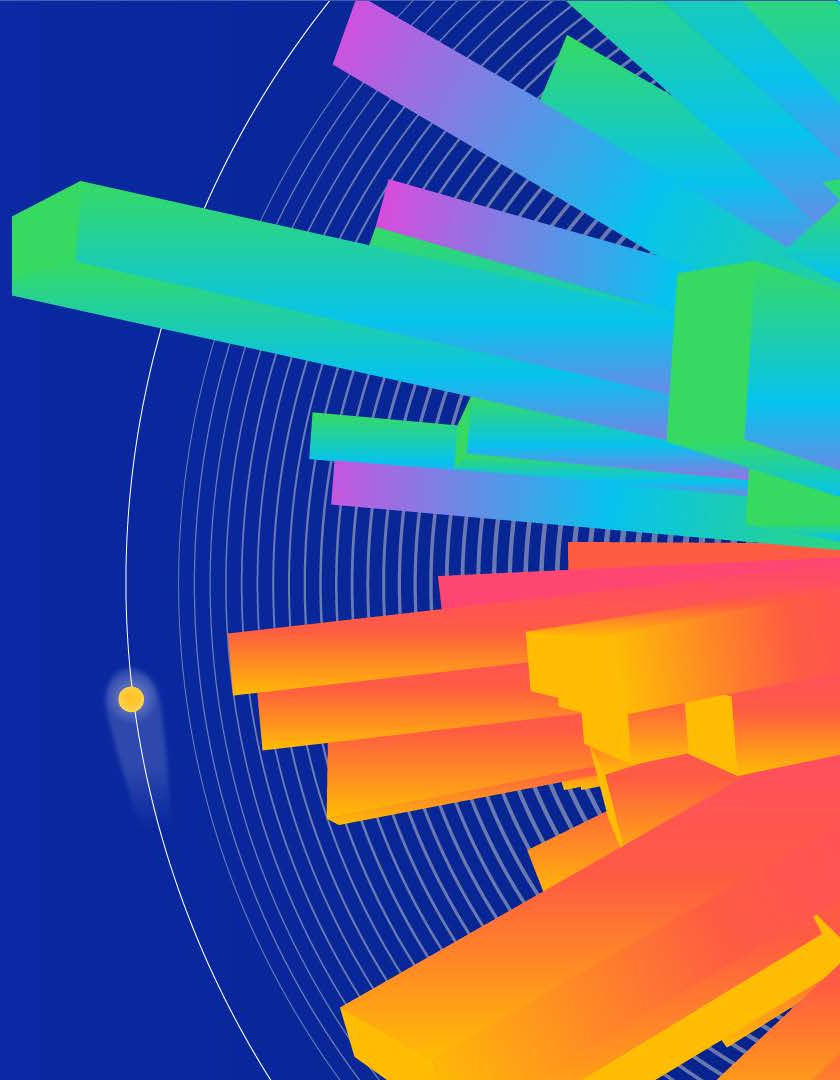
ACTIVATE 19
The Growth Marketing Conference

