

# Mapping Content to the Customer Journey

MELISSA BREKER  
@melissabreker  
[melissa@brekergroup.com](mailto:melissa@brekergroup.com)  
[LINKEDIN.COM/IN/MELISSABREKER](https://www.linkedin.com/in/melissabreker)



# Who am I?





## **A little bit about me:**

- 10+ years' content strategy consulting and digital experience
- Mother of two awesome kiddos
- Live in Vancouver, Canada

## I'm also:

- Passionate about human-centred, purpose-driven content and change through:
  - ✓ Content Workshops
  - ✓ Leadership / Group Coaching
  - ✓ Facilitation





**When we go to a  
website...**

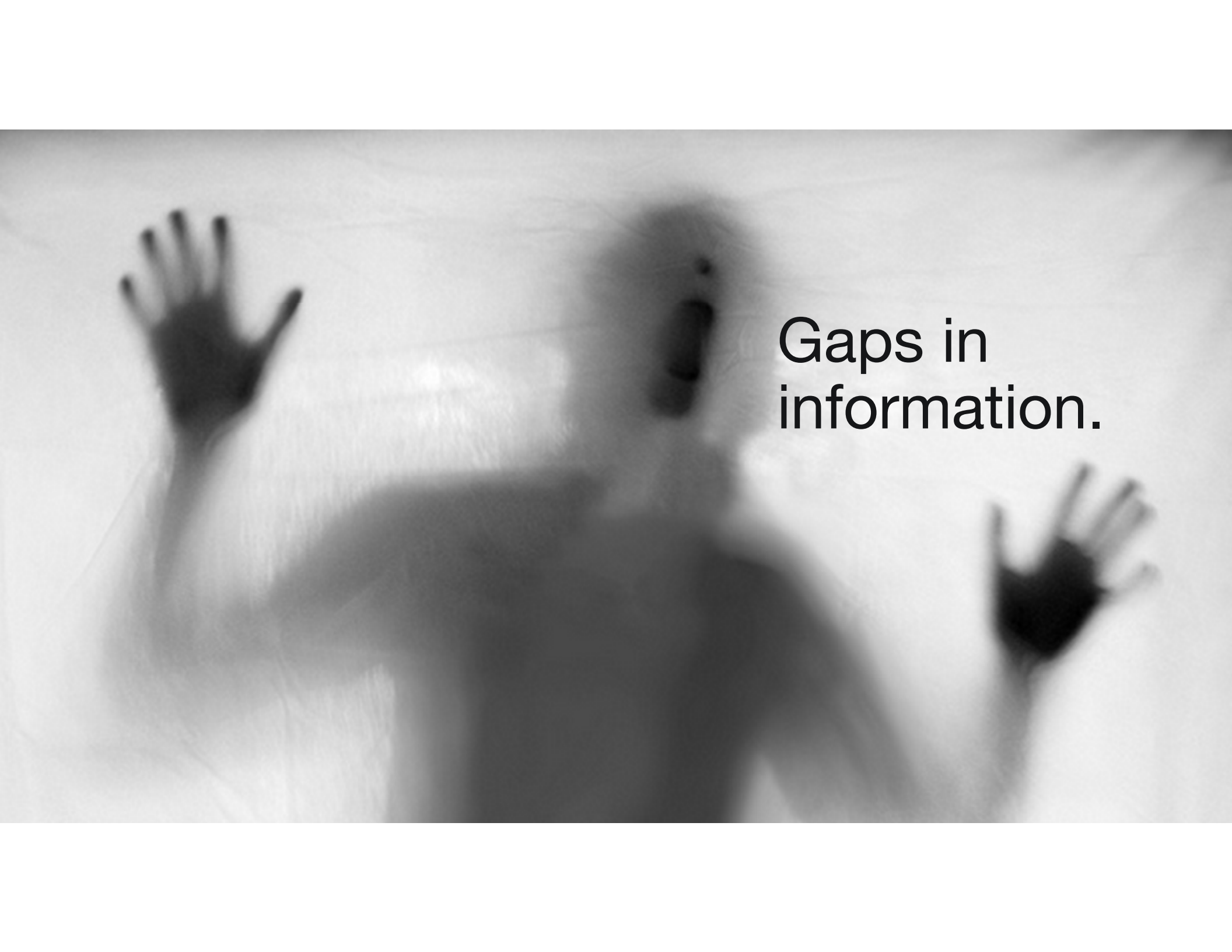
# Our expectations:



# The reality:





A blurry, black and white photograph of a person with their arms outstretched, pressed against a translucent surface, symbolizing a lack of clarity or information. The person's face is obscured by the blur, and their hands are pressed flat against the surface. The overall mood is one of frustration or helplessness.

Gaps in  
information.



Gaps in  
expectations.

# Gaps in targeted content.





**“ We’re drowning in  
information & starving  
for knowledge ”**



Is this true for you?



**What if...**

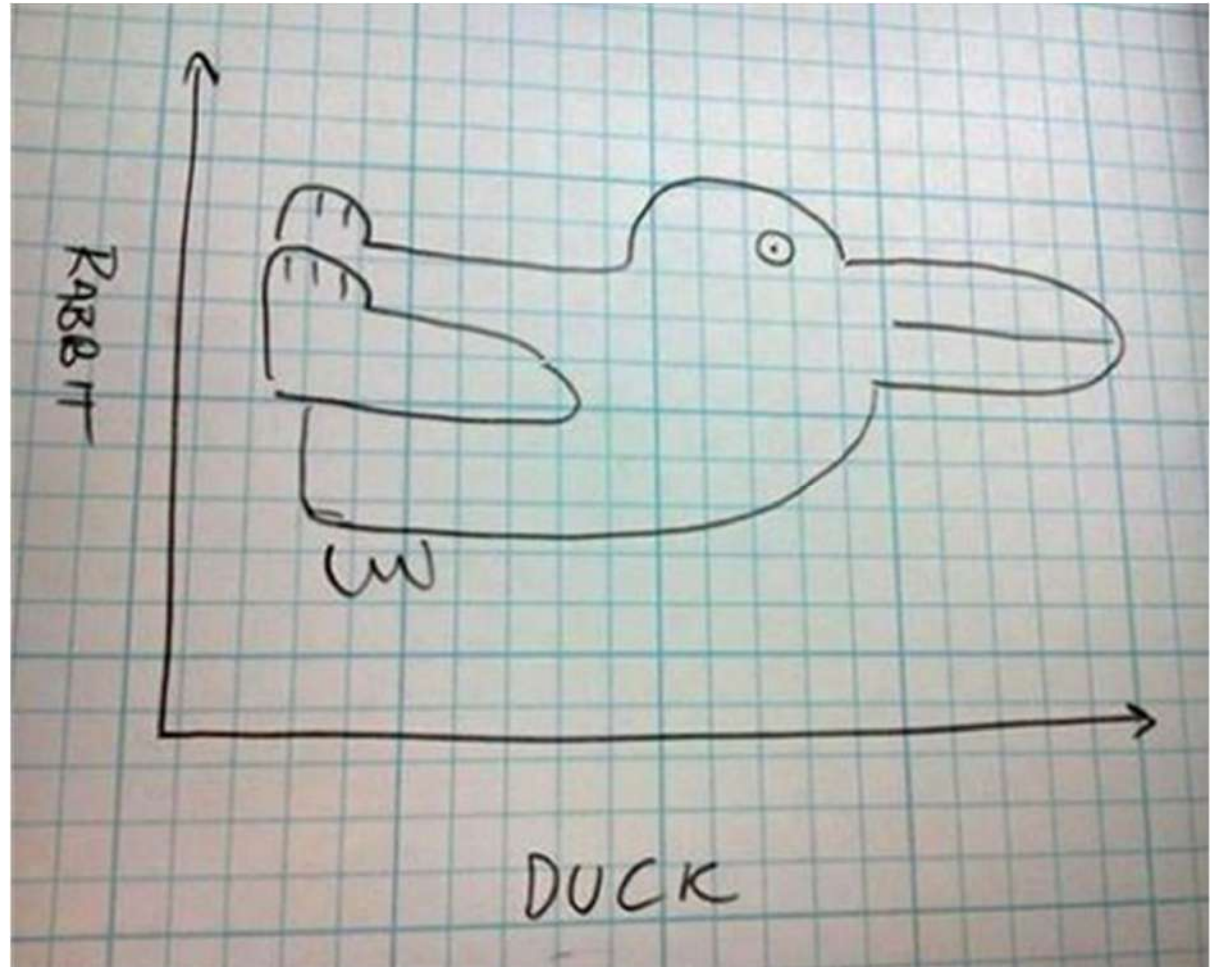
Just as we **manage and  
support content ...**



