



用戶旅程

TALK!
MARKETING

AGENDA

- 关于用户旅程（地图）
- 如何制作
- 理想的展会用户旅程
- Case study



什么是用户旅程??



什么是用户旅程

客户旅程是客户与你的品牌互动时所经历的**全部体验的总和**，是对顾客在购买产品、服务或品牌过程中的目标、需求、感受和障碍的形象化描述。从中发现用户在整个使用过程中的**痛点和满意点**，最后**优化和个性化用户体验**。



WHY?

为什么需要客户旅程

Comprehensive
evaluation

完整、不遗漏地分析与客户接触的全过程，以及从多个视角分析和客户接触的效果

Improve
customer EX

发现业务过程中的**体验点**的详细状态，用于帮助分解分析业务流程的质量

Improve
conversion

以**客户为中心**，而不是技术，通过识别关键步骤和决策点，最大限度地**减少负面客户体验**，从而建立更快、**更高的转化率**

Optimize
channels

创造更多接触点来吸引和增加你的客户(优化你的渠道)

Adjustment

激发新的想法以及重新评估想法。

CUSTOMER JOURNEY

Awareness 认知



1

朋友圈看到好友po了自己做的一顿晚餐，看起来很赞



2

发信息问朋友食谱，并且了解到要用高压锅制作

Research Evaluation
研究评价

3

4

5

6

7

8

9

10

11

12

13



关注几款高压锅的公众号



在商店看看几款不一样的高压锅



上网搜索高压锅

Purchase 购买



从我们品牌获得50元现金券



用现金券网上购买我们的高压锅



产品送货到家，当晚就用高压锅制作晚餐

Retention/ Loyalty 忠诚度



出新产品的时候再次购买



点赞好评该款高压锅

朋友圈po出当晚用高压锅制作的美食



Referral 用户推荐



推荐这款高压锅给朋友和亲戚

TALK! MARKETING



我们如何开始呢？



步骤

1. 确定目标



为用户旅途设置明确的目标

2. 审视



创建人物画像，并确定他们目标

3. 画出用户体验旅程



列出所有的接触点
确定有哪些渠道



Map out



识别要改进的部分

4. 测试与改进



自己体验一遍客户旅程，并作出必要的改变

5. 维护



定期回顾用户旅程

如果我们以同样的方式对待每一个的客户，
这将是我们的用户旅程



了解客
户需求创建用户
画像认知
Awareness研究评价
Research
Evaluation购买
Purchase忠诚度
Retention/
Loyalty用户推荐
Referral

创建社群

- 关注/加群

收集leads

- 订阅
- 下载

转化

- 预登记

忠诚度&推荐

- 分享给同事/朋友
- 追加(upsell): 参加会议/商贸配对

- 最重要的是考虑你的客户在旅途中所处的阶段以及他们的需求
- 当你明确了主要的营销目标后，你就会更清楚地知道你希望客户采取什么行动

这不仅仅是关于“我们”或者“我们的渠道”

了解客
户需求

创建用户
画像

认知
Awareness

研究评价
Research
Evaluation

购买
Purchase

忠诚度
Retention/
Loyalty

用户推荐
Referral



他们是谁?	新数据 – 有名片	新数据 – 只有微信	新数据 – SEM/自然	往届观众/ 往届预登记未到场
客户所处的阶段	<ul style="list-style-type: none">• 认知• 研究评价	<ul style="list-style-type: none">• 认知• 研究评价	<ul style="list-style-type: none">• 研究评价• 购买	<ul style="list-style-type: none">• 购买• 忠诚• 推荐
什么对他们来说重要?	<ul style="list-style-type: none">• 了解行业信息/活动• 展会中有没有他们想找的产品/服务	<ul style="list-style-type: none">• 了解行业信息/活动• 展会中有没有他们想找的产品/服务	<ul style="list-style-type: none">• 了解展会• 预登记	<ul style="list-style-type: none">• 快速预登记• What's NEW?
现有的联系方式	<ul style="list-style-type: none">• 电话	<ul style="list-style-type: none">• 微信群• 关注公众号		/
新的联系方式	<ul style="list-style-type: none">• 加微信群? 关注微信?	<ul style="list-style-type: none">• 手机• email		/

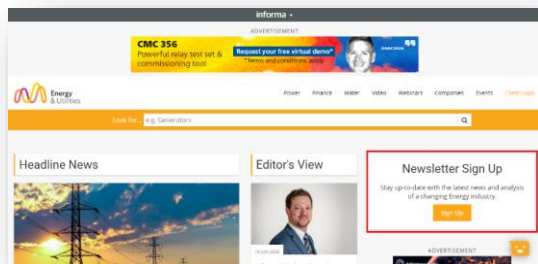


新数据 – SEM/自然

举例——收集leads (Inbound marketing)



