STORYDRIVEN MARKETING

ACADEMY

TALES

LATER

NEXT

NOW

MODULE **3**
Workbook

CUSTOMER JOURNEY AND MICRO CONVERSIONS

Brand storytelling is a two-layered process:

On the one hand, there's your customers' internal arc - the story that's running through their head

On the other hand, there's the external arc – where they are, operationally, in relation to your brand.

Which stage of awareness they are at, what questions they have, obstacles they face, and what they fundamentally need to understand at each step to move to the next step.

The following exercises are designed to help you understand the micro conversion you need to achieve at each step to help your customer move to the next step.

Because, later, your content marketing strategy will be designed to help you reach those micro conversions.

That's how to operationalise your story.

MARKETING FUNNEL

CUSTOMER JOURNEY

EXTERNAL STORY ARC

- UNAWARE
- PROBLEM AWARE
- SOLUTION AWARE
- PRODUCT AWARE
- CONVERSION
- NURTURE
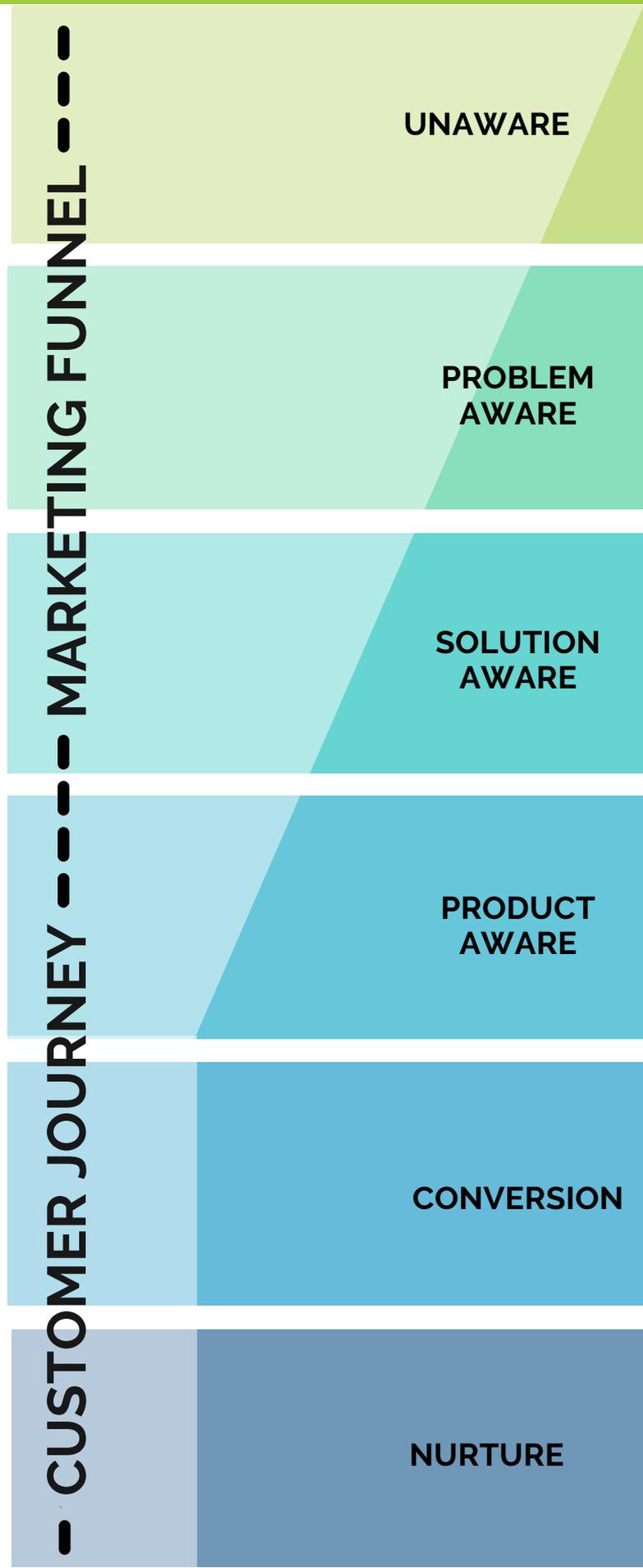
EXERCISE 1:
Unaware to Problem Aware

Assignment: Shift the paradigm by diagnosing their perceived problem as a symptom of a larger root problem