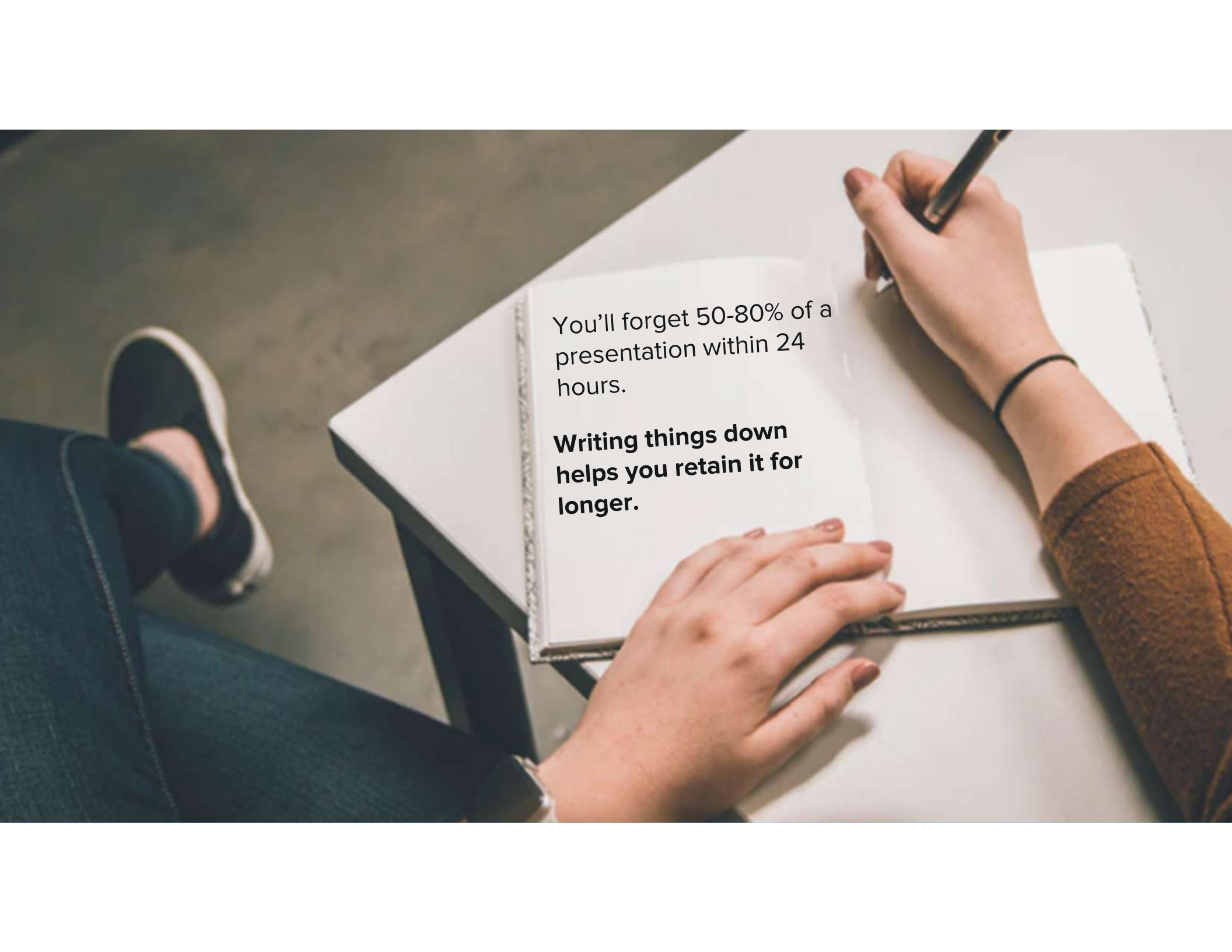
We could **support** the  
customer experience with  
the **right content**?



# A different perspective





A high-angle, close-up photograph of a person's hands writing in a white notebook on a white desk. The person is wearing a brown sweater and a black wristband. Their left hand rests on the notebook, and their right hand holds a black pen. The background shows a grey floor and the person's legs in blue jeans and black sneakers. Overlaid on the notebook page is text in a clean, sans-serif font.

You'll forget 50-80% of a presentation within 24 hours.