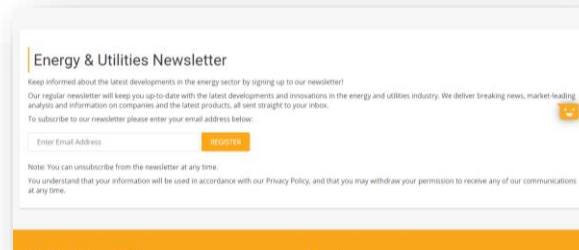
认知



5364独立页面浏览量

Google Analytics: 1st July – 8th September

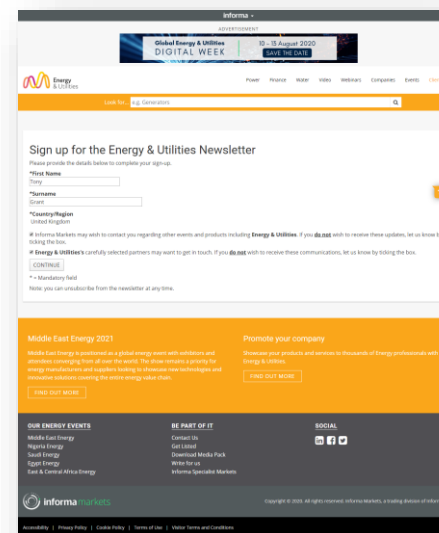
订阅 – Step 1



268独立页面浏览量

5%的独特页面浏览量订阅了 newsletter

订阅 – Step 2



191独立页面浏览量

浏览量比第一个页面降了29%

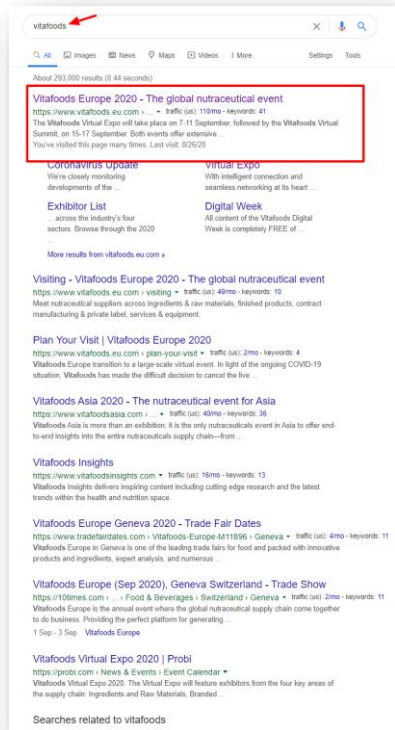
确认



浏览量比第二个页面降了23%

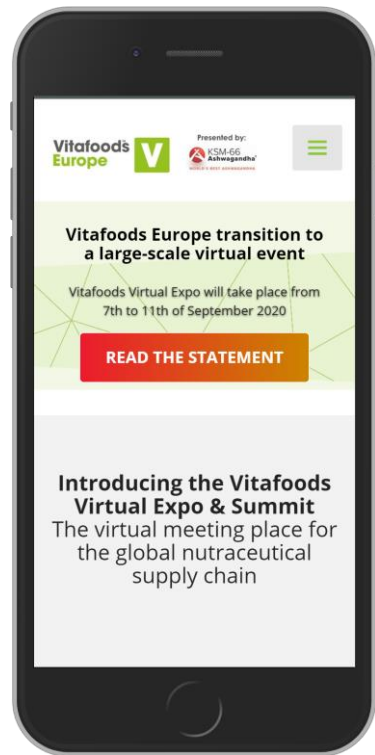
进入注册漏斗后44%的人离开了页面

认知



15k独立访客自然流量

浏览



2.5K阅读了申明

2.3K 查看了展商列表

767点击了菜单中线上展会的CTA (行动号召)

决策

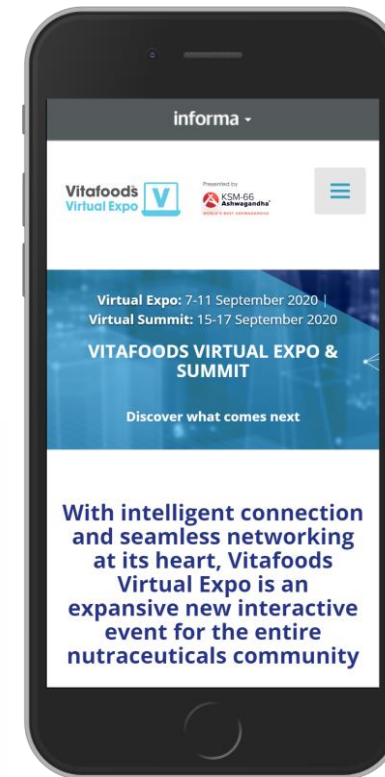


800人回到主页

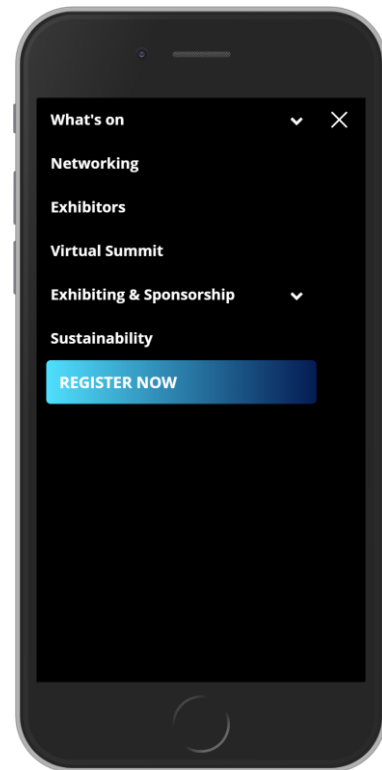
137人询问了延期参观的事宜

100去了线上展览

考虑



登记





制造更多与客户的接触点



Why?



