



A brief lecture on...
CUSTOMER JOURNEY
and **CREATIVE INSIGHTS**

EXPERIENCE
SHARING SESSION



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CUSTOMER JOURNEY

and CREATIVE INSIGHTS



WHO ARE THE
CUSTOMERS?

a group of people
who buys your
product or use
your service.

WHAT IS THE
CUSTOMER
JOURNEY?

when, where and
how the customers
make their buying
decisions.

THE CUSTOMERS' JOURNEY IS INFLUENCED BY THE CUSTOMER'S LIFESTYLE



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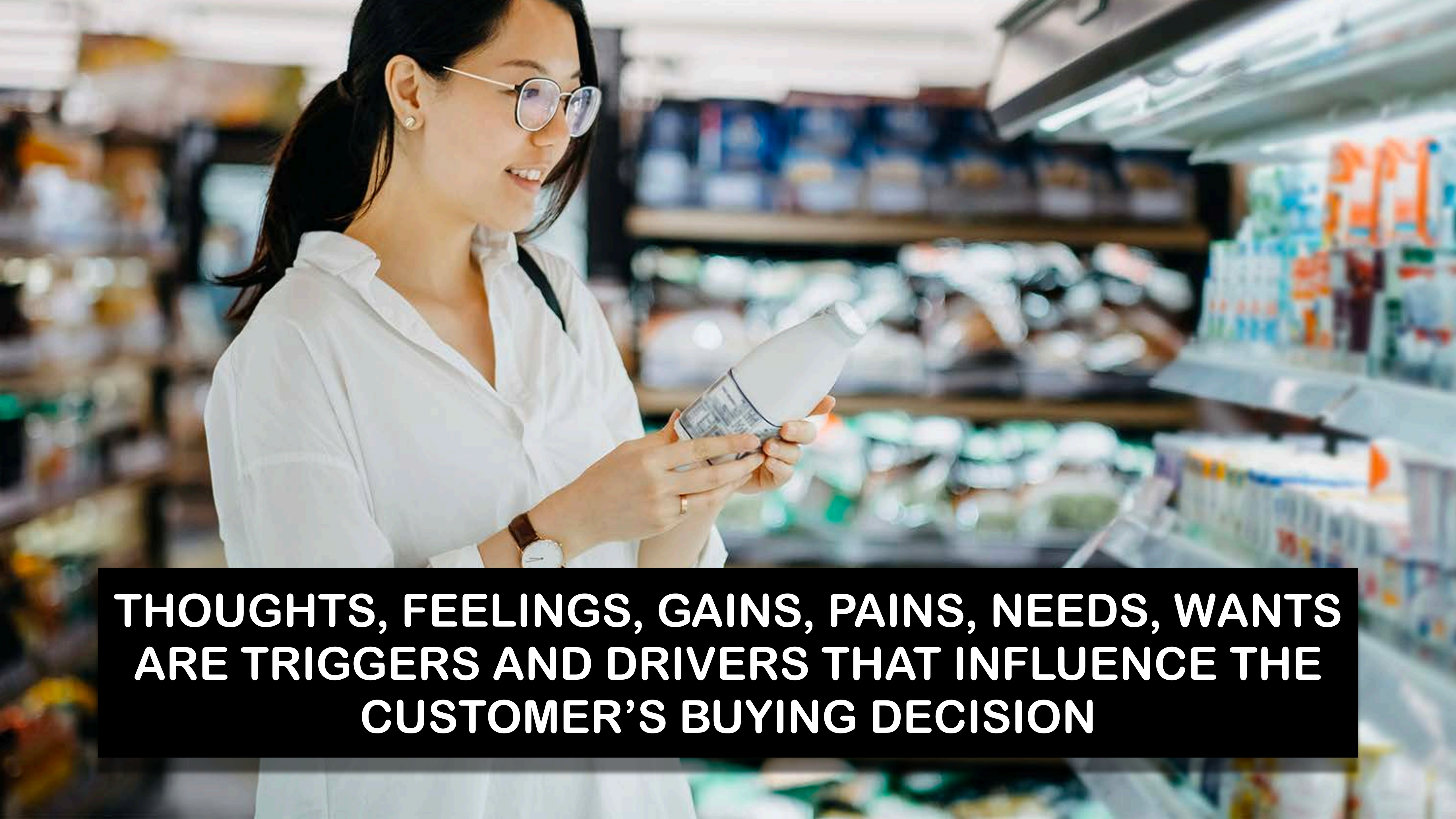
WHY IS THE CUSTOMER JOURNEY IMPORTANT?

As a result, if marketers understand the customer's journey we can create the best buying experience for our customers.

Different customers,
different lifestyles,
different journeys,
different ways of
making the buying
decision

WHAT ARE THE
CREATIVE INSIGHTS?

the underlying
triggers and
drivers that your
customers have
and could
influence the
buying decisions.



**THOUGHTS, FEELINGS, GAINS, PAINS, NEEDS, WANTS
ARE TRIGGERS AND DRIVERS THAT INFLUENCE THE
CUSTOMER'S BUYING DECISION**



Phuket

THAILAND TRAVEL GUIDE



ไปภูเก็ต
ด้วยใจเรา

WHY ARE THE CREATIVE INSIGHTS IMPORTANT?

As a result, if marketers understand the insights we can create online contents that could influence them to buy our products or use our services.

Different customers,
different insights,
different needs and
wants.



HOW DO I GET
THE CUSTOMER JOURNEY
AND THE CREATIVE INSIGHTS?

4 STEPS

1. Identify your customer
2. Understand how your customer makes the buying decision
3. Understand your customer's needs and wants
4. Know your product and service

1. Identify your customer

Who?