**Writing things down helps you retain it for longer.**



# Today

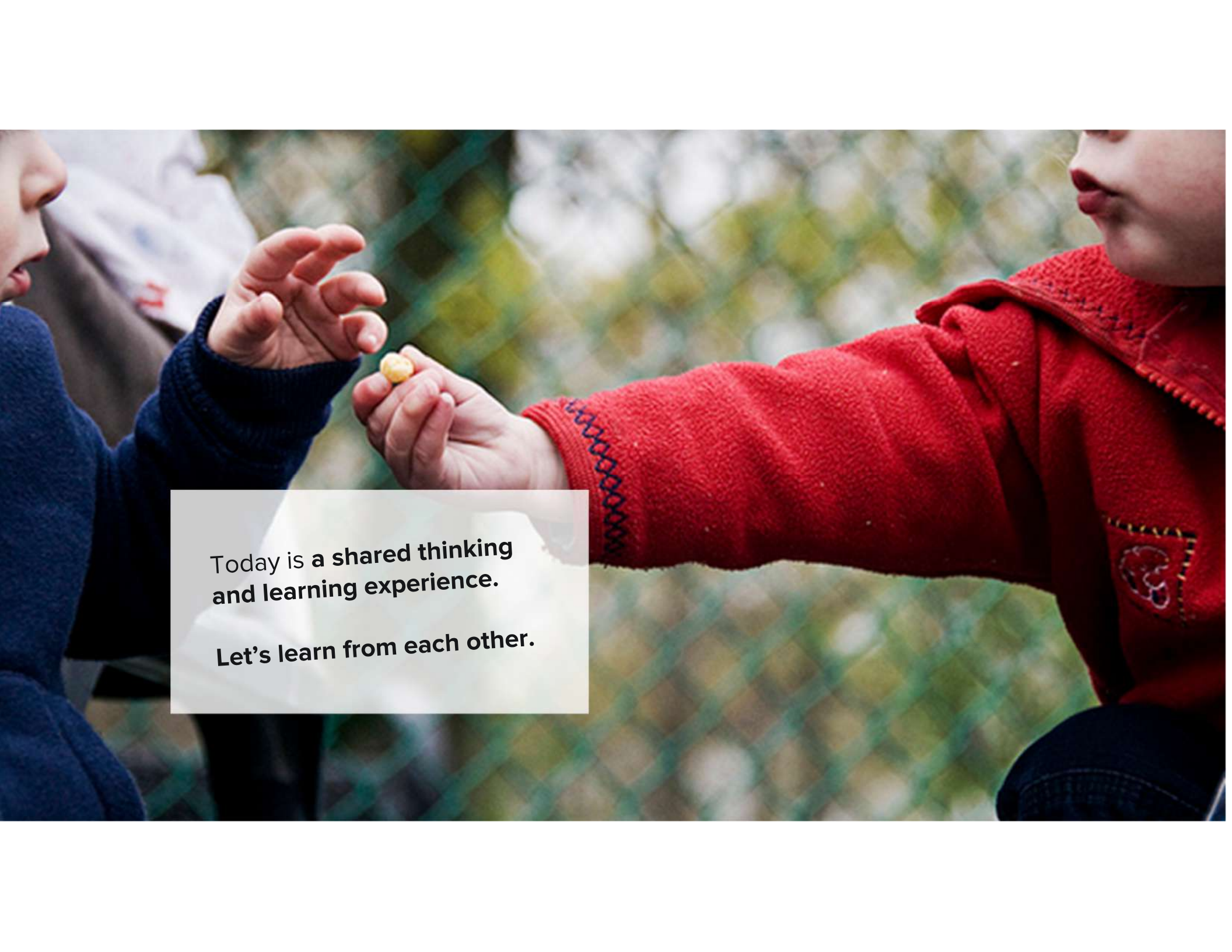
# What we're talking about today

**What are  
customer  
journeys?**

**What are  
content  
journeys?**

**How do we  
map content?**



A photograph of two children, one in a blue sweater and one in a red sweater, standing behind a green chain-link fence. The child in the red sweater is holding a small, round, yellow object in their hand, and the child in the blue sweater is reaching out towards it. The background is blurred, showing green foliage.

Today is a **shared thinking**  
and **learning experience.**

**Let's learn from each other.**

Let's try it

# Meet someone new

1

If you could wake up tomorrow having gained any one quality or ability, what would it be?

2

Is there something you've dreamed of doing for a long time?

3

What in your life do you feel most grateful for?



**Real  
communication  
begins with  
connection –  
Oprah**





What does personalized content  
mean to you?

# Our expectations vs reality...



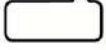






**What is customer journey?**

# Journey maps

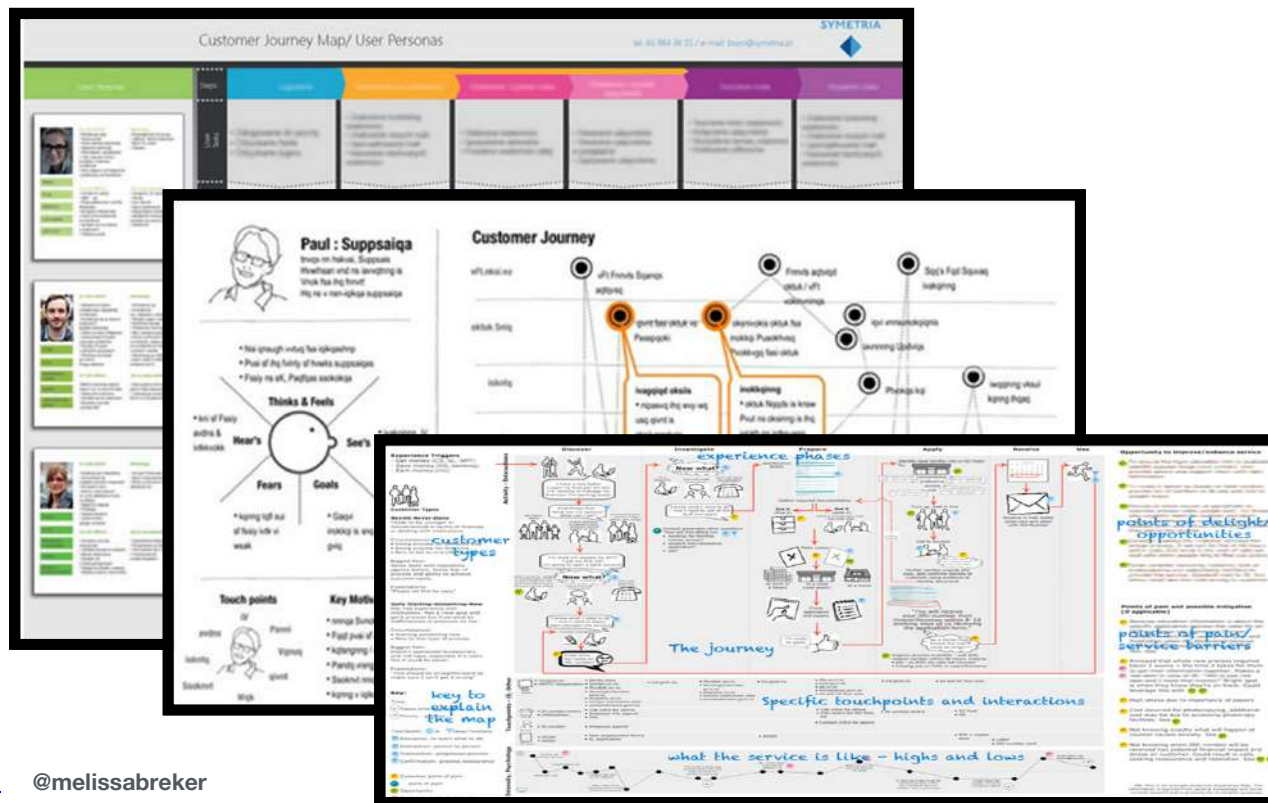
SPECIFIC USER + SCENARIO + GOALS		
PHASE 1	PHASE 2	PHASE 3
1. _____ 2. _____ 	3. _____ 4. _____ 5. _____ 6. _____ 	7. _____ 8. _____ 9. _____ 
OPPORTUNITIES + INTERNAL OWNERSHIP		

NNGROUP.COM **NN/g**

- Common UX tool for defining the customer experience.
- Looks at the overall phases the customer experience.



# Journey maps



# Journey maps

- Buyer Stages
- Tasks
- Thoughts/Feelings
- Touchpoints / Channels



**Why is it important?**

# 78%

Will only engage in offers if they have been personalized to their previous engagements with the brand.

