



IDENTIFYING YOUR TOP 5 TOUCHPOINTS

workingwithdog.com



working *with* dog.



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Hey, Petpreneur. Buckle up, because we're jumping into the driver's seat of the customer's journey today! From their first time hearing about you to the completion of a purchase (and hopefully many, many, many more!), your customer interacts with your brand at many different points.

Any form of contact with your customer (or prospect) is called a touchpoint.



For a digital store, this is your website and checkout process. But it may also be a Facebook ad, landing page, an email receipt, follow-ups on delivery of their purchase and any other time a customer sees or interacts with you.



For a brick and mortar location may mean a store sign, interacting with a sales associate inside, the end-caps on your store aisles, the checkout process (with impulse-items right in front of them), etc. Of course, you have your digital footprint, too. This could be your Insta, Google My Business page, Yelp, and so on.



A service-based business can easily have everything mentioned above plus the experience during the service. It may also include invoices after the service is complete and any other time you're spurring your customer to think of you.



Your specific touchpoints will depend on how you run your business, but the point is—anywhere and everywhere your customer encounters your brand is a point you can leverage.

**There's no way around it.
Touchpoints matter...BIG time.**

Learn more about them:

READ: [How Touchpoints Can Make or Break a Pet Business](#)



Ok, you get what customer touchpoints are and [how they can make or break a business](#).
But what do you actually DO with them to make them work for you?

It's as easy as one, two, three...

We're going to help you create your first customer journey (aka touchpoint) map.

If you get stuck, check out

READ: [Using Touchpoints to Rock Your Goals](#)



How to create your first customer journey (aka touchpoint) map:

Think about which part of your customer journey you want to map out. Do you want to:

- Get new customers?
- Increase the average sale amount per customer or transaction?
- Keep customers longer?
- Bring back lost customers?
- Get more referrals?

CIRCLE ONE. You can start mapping out this part of your customer journey below, or try mapping your entire customer journey from start-to-finish.

(Pro Tip: this latter option is not for beginners! We suggest starting small and then adding your maps together to create one giant treasure map.)



Not sure which to pick? Consider the following:

1. INCREASE CUSTOMER CONVERSION.

Where are the conversion points in your sales funnel and sales journey?

READ: **Increasing Conversions**

Is a particular touchpoint not converting - or does one need to be added to make the process run more smoothly?

What would the financial difference to the business be if this converted more effectively?

2. UPSELL OR CROSS-SELL SOMETHING RELEVANT OR AN IMPULSE PURCHASE.

Review your point of purchase and 1:1 time with your customer. Do you have complementary offers they might want to take advantage of? Write them below.

 **OFFER:**

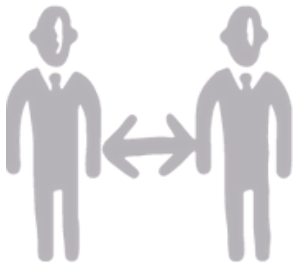
 **PRICE:**



How can you let them know about something they might also like to purchase?

If just 10% of your customers also purchased this, how much more money would you make in a year?

**(CUSTOMERS PER YEAR / 10) TIMES
PRICE OF OFFER ABOVE=** _____



3. ENHANCE CUSTOMER SATISFACTION / DECREASE DISSATISFACTION.

Take a close look at the "during" sales process for this one. What might confuse your customer?

What might help them more?

(Pro Tip: This doesn't have to be guesswork. Ask your current customers for feedback. Send out a quick survey or give them a call, depending on what makes sense for you.)



4. CONVERT ONE-TIME PURCHASERS INTO SUBSCRIBERS.

Consider how many one-time customers you have. Is there a touchpoint or user journey you can add to bring them back over and over?



Add these repeat purchases to your sales for the year. How much additional income would you make?

(Pro Tip: If not, consider your revenue model and how to add more plannable income to stabilize your revenue.)

5. TURN HAPPY CUSTOMERS INTO EVANGELISTS

Consider what touchpoints you currently have that turn happy customers into brand evangelists. How and where are you asking them to share the word about you? List them below.