创造更多的接触点将给我们
更多能与客户联系的渠道!

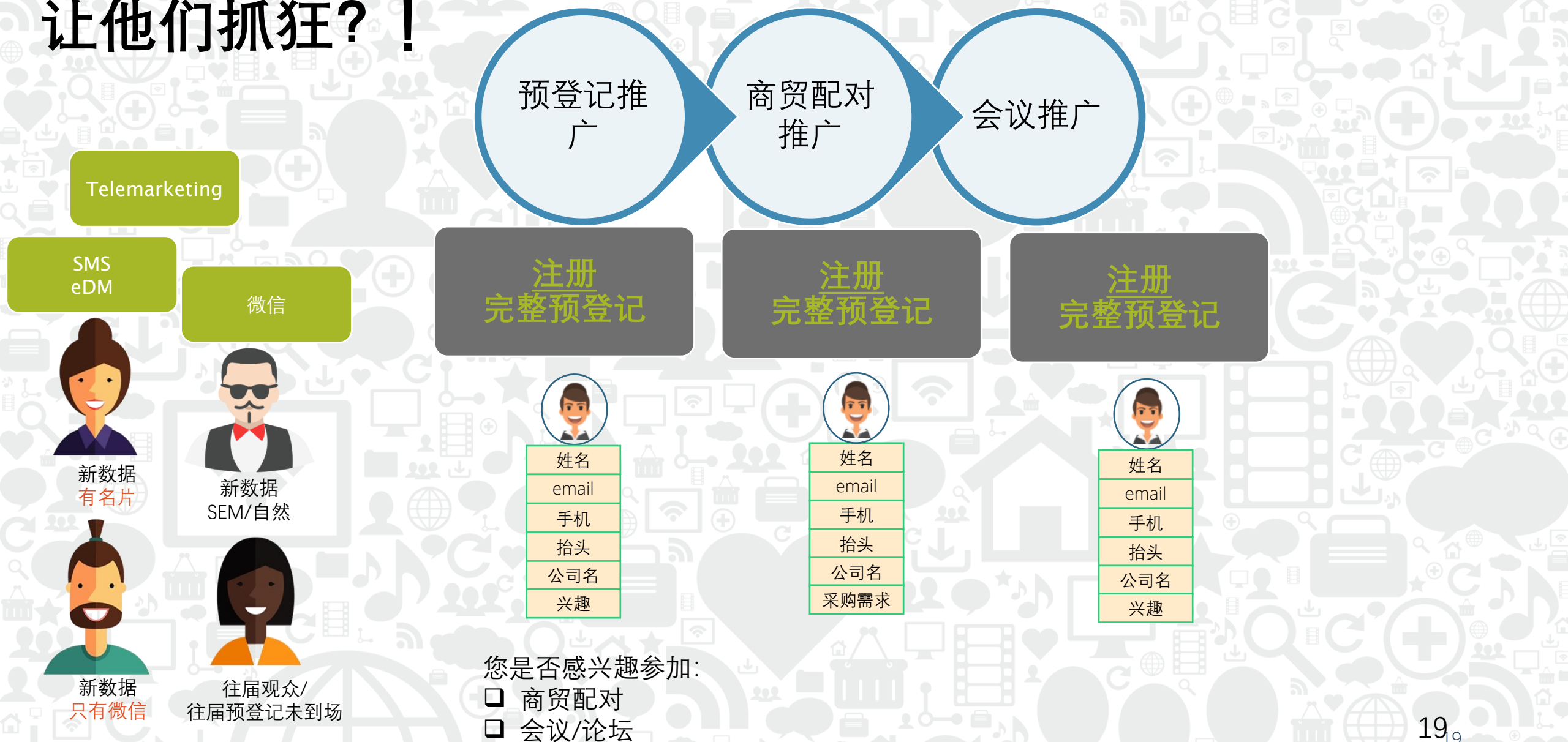




我们有没有让观众重复提交信息……



你是否一遍又一遍地让访问者填写信息，让他们抓狂？！



我们有没有把流程弄得
对客户来说更复杂了？





Discover what's coming next
7-11 September 2020





What is your role at your company? *

☐ Brand Awareness / Information / Awareness
 ☐ Operations Management

☐ Business Development
 ☐ Product Development

☐ Corporate Management
 ☐ Logistics / Procurement / Procurement

☐ Education / Curriculum / Teaching
 ☐ Research & Development

☐ Finance & Accounting
 ☐ Sales

☐ Government
 ☐ Quality Assurance / Control / Regulatory / Compliance

☐ L&P

☐ Marketing

What of the following best describes your product? *

☐ Chemical
 ☐ Equipment

☐ Ingredients / L&P
 ☐ Non-fermentable

☐ Novel / Service Manager
 ☐ Nutrient

☐ Manager
 ☐ Other (Please specify):

☐ Executive

☐ Accountant

Are you interested in hearing from about product content at this Vitafoods virtual Summit? *

☐ Yes

☐ No

Would you like to subscribe to the Vitafoods Insights weekly newsletter? *

☐ Yes


☐ No

In proceeding to the next page your contact details and other data supplied to us at this point will be retained to our registration as well as your registration fee charged to your credit card. This includes a credit transfer of money from the customer with a view to their payment of the fee to us.

