

Blazing New Trails

The new customer experience is always on: connected across every digital channel, and over both in-store and online interactions. Every customer's relationship with your organization forges a unique path to brand loyalty and advocacy. Navigating the ever-evolving landscape of technology and customer expectation might feel overwhelming, but with some perspective – and integrated, immersive customer journeys by Salesforce – you'll reach your destination in no time.

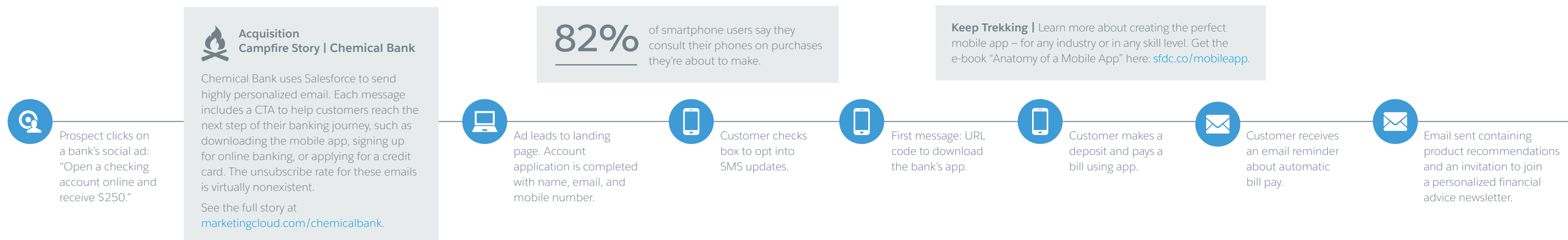
Connect your marketing with sales and service, apps, and communities for a singular, seamless brand experience. Touch your customers' lives when it matters, and foster lasting relationships across every stage of the consumer lifecycle.

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Read on to see four sample journeys to success – both for the brand and the customer.

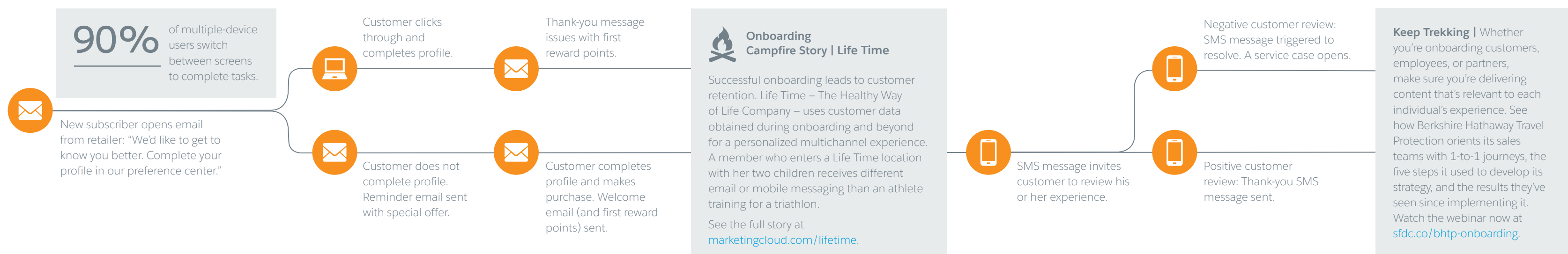
ACQUIRE | Embark with a Growing Audience

"The first step is the hardest," as the old adage goes – but it doesn't have to be. Getting potential customers to choose your brand over the competition is a matter of a well-plotted course. The first interaction with your brand sets a precedent for the relationship, so relevancy and timeliness are crucial from the outset. Take a look at this path for a view of how a successful customer acquisition journey can begin:



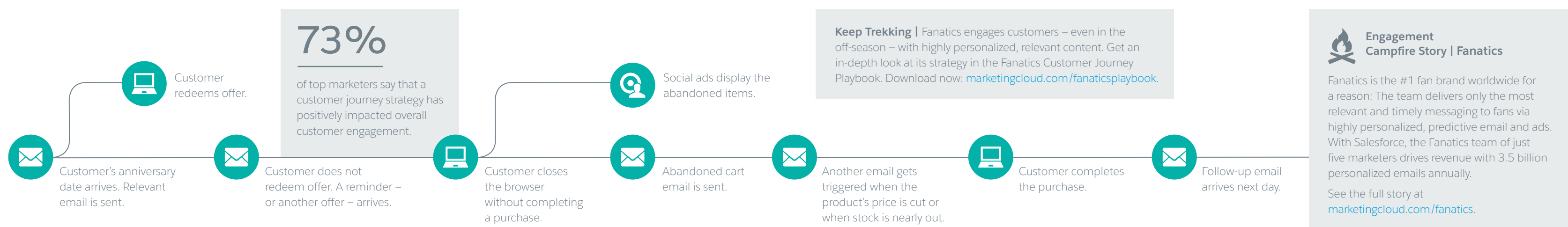
ONBOARD | Start Off on the Right Foot

After the first transaction, new customers will be at the height of their interest in your brand. Show them you're excited about building a relationship. Take a moment to get to know them better, collecting useful data to remain relevant and top of mind. Educate new contacts about other services or products that would be pertinent to them. Remember that onboarding doesn't only pertain to end customers: It's also crucial for business partners and employees. Whoever your audience is, keep its preferences in mind and let it guide the process with its actions. Here, we have one such onboarding journey:



ENGAGE | Forge a Perfect Path – Together

As your organization no doubt knows, every customer has a unique set of preferences that determines how he or she interacts with your brand – and whether that customer will choose to continue doing so. The longest journey in the customer lifecycle is maintaining engagement across new experiences, old favorites, and transitions in personal needs or tastes. Avoid becoming stagnant in your interactions to keep the relationship fresh and interesting. As time goes by, your data will become more refined for each member of your audience; take advantage of this information to deliver personalized, 1-to-1 messages and keep subscribers and shoppers captivated. Check out highlights in this example engagement journey:



RETAIN | Win Back Customers When They Wander off the Trail

Just as important as balancing customer engagement is recognizing when members of your audience are at risk of leaving. Pay attention to your customers' behaviors, determine where they lose interest, and respond appropriately. How you handle disengaged customers could actually be the key to winning brand advocates. Keep your contact lists tidy, and ensure that your exit journey is cordial and leaves the door open for a convenient return at any time. Here is one ideal retention journey spun from what could have been a



Let the customer be your guide.

Ready to start mapping your own customer journey? Get inspired to blaze new trails with Salesforce's customer journey webinar series. Experience an in-depth walk-through of planning and executing your journeys across the customer lifecycle.

Visit marketingcloud.com/customer-journey-map-examples to learn more – or call 1-866-362-4538 to talk to us about the trails that matter most to you.