UNAWARE

MICRO CONVERSION
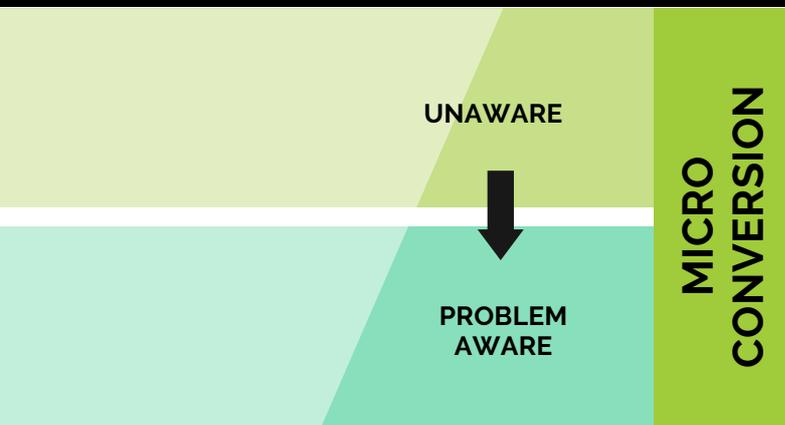
PROBLEM AWARE

To go from unaware or symptom aware to problem aware, your audience needs to understand that their perceived problem is a symptom of a greater (solvable) problem and they need to recognise what that problem is.

STEPS IN THIS PHASE

E.g. Relate to symptoms; identify real problem

EMOTIONAL NEEDS

E.g. To feel heard; to gain a renewed sense of hope

FUNCTIONAL NEEDS

E.g. Stories and educational posts (PASO) they can relate to & see themselves in

TOUCHPOINTS

E.g. Social media, podcasts, video

EXERCISE 2:
Problem Aware to Solution Aware

Assignment: Help them let go of self-blame or judgement for past failures and empower them with a new set of empowering, action oriented beliefs and insights

PROBLEM AWARE

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SOLUTION AWARE

MICRO CONVERSION
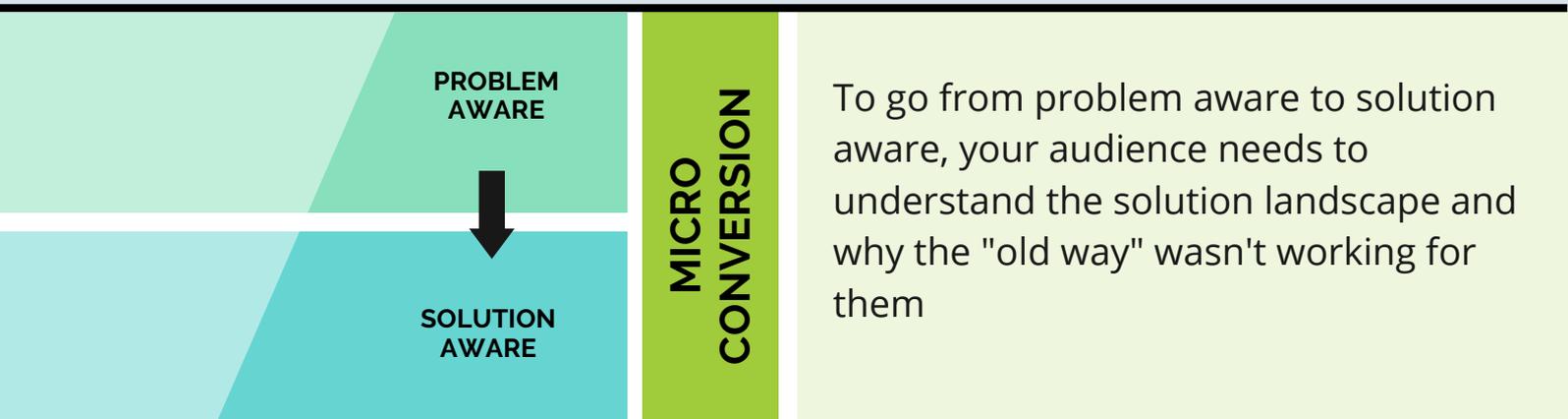
To go from problem aware to solution aware, your audience needs to understand the solution landscape and why the "old way" wasn't working for them

STEPS IN THIS PHASE

E.g. Release burden of responsibility (list reasons why past solutions didn't work; list reasons why past failures weren't their fault; list reasons why their transformation is possible); Understand solution landscape; Commit to new outcome

EMOTIONAL NEEDS

E.g. Feel validated and inspired

FUNCTIONAL NEEDS

E.g. Stories, motivational posts, educational posts, reviews and comparisons

TOUCHPOINTS

E.g. Social media, podcasts, video, blog, website

EXERCISE 3:
Solution Aware to Product Aware

TALES

Assignment: Introduce your product or service and show them how it helps them complete their transformation