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Discover what comes next

7 - 11 September 2026



Registration Sponsor

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AMERICA

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By continuing to register, you accept that Vitalfoods Virtual Expo and Summit 2026, may contact you with updates, relevant promotions and information about future events provided by Informa Markets. Your details may be shared with other event sponsors listed below who may contact you about their products and services.

☐ I accept the Vitalfoods Terms & Conditions and the Privacy Terms

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Informa Markets and event platform providers acting on our behalf will use your personal information provided during the registration process to host and manage the digital event and to analyse online traffic, with a view to improving the event experience and related activities.

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Next

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If you choose not to complete the registration process you will not receive any further communications from Informa Markets following the event unless you have previously given your permission for marketing.

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Thank you, Tony for registering for the Vitalife Virtual Expo and Summit 2020

Your registration is at vitalifeexpo.com! The above you typed in is merely a website to register to.

You will be able to purchase your own copy of the registration ticket and will be in luck if you have the most information on this site and can quickly respond to any questions.

Send your response to register for the Vitalife Virtual Expo 2020

Email, invite a guest
 How do you want to proceed for this?

☐ Send me a link to my email

Join me at the Vitalife Virtual Expo and Summit 2020

Registration and Website:

For attending the Vitalife Virtual Expo and Summit 2020 starting from 7 - 11 September

The Vitalife Virtual Expo is a 3-day one, high-tech interactive virtual event for the...

Help us spread the word!

If you attending the Vitalife Virtual Expo taking place from 7-11 September, you can share your link to the Vitalife Virtual Expo on:

<https://vitalifeexpo.com>

By registering to the Vitalife Virtual Expo and Summit 2020, you agree to the terms and conditions of the website, to register on the Vitalife Virtual Expo and Summit 2020 website, and to receive the Vitalife Virtual Expo and Summit 2020 newsletter.

If you do not want to receive the registration website, you can opt out by clicking on the "Unsubscribe" link.

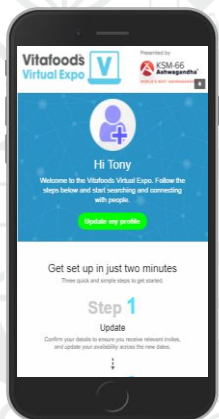
If you do not want to receive the registration website, you can opt out by clicking on the "Unsubscribe" link.