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<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>



LET'S PUT A DOLLAR VALUE TO EACH TOUCHPOINT.

- For direct sales, upsells and cross-sells, this is the value of the purchase or your average length of time a customer engages with you. To get this for a service-based business, take average monthly fees x average engagement length.

NEW CUSTOMERS: _____

UPSELLS & CROSS-SELLS: _____

- If you're looking to increase customer satisfaction, put a ballpark increase of 4%-8% on average monthly sales. _____

Pro tip: "Companies that use tools like customer journey maps reduce their cost of service by 15-20%." - Forbes.

- If you're increasing referrals, ballpark a reduction in your customer acquisition costs by 10%. _____

NOW REVIEW THE FINANCIALS ABOVE. WHICH FIVE TOUCHPOINTS OFFER THE MOST FINANCIAL POTENTIAL? THAT'S WHERE YOU SHOULD START.



STEP ONE: GET IN YOUR CUSTOMER'S HEAD.

Consider the customer's mindset at the point you're mapping.

MINDSET	NEW CUSTOMER	AVERAGE SALE	KEEP CUSTOMERS LONGER	BRING BACK LOST CUSTOMERS	GET REFERRALS
AWARENESS	<i>Goal is to increase awareness of brand and offering</i>	<i>Goal is to increase awareness of complementary offers</i>	<i>Awareness is high</i>	<i>May need to drive awareness of new or improved offers</i>	<i>Let customers know you'd like referrals or testimonials and where</i>
TRUST	<i>Need to increase and build trust</i>	<i>Trust is high</i>	<i>Trust may be wavering</i>	<i>Consider whether there was broken trust and how to fix it, if so.</i>	<i>Trust is high</i>
OFFERING	<i>Provide a low-threshold offer to increase conversion</i>	<i>Provide complementary offers to enhance their purchase</i>	<i>Customer may wonder whether this is still a good purchase</i>	<i>Provide a low-threshold offer to increase conversion</i>	<i>Consider a "thank you" gift for referrals</i>

**THIS IS REALLY ABOUT GOING BACK TO THE BASICS.
ANSWER THESE QUESTIONS:**





- What customer problem does your business solve for this customer? For example, they might need to make sure their dog is taken care of while they're away, have a super-chewer or simply want to capture an amazing memory.

- How will customers find your product/service that solves their problem? For example, they might find you on Facebook or through a recommendation of a complementary product or service. Jot down all the different ways someone might encounter your brand or offer for the first time.

- What does your customer need to know to make sure that your product/service is the BEST one for them?