SOLUTION AWARE

PRODUCT AWARE

MICRO CONVERSION
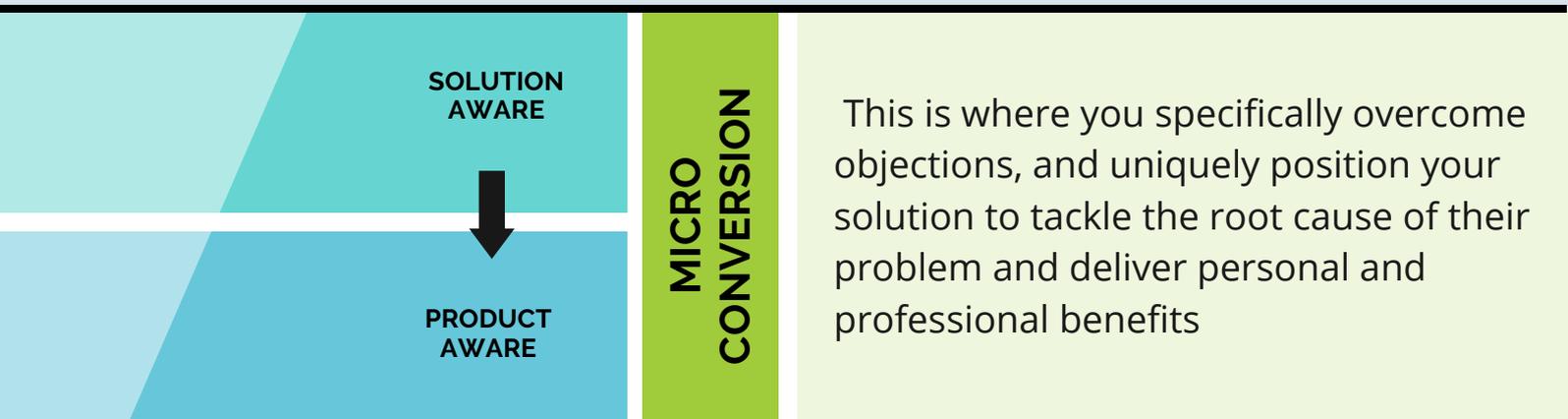
This is where you specifically overcome objections, and uniquely position your solution to tackle the root cause of their problem and deliver personal and professional benefits

STEPS IN THIS PHASE

E.g. Evaluate options; Clear understanding of how product fits their needs

EMOTIONAL NEEDS

E.g. Believe product delivers new outcome

FUNCTIONAL NEEDS

E.g. Features and benefits, case studies, clear outline of HOW you help them achieve WHAT

TOUCHPOINTS

E.g. Social media, blog, website, discovery call, product demo

EXERCISE 4:
Product Aware to Conversion

Assignment: Reinforce risk of not taking action (what's at stake) and reinforce the core beliefs and outcomes you've been pitching with PROOF

PRODUCT AWARE

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CONVERSION

MICRO CONVERSION
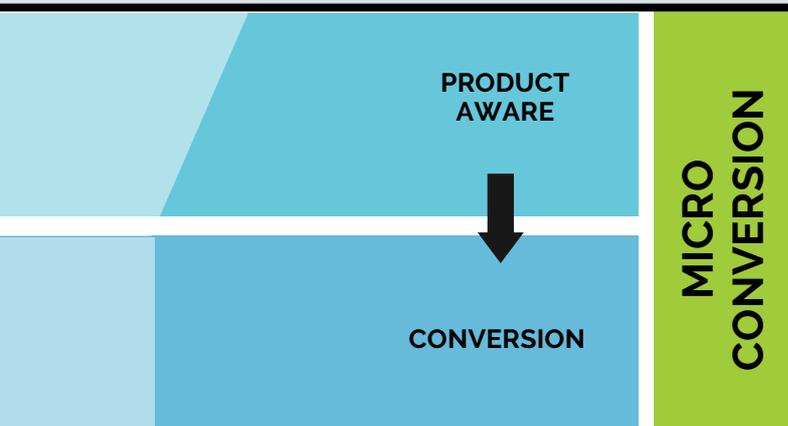
To go from product aware to the point of conversion, your prospect needs to fully trust your solution and be held accountable to the commitment they made to themselves to pursue their transformation

STEPS IN THIS PHASE

E.g. Realise what's at stake; Trust solution; Follow through on commitment to outcome

EMOTIONAL NEEDS

E.g. Unwavering belief in outcome; Understand and risk of inaction

FUNCTIONAL NEEDS

E.g. Proof - testimonials, reviews, case studies, guarantees; Offer; Pricing information,

TOUCHPOINTS

E.g. Sales page; Phone call with customer service rep; Proposal & follow-up

EXERCISE 5:
Nurturing the Customer Journey

Assignment: Deliver on your promise and truly guide them in achieving their outcome

CONVERSION

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NURTURE

MICRO CONVERSION

Help them become a successful, transformed customer by delivering on your promise and guiding them until they've completed their transformation

STEPS IN THIS PHASE

E.g. Implement the solution; Track and measure to ensure it's effective; Feedback & optimise

EMOTIONAL NEEDS

E.g. To feel confident and supported in reaching their transformation

FUNCTIONAL NEEDS

E.g. Proactive communication; Clear point of contact / support person

TOUCHPOINTS

E.g. Delivery; Onboarding; Regular check-ins; Customer service; Email newsletter