20-30↑data points

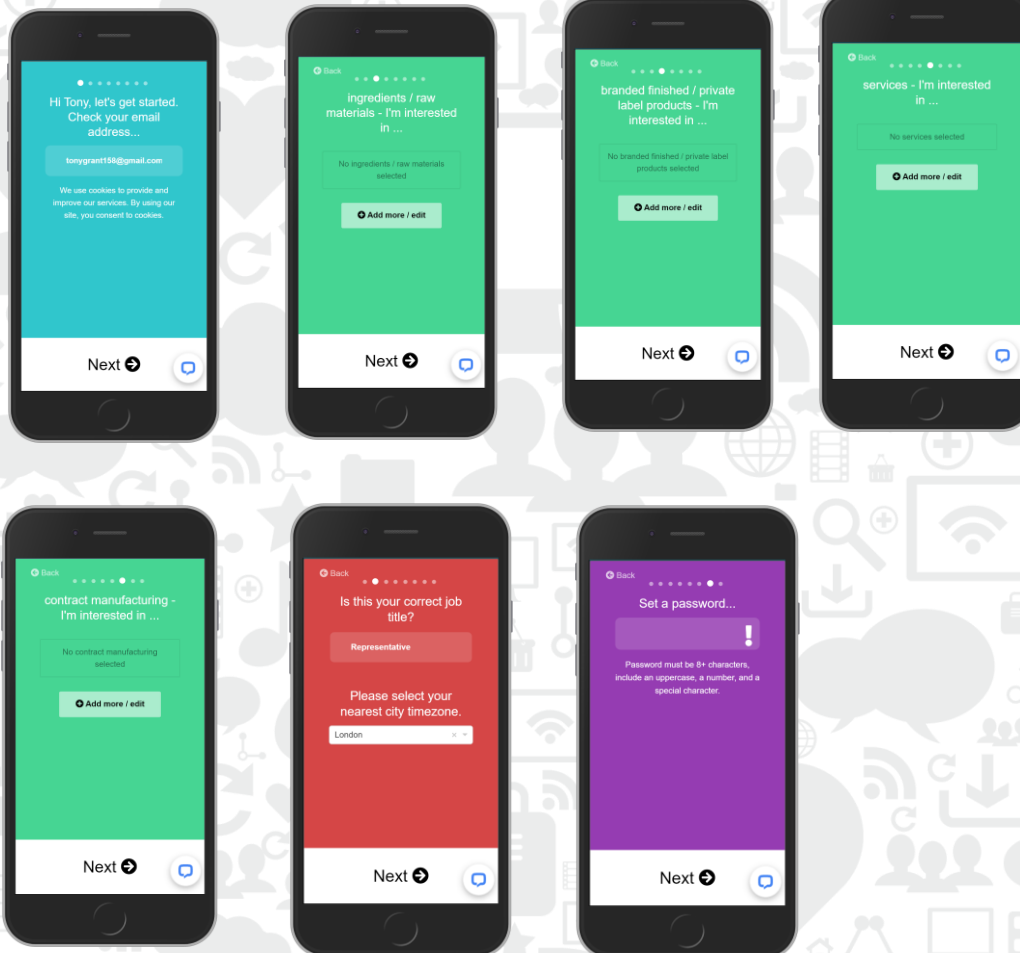
注册平台

如果要conference或者biz matching要更多信息

邮件确认

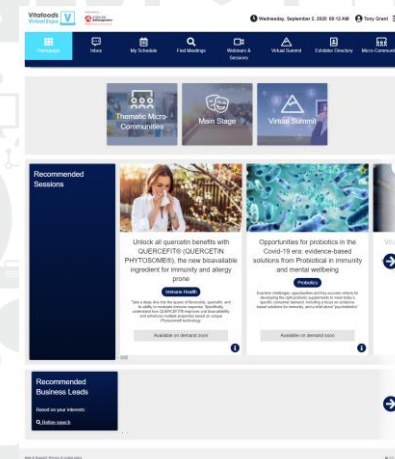


更多问题

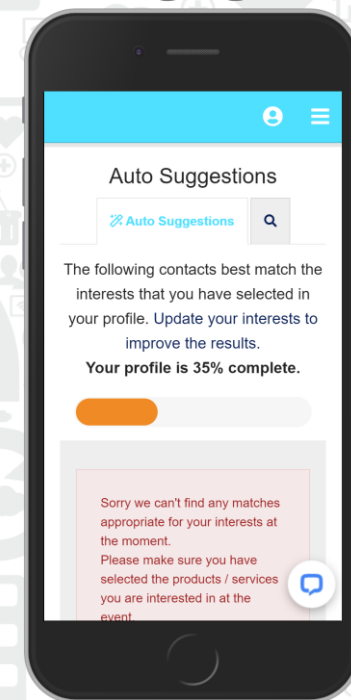


问了7个问题
获得30条数据

访问



Engage



后台只有35% -
8个人注册



我们的网站/APP/小程序是否
根据客户旅程地图进行了优化?



公众号导航

精彩活动	商贸平台	参观参展
直播交流会	IP检索	参观登记
精彩回顾	商贸配对	展位咨询
大咖专访	核心买家报名	联系我们
现场照片		VIP
小程序		

- 精彩回顾与现场照片是重复的
- 小程序主要for商贸配对，应该under在商贸平台下
- IP检索与商贸配对是重复的
- 核心买家报名应该under在参观参展下
- VIP的内容不明确





公众号导航

TALK! MARKETING



- 删除现场照片，保留精彩回顾
- 中间的button直接改成寻找IP，跳转至商贸配对的小程序；IP检索与商贸配对删除
- 核心买家报名与VIP删除



Before

商贸配对

公众号小程序

公众号商贸配对

公众号IP检索

选择展商

预登记

商贸配对

公众号小程序

公众号商贸配对

公众号IP检索

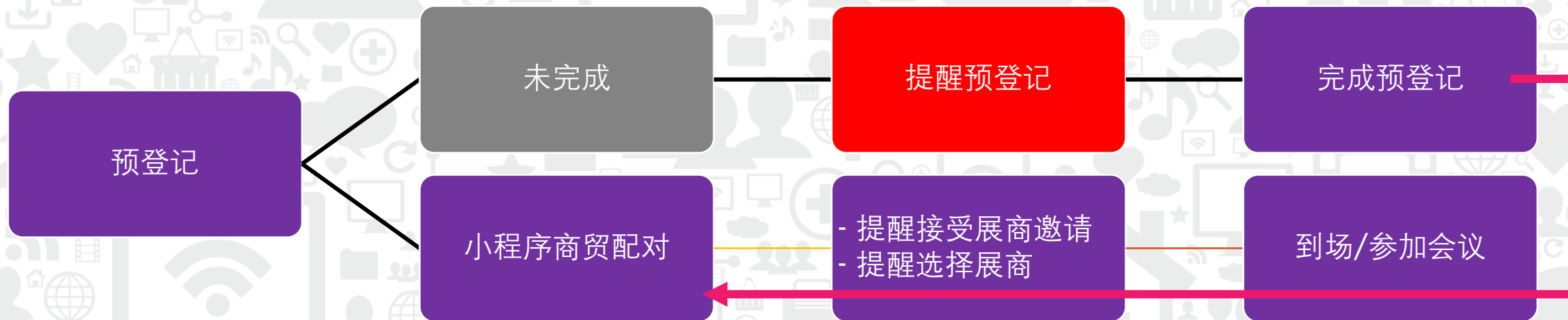
- 提醒接受展商邀请
- 提醒选择展商

到场



After

TALK! MARKETING





Keep it simple!





