Published on *University of Colorado* (https://www.cu.edu)

Using the Customer Journey to Guide Your Campaigns [1]

October 11, 2017 by Kate O'Connell [2]

With the new calendar year just around the corner, now is a great time to take a look at your current communications plan. During this review, consider the possibility of developing and implementing journeys for your constituents. The impact of marketing journeys, along with tips and tricks, are described in this post [3] from MailChimp [4].

While this post is specific to the MailChimp platform, it gives insight into industry standards and provides context for use cases around marketing journeys. Highlights from this post include:

"When you reach people with the right information at the right time, you can help them make quicker purchasing decisions."

"Once you've got people's attention, show them something interesting to give them a reason to stick around."

"Use these campaigns to develop relationships with your customers, starting from the first time they buy."

You can read the full blog post here [3].

Licensed eComm Users [5]
Display Title:
Using the Customer Journey to Guide Your Campaigns
Send email when Published:
Yes

Source URL:https://www.cu.edu/blog/set/using-customer-journey-guide-your-campaigns

Links
[1] https://www.cu.edu/blog/set/using-customer-journey-guide-your-campaigns
[2] https://www.cu.edu/blog/set/author/292 [3] https://blog.mailchimp.com/using-the-customer-journey-to-guide-your-campaigns/ [4] https://mailchimp.com/ [5] https://www.cu.edu/blog/set/tag/licensed-ecomm-users