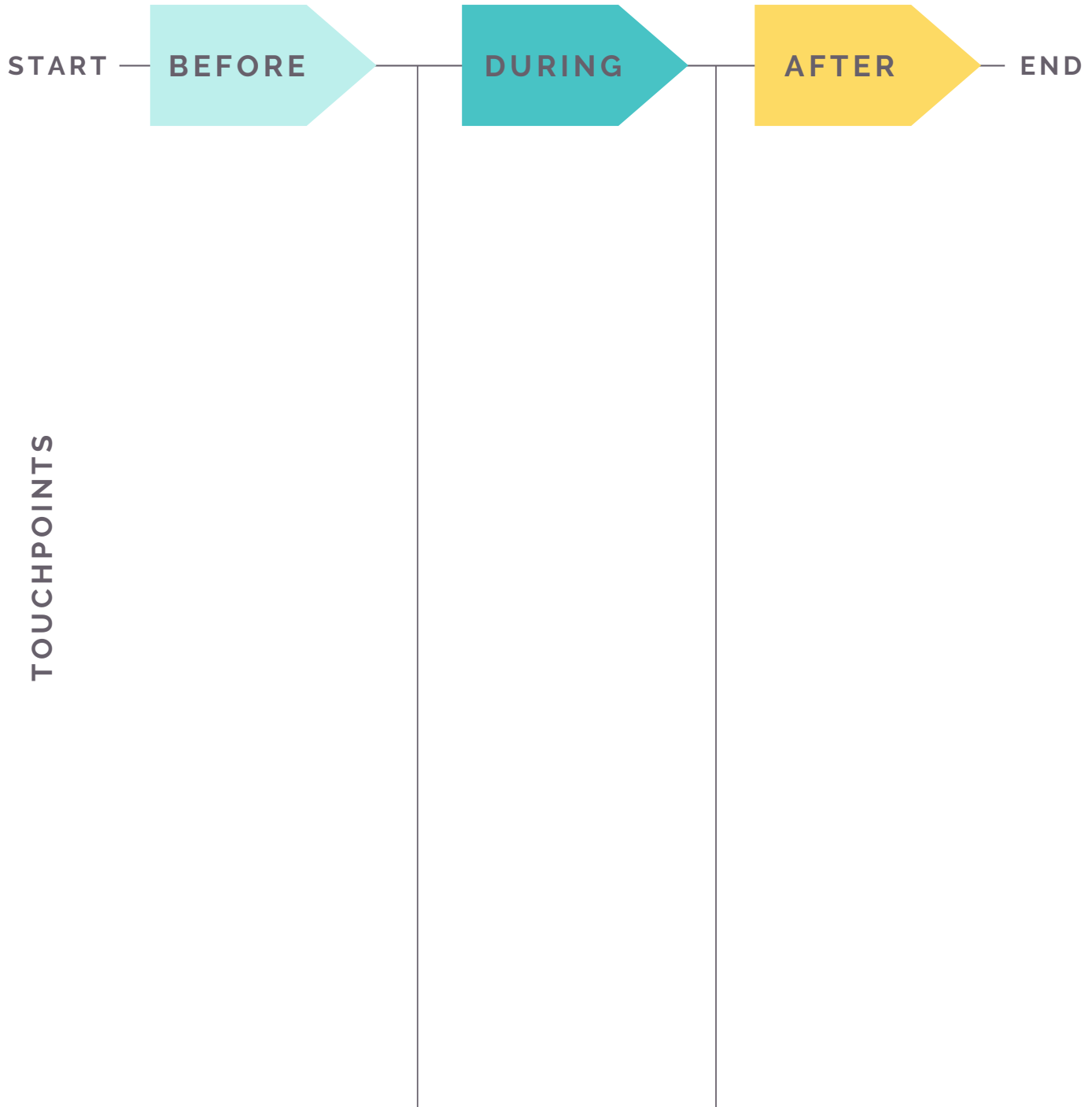
Tip - This is what differentiates you from your competitors and "scars off" anyone who may not be the right client for you!

- How will you keep in touch after the purchase is complete? For example, are they on your newsletter list? Do you send them a survey? How else do you encourage them to come back?



STEP TWO: CREATE YOUR MAP

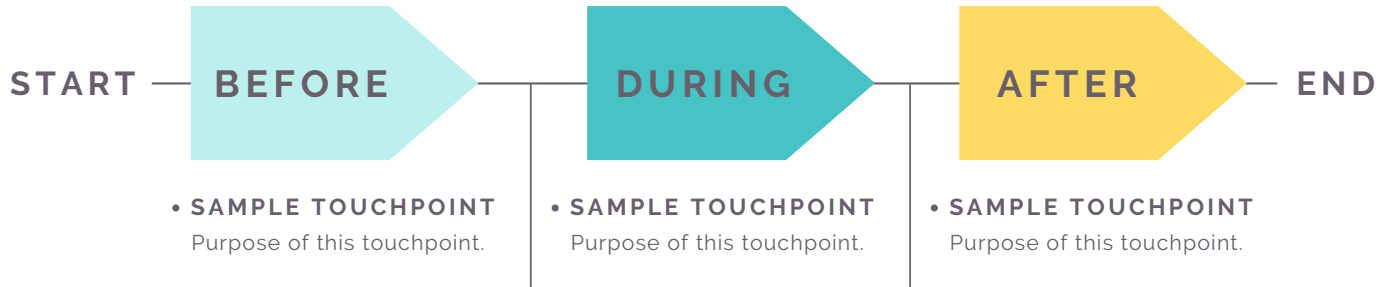
Remember, there are multiple maps possible.