展会用户旅程举例





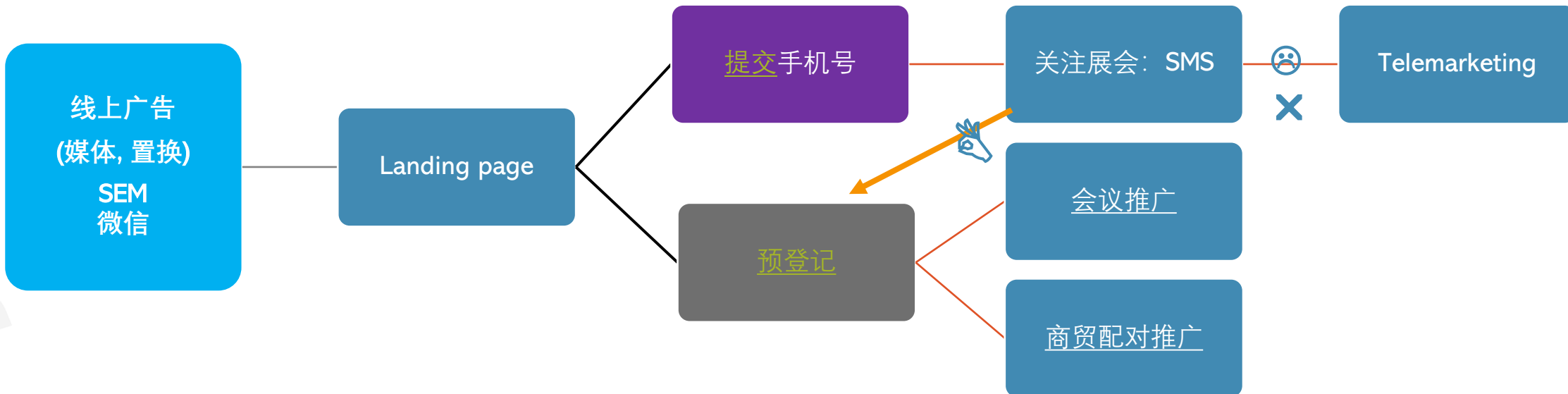
新数据
有名片



新数据
SEM/自然



ACTION



➤ 了解更多
➤ 关注

➤ 提交信息

➤ 预注册

➤ 加入



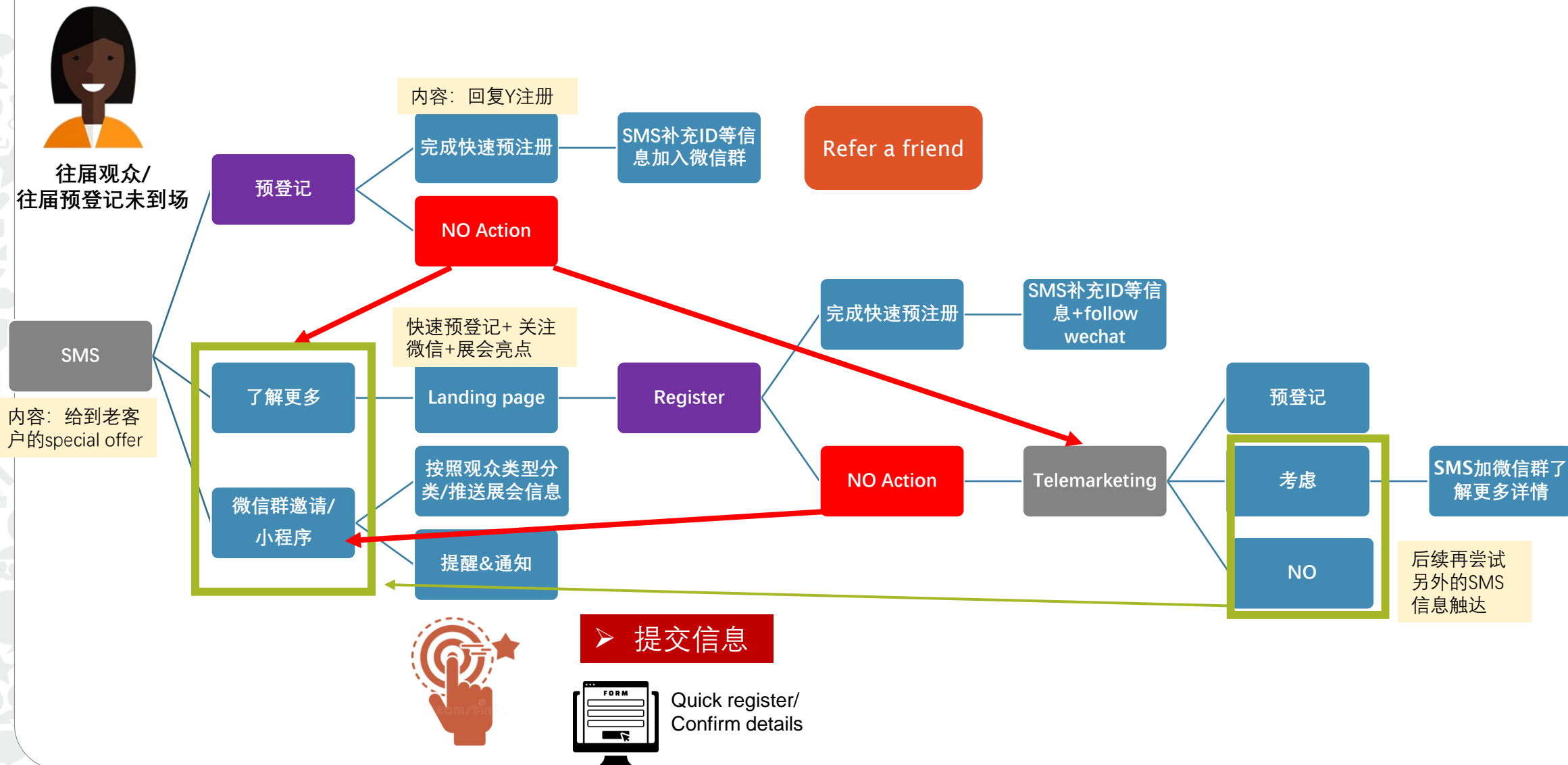
- 姓名
- 公司
- 国家/城市
- 抬头
- 手机号

- 感兴趣得产品

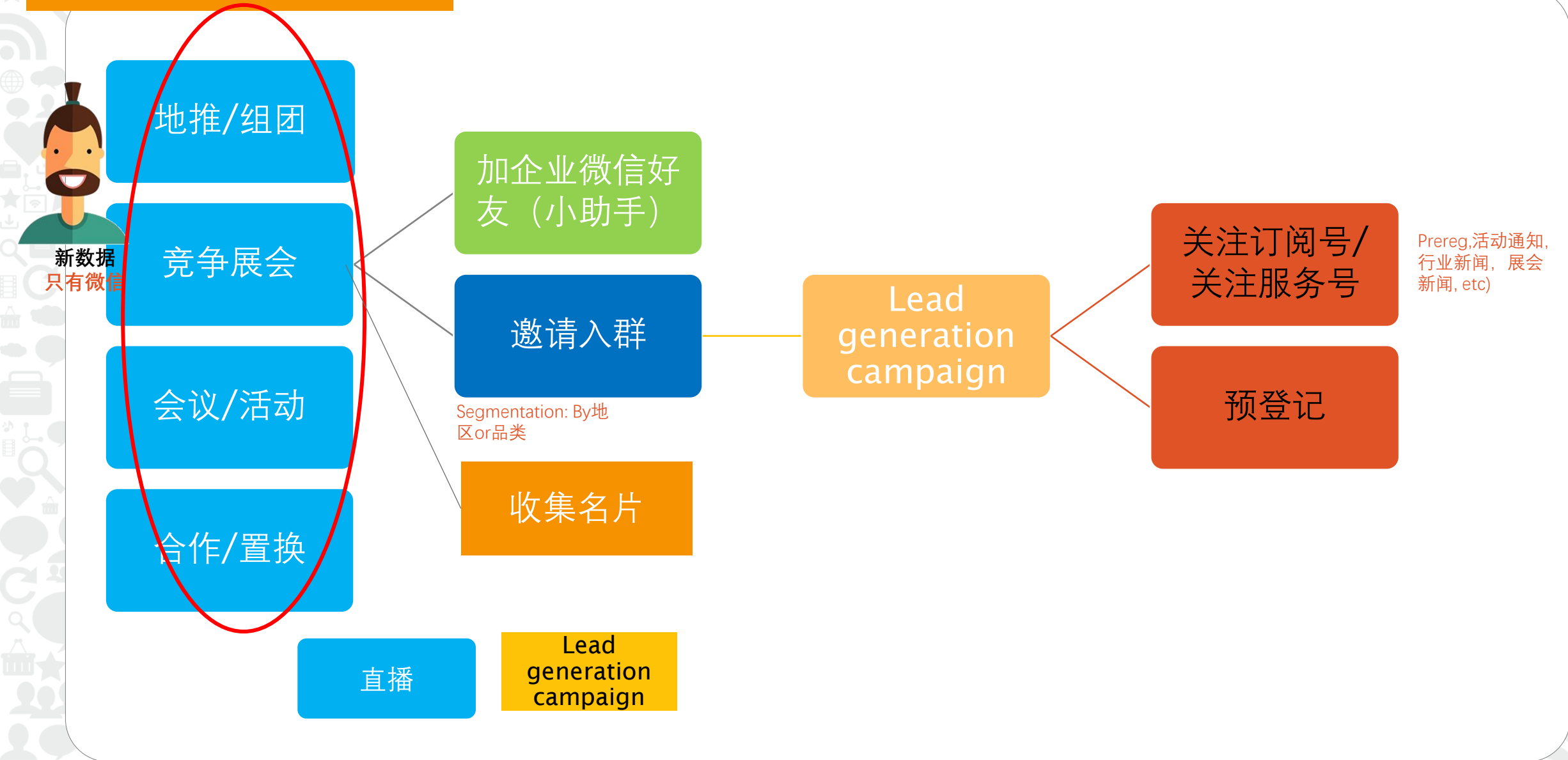
- 是否有兴趣参加:
- ☐ 商贸配对
- ☐ 会议/研讨会

未预注册的老观众

目的：快速预登记、Push到场、Referral