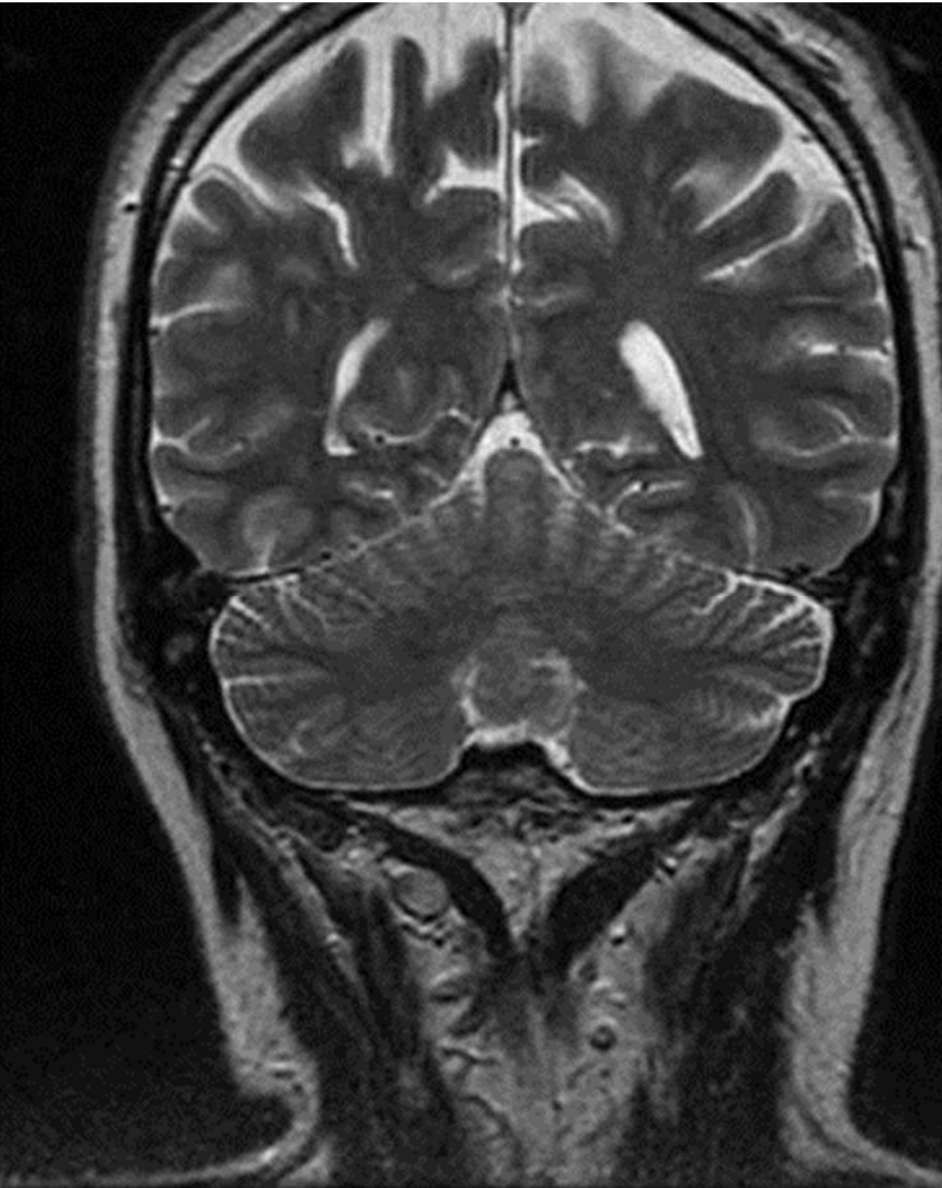
- Loyalty 360

A blue neon sign is mounted on a dark wall. The sign consists of the word "EXIT" in a bold, sans-serif font, followed by a downward-pointing arrow. The neon is a vibrant blue color. To the left of the sign, there is a dark, rectangular object, possibly a power supply or a switch, with some wires visible. The background is dark and out of focus.

EXIT ↓

45% of US consumers will abandon an online transaction if their questions or concerns are not addressed quickly.  
- Forrester



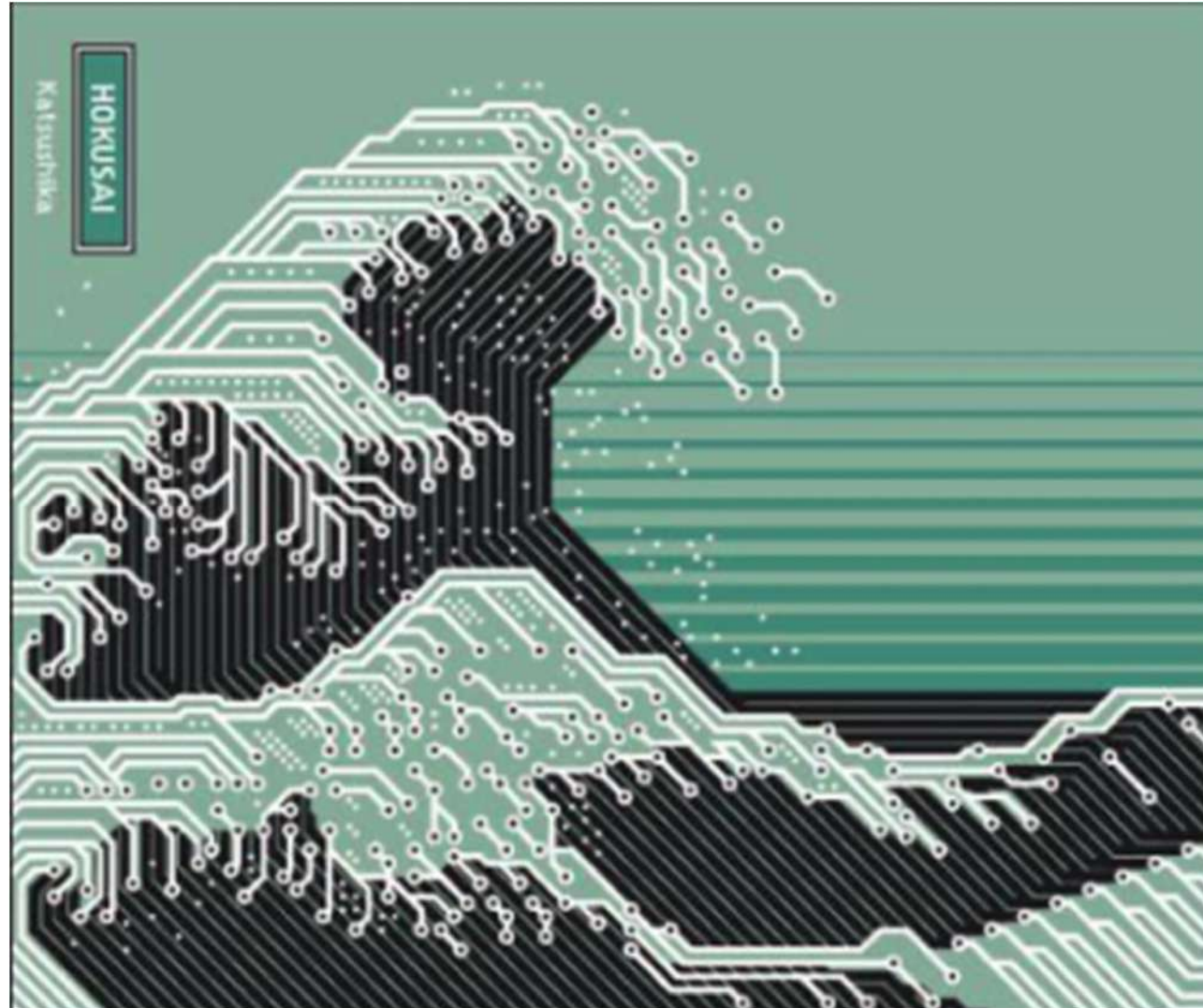


63% of consumers said they'd think more positively of a brand if it gave them content that was more valuable, interesting or relevant.