- How old are they?
- **What is their occupation?**
- What is their marital status?
- **Where do they live?**
- What are their interests?
- **What is their lifestyle?**
- What activities do they like to do?
- **Which social media do they use?**

Getting to know their lifestyle

2. Understand how your customer makes the buying decision

- When might your customers want your product or service? During which time of day?
- In which situation/activity might your customers want the product or service?
- **Do they search for information? What do they search? How do they search?**
- What brands do they compare?
- **What factors do they use to decide?**

How?

Understanding their journey

3. Understand your customer's needs and wants

What?

Understanding their insight

- What makes the customer happy/unhappy?
- **What do they need or want?**
- What triggers or drives them to buy the product or use the service?

4. Know your product and service

Choosing
selling point of
the product/
service

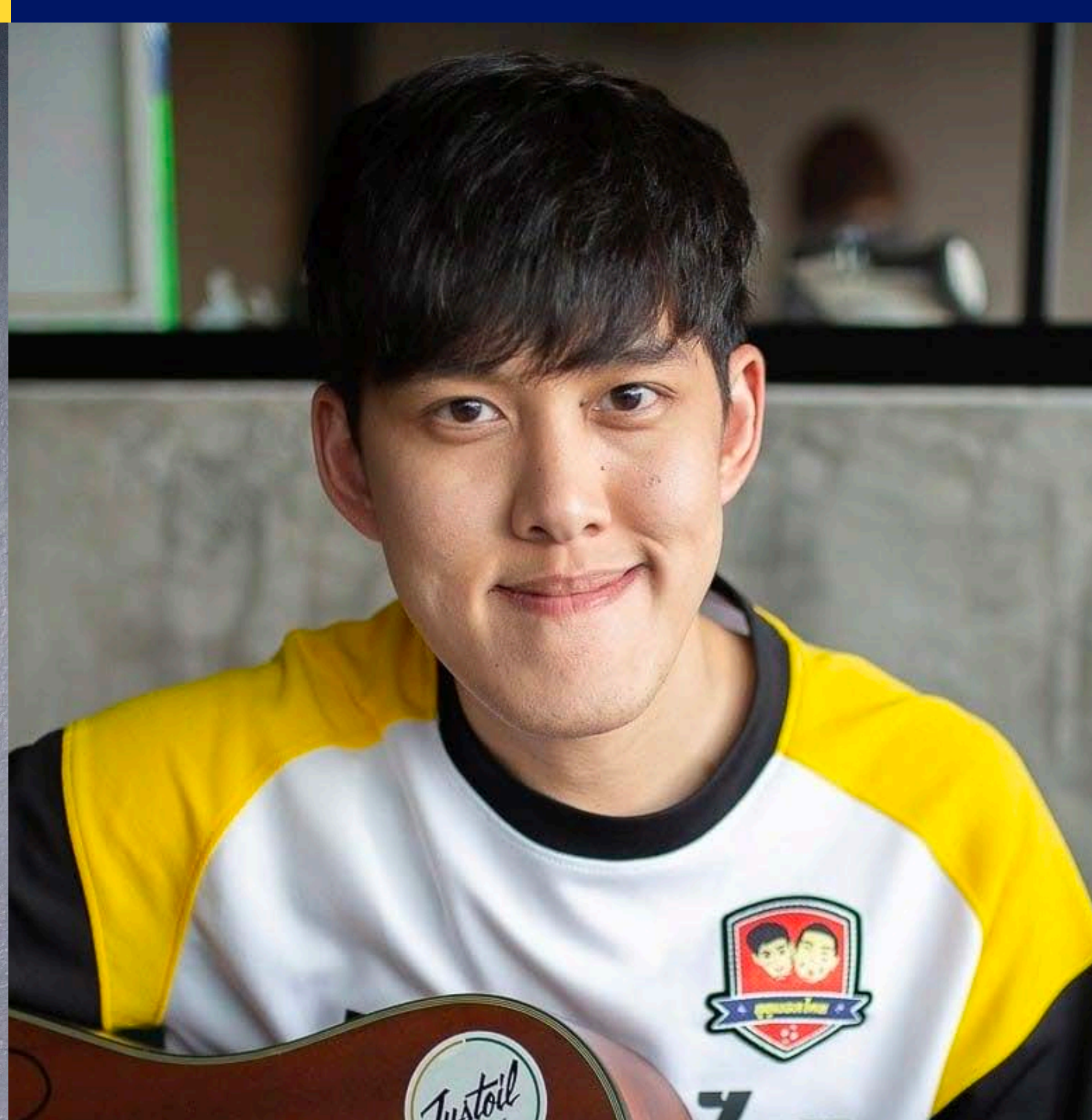
- What is your product or service?
- What makes your product or service different?
- What makes your product or service delightful or goes beyond customer expectations?
- What values or benefits can your product or service create for your customers?



EXPERIENCE SHARING SESSION



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THE CONTENT CREATION CANVAS



Product and Brand

What is my product/service?
What is my brand?

Example

- Product Attributes, Benefits
- Service Attributes, Benefits
- Brand Position, Personality
- 3Ds (Defaults, Differences, Delights)

Creative Insights

What makes them happy/unhappy?
What are their insights?

Example

- Gain/Pain Points
- Triggers/Drivers

Media and Production

How do I create my content?

Example

- Shots, Camera Angle, Lighting
- Video Editing

Customer Journey

Who are my customers?

Example

- Demographics, Psychographics, Behaviors
- Customer Journey

Value Proposition

What value do I create for my customers?
How can I help my customer to achieve their gains/relieve their pains?

Example

- Functional, Emotional, Self-expressive Benefits
- Credibility
- Relationship

Acting

How do I make my content lively?

Example

- Acting, Mindset, Tools