

THANKS FOR DOWNLOADING MY CUSTOMER JOURNEY FLIGHT PATH WORKSHEET!

Integrated marketing means all of the paths along your customer's journey are seamless and cohesive.

Use this flight path worksheet to check the possible customer journeys and find opportunities for integration.

Instructions: Use this map to trace the flight path of your customer journey. Choose one starting point and connect points to the end (a sale or lead). Every piece of content or marketing piece you create should have a call to action that leads them on a journey. Ideally, the journey should end up at your website, or on a sales page.

In the extra space in each channel, write what happens at that point.

Once you've outlined the path your customer will take, make sure that at each point in the journey, there are clear instructions and links taking them to the next point so they're never left guessing where to go next or what to do.

As you move through each channel, ask yourself the following questions:

1. What is the next step in the path I want the customer to take?
(either a path I send them on, or their choice)
2. Have I given them the correct CTA and link to get there?
3. What other paths could they take via sharing, etc.?
4. Will the correct CTAs and links get translated to that path?

Kelly



CUSTOMER JOURNEY FLIGHT PATH



Instagram



Facebook



YouTube



LinkedIn



Twitter



Podcast
appearance



Pinterest



TikTok



Radio



Digital Ad



Other
publicity



Billboard



In-person sales



Landing page



Sales page



Speaking
engagement

Other



Direct mail



Home base
Usually your website
END!