- Evergage

“The rate of change is not going to slow down anytime soon.”

- John Kotter



# It can feel like...



**We need to deliver the  
right content**



Do you use a customer journey approach?



# What we're talking about today

What are  
customer  
journeys?

What are  
content  
journeys?

How do we  
map content?

THE  
JOURNEY  
IS ON

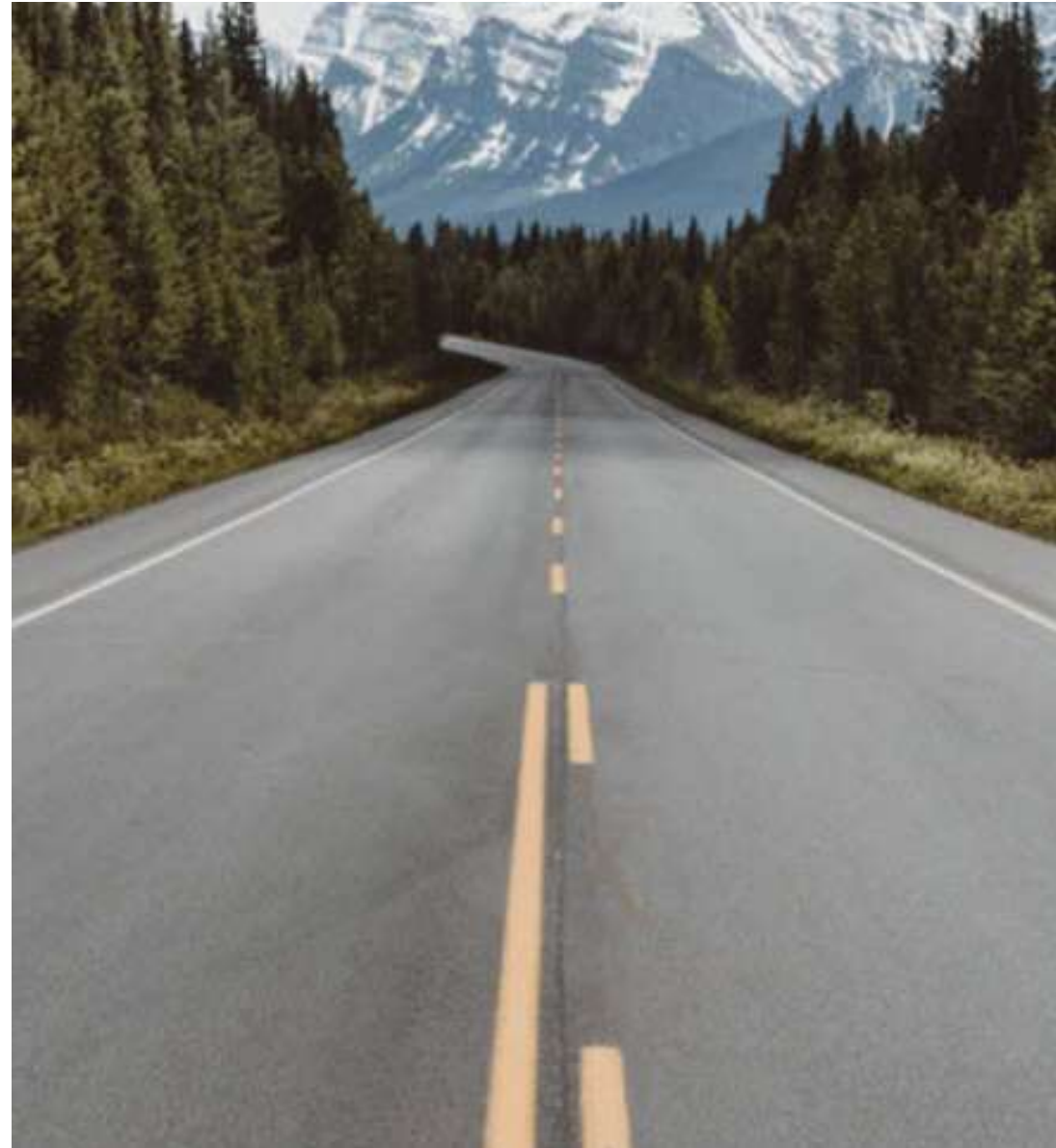


A content journey shows how content strengthens the customer experience at each touch point, in each stage.

**How can content  
support them along the  
way?**

# What content:

- Experiences?
- Topics?
- Types and formats?
- Triggers?
- Channels?





**Why is it important?**

# Vision

Content mapping can align your team around a common vision for content.



# Set a clear path



## UNCOVER THE TRUTH

Study customer behavior and interactions across channels and touchpoints

## CHART THE COURSE

Collaboratively synthesize key insights into a journey model

## TELL THE STORY

Visualize a compelling story that creates empathy and understanding

## USE YOUR MAP

Follow the map to new ideas and better customer experiences

### The Activity

Experience mapping is a collaborative, iterative process for synthesizing and visualizing the holistic customer experience. The activity of experience mapping results in an artifact – an experience map.

### The Artifact

An experience map presents, with richness and depth, key insights into your customers' complete experience. It is a tool that supports charting new courses of action.

# Reduce content gaps





# How do we get started?

1

Audience  
(Research / Personas)

2

Stages of the Journey

3

Tasks and content  
needs

# Understanding your audience



# User research



A photograph of two children playing outdoors. The child on the left is wearing a dark blue sweater and has their hand open, reaching towards a small yellow ball. The child on the right is wearing a red sweater and is holding the yellow ball. They are standing behind a green chain-link fence. The background is blurred, showing some greenery and a white object. A semi-transparent grey banner is overlaid across the middle of the image, containing the text "Find a partner".

**Find a partner**

# User research for content

1

What audience research does your company do?

2

How frequently do you consider audience needs?

3

How is the information captured and shared?





Let's share!

**The truth is...**



“We don’t  
see things as  
they are, we  
see them as  
**we are.**”

Anais Nin



# Personas

Personas

**Conner**

**The Strategic Connector**

"I NEED TO DEVELOP A VIEW OF THE WORLD. IT'S ALL JUNGLED TOGETHER."

"A LOT OF WHAT I'M DOING FOR WORK IS WHAT I'M INTERESTED IN, IN GENERAL."

I characterize myself as...  
**... a Connector.**

I live and breathe news and information; my personal and professional interests overlap so much that people tend to consider me a workaholic.

I always encourage collaboration and sharing among my colleagues, which makes me the "go-to" source for information. In order to keep up, I need a broad range of information, including print, TV, radio, online news, social media, and research. I need to have a "view of the world" or I can't do my job well.

When I'm not consuming info, I'm focused on making new connections, enhancing old ones, and defining the existing opportunities for both.