STEP THREE: FILL IN YOUR MAP

Remember, there are multiple maps possible.



- ✂ For each section, start writing all the touchpoints your current customers go through— from when they first “find” you to when they make their purchase.
- ✂ Next to each touchpoint, write a few words on the purpose of that particular touchpoint. Is it to educate? Is it a friendly reminder? Is it to extend another offer?

REMEMBER, PETPRENEUR, THIS IS ONLY A MAP. IT'S TO GIVE YOU A BETTER IDEA OF WHAT'S GOING ON IN THE MIND OF YOUR IDEAL CUSTOMER.



NOW LET'S ADD ACTIONABLE STEPS



HOW CAN YOUR TOUCHPOINTS AND CUSTOMER JOURNEY INFORM YOUR MARKETING?

Review your journey map and look for weak points or opportunities. Write them below:

Thought-starters to help:

- Do you need to spend more time advertising?
- Need to send out "we miss you" emails to win back lost customers?
- Have you never asked for referrals?
- What mediums does your customer like to communicate with you on?
- If you're not location bound, can you expand internationally?
- If you're location-bound, where does your local community get most of its information from?
- How do you get in front of them?
- Is it time to add an "abandon cart" email to your checkout process?

DRAWING A BLANK? THAT'S OK! COME ON OVER TO JANE'S OFFICE HOURS OR NIC'S WORKSHOP HOUR AND TELL US WHERE YOU'RE GETTING STUCK. WE CAN HELP!



**BREAK DOWN THOSE STEPS INTO
SMALLER TASKS:**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



**NOW ADD THOSE TASKS TO YOUR
CALENDAR.**



Great job!! You've officially done something that even many professional marketers struggle to do.

Now that sounds like something to celebrate.

TO DO:

*Head on over to the Facebook group and let everyone know what you've done.
You might just get a fun surprise! (*Wink, wink. Nudge, nudge*)*



We help petpreneurs

Find freedom & fulfilment by building brands instead of just businesses... We help make marketing easier, more effective and *gasp* maybe even fun...

We created Working with Dog, the Official Club for Petpreneurs, to be a safe, supportive space for you to do exactly that...

Meet Nic.



My name is Nichole, but you can call me Nic. I believe that entrepreneurs find freedom by building brands instead of just businesses – so I help petpreneurs build successful brands that support the life of their dreams. I have a Masters in Marketing and a decade of practical experience creating and growing pet brands, including 'Dog is Good' which I co-founded in 2007. As a graphic designer, commercial pet photographer, and marketing strategist I have had the opportunity to help solopreneurs and billion dollar brands alike launch, and grow. My book 'Million Dollar Dog Brand' is the essential guide for entrepreneurs who want to build a profitable, sustainable business in the pet industry.

Meet Jane.



Jane's been rocking it out in the pet industry for 16+ years, leading content strategy and marketing as Former Editor-in-Chief of Pet Health Network, Senior Producer at Petfinder.com, Founder of AdvoCats (and Dogs, Too!) and with many other leading pet brands like Animal Planet, Petco and more. As President of 'cause Digital Marketing and new co-owner of Working with Dog, she specializes in helping pet businesses large and small focus on achieving their marketing results, so they can focus on what matters--helping pet parents celebrate and take the best care of their pets.

We are here to help.

Together with our team, work hard to ensure that **we produce and share this kind of crazy valuable stuff in Working with Dog, the Official Club for Petpreneurs like you.** If you have specific topics, needs, questions or ideas for future Marketing Genius content - we'd love to hear it! Get in touch at: hello@workingwithdog.com

HAVE YOU FOUND YOUR STAGE IN THE FREEDOM ROADMAP?

workingwithdog.com/freedom-roadmap