ACTION



已经预注册的观众

目的: Push到场、Referral、upsell

TALK! MARKETING



完成预注册

商贸配对

- Push观众接受
展商邀请
- Push观众选择
展商

未选择展商or接
受展商邀约

SMS/eDM/Tele
marketing提醒

接受预约

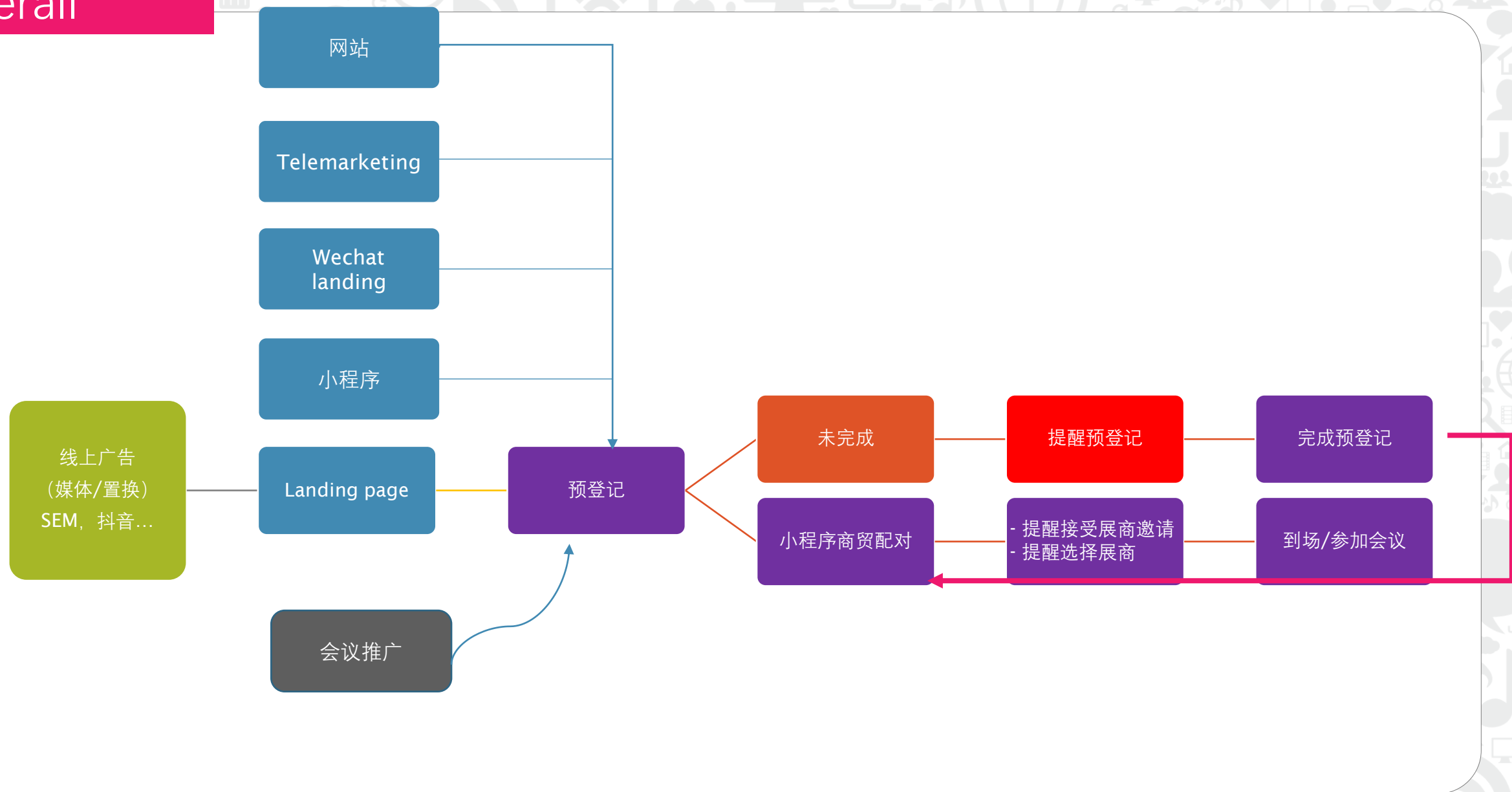
提醒预约的商贸
会议
+conference+
活动

提供到商贸配对的链
接或者access, 例如
小程序or网页

进入到商贸配对的简
便方法

SMS/ eDM/ telemarketing

Overall





客户的行动 vs 渠道 vs 行动号召(CTA)



总结 & TIPS

- ✓ 全面整体的分析，**聚焦在“客户”而非技术**，**减少负面体验，提高转化率**
- ✓ 激发和验证新的想法
- ✓ 保持简单
- ✓ 创造更多接触点来吸引和增加你的客户(优化渠道)
- ✓ 自己体验一遍客户旅程，并作出必要的改变
- ✓ 定时地review用户旅程

ASSIGNMENT

制作你的展会预登记观众的用户旅程

Contact Us

我们将和你一起Review
Lina.Pan@informa.com

THANK YOU

TALK!
MARKETING