**My Info Needs**

TACTICAL	STRATEGIC	SINGLE-INDUSTRY	MULTI-INDUSTRY
SHORT-TERM/DELIVERABLE FOCUSED	LONG-TERM/STRATEGY FOCUSED	LIGHT MONITORING	HEAVY MONITORING
LIGHT RESEARCH	HEAVY RESEARCH	NARROW FOCUS	WIDER FOCUS

**My Typical Day**

- 6:00 A.M. : Wake up at 6; go for a run or lift
- 7:00 A.M. : Shower & prep; catch train
- 8:00 A.M. : Stop for coffee; arrive to office
- 9:00 A.M. : Manage e-mail correspondences
- 10:00 A.M. : Strategy conference with team
- 11:00 A.M. : Strategy conference with team
- 12:00 P.M. : Take an hour for lunch break
- 1:00 P.M. : Conduct market research
- 2:00 P.M. : Meet with client
- 3:00 P.M. : Meet with client
- 4:00 P.M. : Work on deliverable(s)
- 5:00 P.M. : Leave office by 5:30; catch train
- 6:00 P.M. : Cook dinner or order takeout
- 7:00 P.M. : Have dinner with Ryan/catch up
- 8:00 P.M. : Make tea; read or watch TV
- 9:00 P.M. : Relax, wind down
- 10:00 P.M. : Generally in bed by 10:45 or 11

**The Details**

I'm the Senior Consultant for Pierce Group, a mid-sized management-consulting group.

I'm 35 years old and live in a downtown Chicago loft with my partner, Ryan. I take the train to work and like to listen to news podcasts or NPR to make my short commute go by even faster.

**Key Scenarios**

**RFP Response:** Integer neci risus perdiet ut metus. Quis convalis est melius id nunc tellus et ipsum justo ut condimentum elementum ut tempor.

**New Client:** Phasellus nibh mauris, gravida id et nisl lectus, id et faucibus ut. Aenean viverra justo rhoncus mollis nisl commodo.



# Personas – what they're not



**Whitney Hess**

@whitneyhess



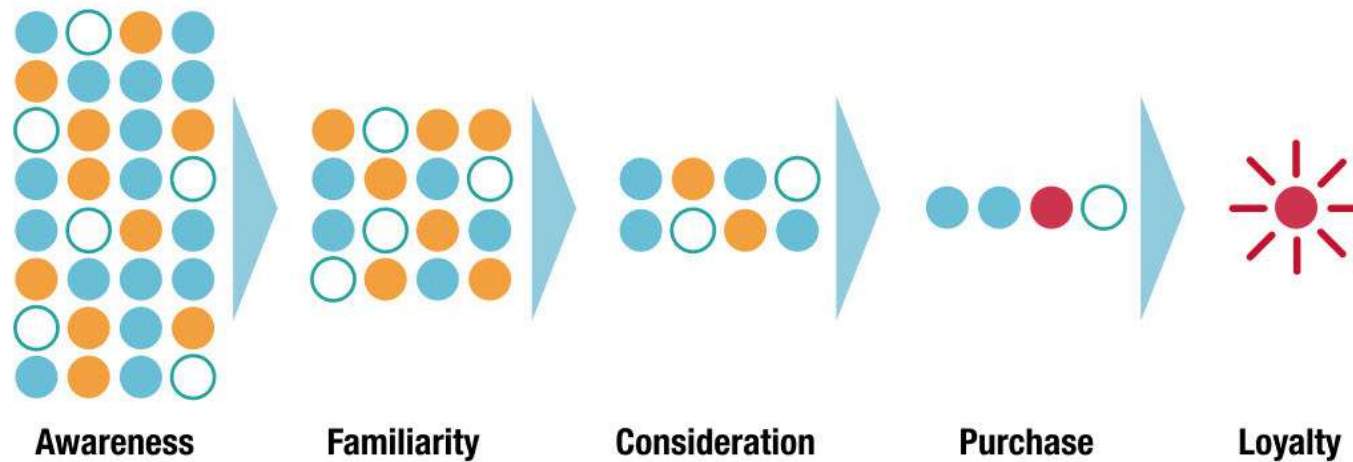
Personas are NOT a creative writing project. They're a summary of actual research with potential customers. If not, call them something else



# Stages of the journey

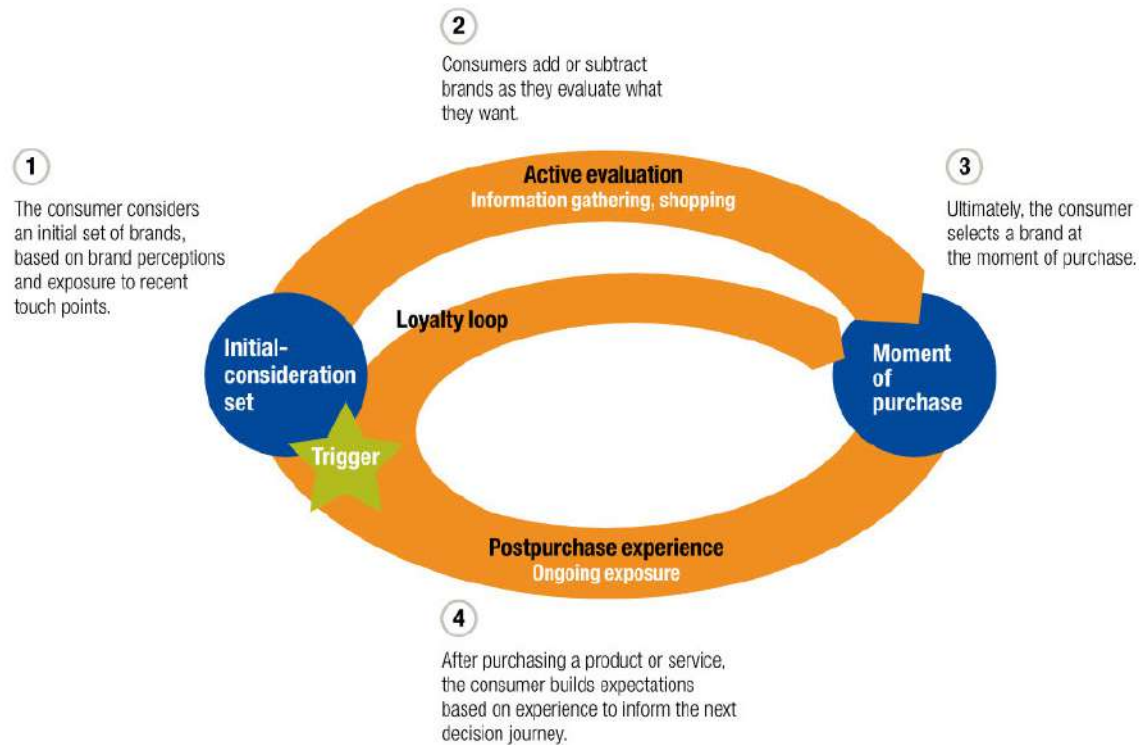


# The traditional funnel





# It's may not be sequential



# True story...



**Content that  
doesn't meet  
needs can  
feel like ...**



**We need to deliver the  
right content**





What things do you do to  
understand how content can  
support user needs?

