to post-purchase (course completions, feedback). Adjustments will be made promptly: e.g., tweaking messaging if we find the value proposition isn't clear enough, improving site usability if drop-off is high, or adding an extra touchpoint (perhaps an SMS reminder for webinar attendees) if we see an opportunity. By staying agile and customer-focused, this omnichannel strategy will not only attract our target 22–35 year-old learners but also keep them engaged and coming back for more, thereby driving sustainable growth for the ecommerce academy platform.