# What we're talking about today

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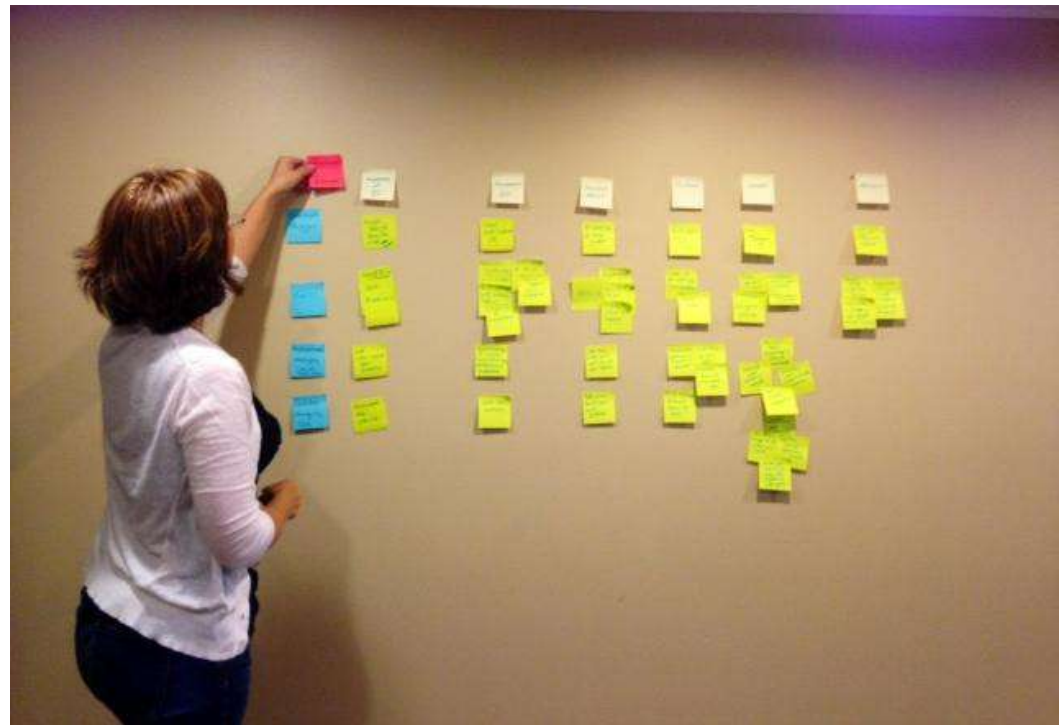
# Content journey approach

- Brainstorm
- Early designs
- Conceptual design
- Detailed requirements

# Brainstorm

For every persona

At every stage



# Brainstorm

Get the right people  
in the room



# Early Design

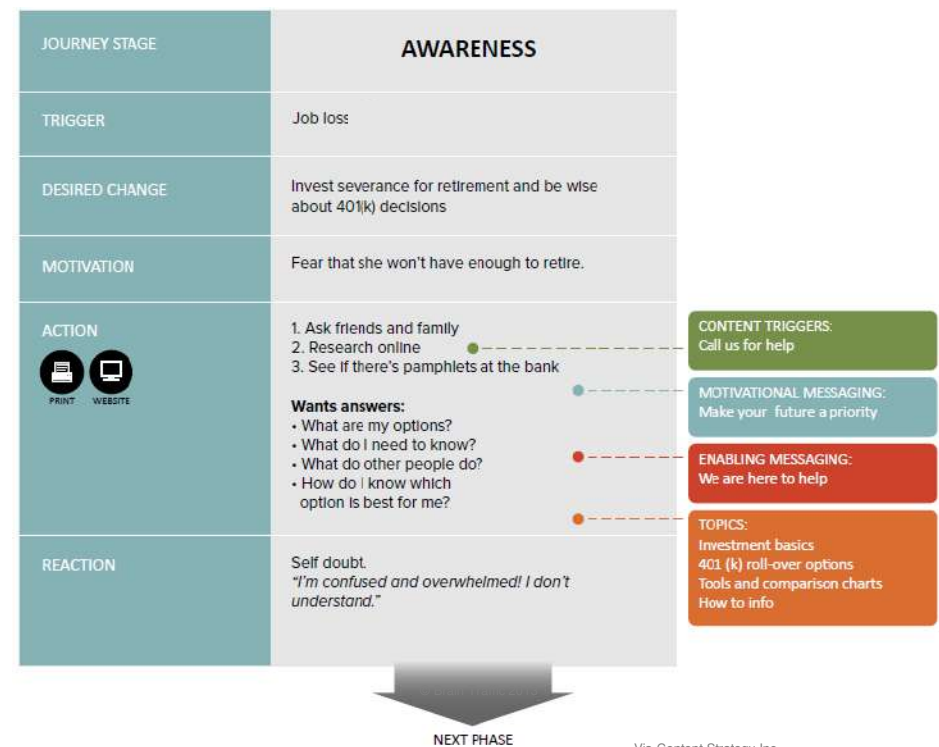
Capture the  
information  
from stickies

	Entice	Extend
Content experience	<ul style="list-style-type: none"><li>• Clear paths to next steps</li><li>• Clear and comprehensive</li></ul>	<ul style="list-style-type: none"><li>• Targeted</li><li>• Delivered on preferred channel</li><li>• Clear and comprehensive</li><li>• Clear paths to next steps</li></ul>
Content needs and interests	<ul style="list-style-type: none"><li>• Solution capability</li><li>• Contact (region/industry specific)</li><li>• How will solution support my business?</li><li>• Spoken to at her level of industry expertise</li></ul>	<ul style="list-style-type: none"><li>• Looking for education, news, notifications</li><li>• Solution support</li><li>• Learn more about business leadership</li><li>• Stay up-to-date with solution and possibilities</li><li>• </li></ul>
Content types	<ul style="list-style-type: none"><li>• Solution details</li><li>• Solution comparison</li><li>• White papers</li><li>• Case studies</li><li>• Content curated for business case</li></ul>	<ul style="list-style-type: none"><li>• Support</li><li>• Events and conferences</li><li>• Training</li><li>• Currency reports/market status</li><li>• Educational articles</li><li>• New solutions/features</li><li>• Client success stories</li></ul>
Content topics	<ul style="list-style-type: none"><li>• Team efficiencies</li><li>• ROI</li></ul>	<ul style="list-style-type: none"><li>• International business growth</li><li>• Extending the use of solutions</li><li>• Business efficiencies</li></ul>
Content formats	<ul style="list-style-type: none"><li>• Solution demos</li><li>• Process diagrams</li><li>• Text</li><li>• Interactive tools</li></ul>	<ul style="list-style-type: none"><li>• Webinars</li><li>• New feature demos</li><li>• Videos</li><li>• Text</li></ul>



# Conceptual Design

Summarise key  
information for sign off



# Detailed Requirements

Optimise  
content needs

15-Nov-11				
Home Page				
Seasonal:	Council Events:	Agricultural Events:	Other Content:	
Fire Bans	Open houses and public hearings	Ag Tour	<a href="#">Reeve on the range</a>	Publications (Vantage Point)
Property Tax Assessments/TIPP	Boards and Committees Meetings	Ag Events	<a href="#">Code of the West - Rural Living</a>	Road Updates
Shelterbelt Trees	<a href="#">Appeal Boards and Committees Meetings</a>	<a href="#">Get set to grow</a>	Notable Bylaw Changes/Updates	How Do I?/I Want To
Pests and Weeds				
Living In Our Community		Agricultural Support	Bylaws, Building and Business	Planning and Development
<a href="#">Parks, Recreation and Community</a>	<a href="#">Emergency services</a>	<a href="#">Code of the West - Rural Living</a>	<a href="#">Bylaws and Licensing</a>	<a href="#">Mapping</a>
Local Attractions	Fire Services	<a href="#">Agricultural Waste</a>	<a href="#">Bylaws</a>	<a href="#">Aerial Photographs</a>
<a href="#">Cross Iron Mills</a>	<a href="#">Fire bans and advisory levels</a>	<a href="#">Agriculture roundups</a>	<a href="#">Bylaw enforcement</a>	<a href="#">Maps</a>
<a href="#">Open space trails and classification</a>	<a href="#">Fire permits</a>	<a href="#">Waste material guidelines</a>	<a href="#">Filing a complaint</a>	<a href="#">Municipal addressing</a>
<a href="#">Recreation board contacts</a>	<a href="#">Fire stations</a>	<a href="#">Agricultural Services</a>	<a href="#">Enforcement FAQ</a>	<a href="#">Recreation districts boundary ma</a>
Facility Rentals	Ambulances and Hospitals	<a href="#">Equipment Sales and rentals</a>	Peace Officers	<a href="#">Planning</a>
Parks	RCMP	<a href="#">Shelterbelt trees</a>	<a href="#">Dog licences</a>	<a href="#">Types of municipal lands</a>
Community and Recreation Centres	<a href="#">Emergency Preparedness</a>	<a href="#">Gravel Sales</a>	<a href="#">Building Permit Guidelines</a>	<a href="#">Current Land Use</a>
<a href="#">Marigold Library System</a>	<a href="#">Road Maintenance</a>	Dust Control	<a href="#">Building permit requirements</a>	<a href="#">Amendments to land use bylaw</a>
Park Maintenance	<a href="#">Contract maintenance areas/provincial highways</a>	News and Education	<a href="#">Inspections</a>	<a href="#">Amenity study</a>
<a href="#">Family and community support services</a>	<a href="#">Road approaches</a>	<a href="#">Agri-View Newsletter</a>	<a href="#">Certificate of compliance</a>	<a href="#">Economic development</a>
<a href="#">Cemeteries &amp; Memorials</a>	<a href="#">Road ban information</a>	Ag Tour	<a href="#">Permit fees</a>	<a href="#">Historical Sales comparisons</a>
<a href="#">Cemetery rates</a>	<a href="#">Road signs</a>	Ag Events	<a href="#">Building Application Forms</a>	<a href="#">Demographics</a>
<a href="#">Commemorative program: memories &amp; milestones</a>	<a href="#">Road construction and maintenance updates</a>	<a href="#">Get set to grow</a>	<a href="#">Permit statistics</a>	<a href="#">Where is Rocky View</a>
	<a href="#">Roadside seeding standards</a>	Ag Videos	<a href="#">Building Permits Types</a>	Area Plans, Master Plans and Conceptual Schemes
Community Profiles		Pests and Weeds	<a href="#">Accessory buildings &amp; Detached garages</a>	<a href="#">Area Structure Plans</a>
<a href="#">Neighbourhood Map</a>	<a href="#">Snowplowing</a>			

# True story...



S<sub>1</sub> T<sub>1</sub> A<sub>1</sub> R<sub>1</sub> T<sub>1</sub>

A close-up photograph of five light-colored wooden blocks, each with a letter and a subscript '1' (S<sub>1</sub>, T<sub>1</sub>, A<sub>1</sub>, R<sub>1</sub>, T<sub>1</sub>), arranged in a row on a wooden rail. The rail is positioned horizontally across the middle of the frame. The background is dark and out of focus, showing several other wooden blocks scattered around, including one with the letter 'M' in the lower left and one with 'W' in the lower right. The lighting is soft, highlighting the texture of the wood.

# Reach out to your partner



# Let's try it

Organization:

- Online watch seller

Scenario:

- Husband looking for a Christmas gift



# Let's try it

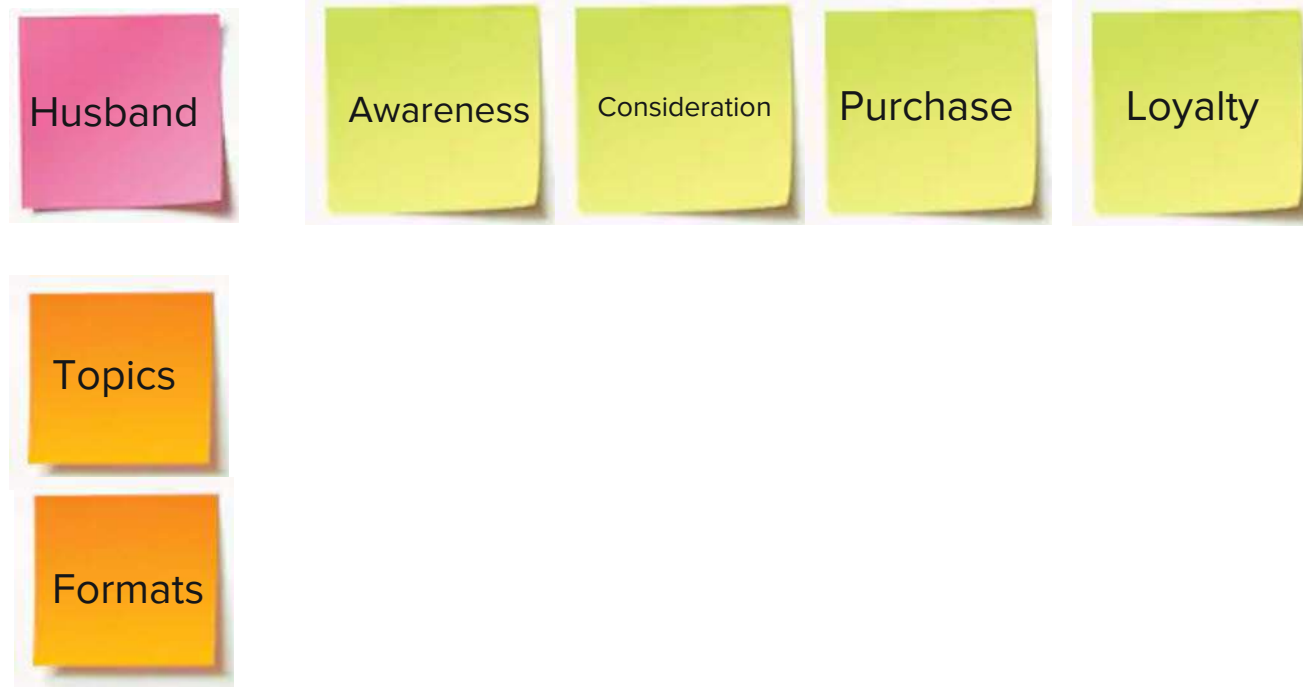
## Stages of the Journey:

- Awareness
- Consideration
- Purchase
- Post-Purchase / Loyalty

## Content considerations:

- Topics
- Formats

# It should look like:





What did you uncover?

**We need to deliver the  
right content**



# How to start

- Focus on one audience
- Start small
- Audit content to determine gaps
- Set a regular schedule for assessment



interactions ...





Create  
the  
content  
experience





**What's one action you'll take?**



# Let's connect

Email: [melissa@brekergroup.com](mailto:melissa@brekergroup.com)

LinkedIn: Melissa Breker

Twitter: @melissabreker

Phone: 001 604.619.7743

Web: [www.brekergroup.com](http://www.brekergroup.com)



**Melissa Breker**

- **Digital Strategy Assessments**
- **Team Strategy Workshops**
- **Content Strategy Consulting**





**Final questions?**



Thanks!