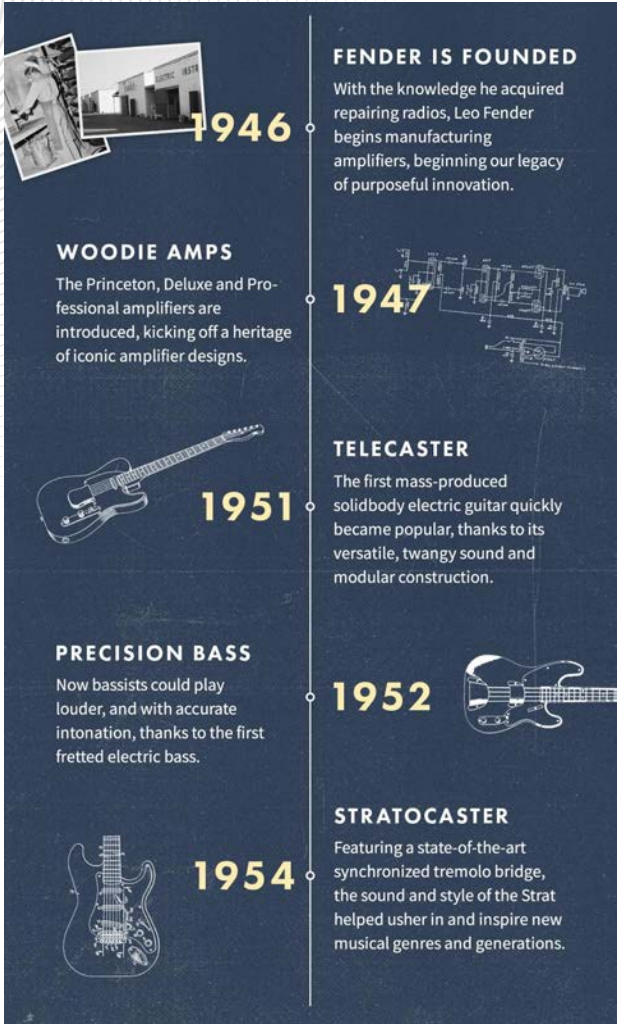
Mapping the Customer Journey

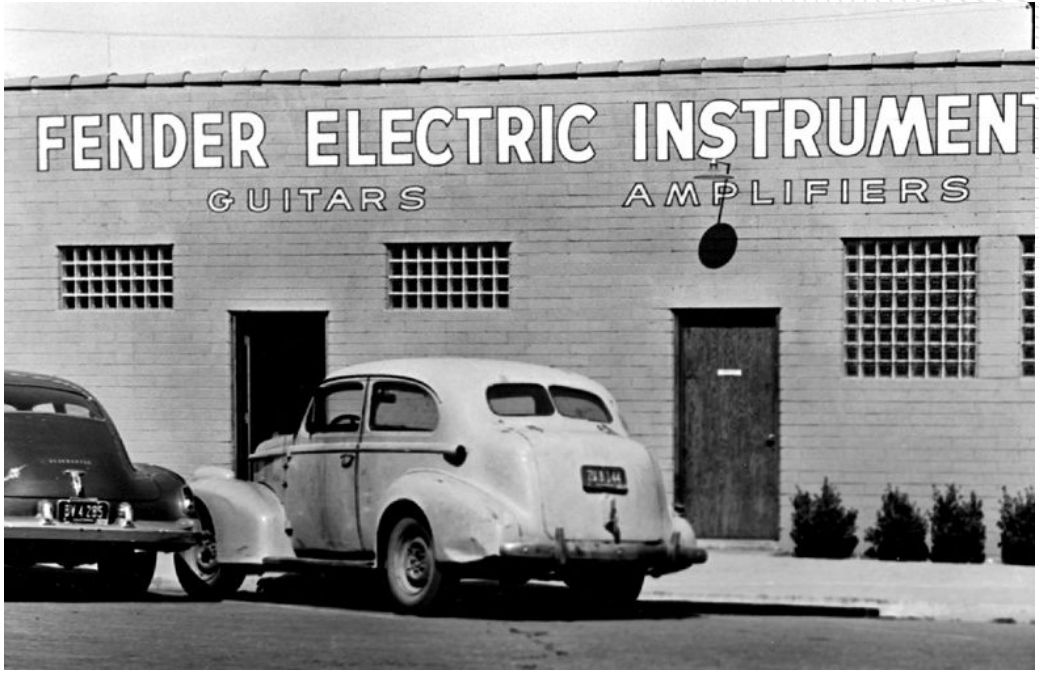
Brian Schmidt
Director, CRM & Retention

Fender

Presented by: iterable







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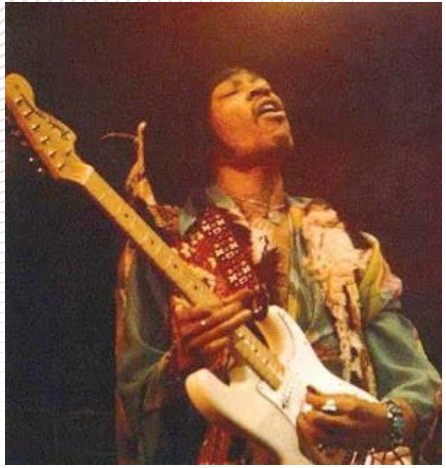

Guitar’s Retention Problem

- Extensive consumer research discovered a problem impacting an industry
- Fender’s Solution: Fender Play

90%

Of first time guitar players will quit within 6 months

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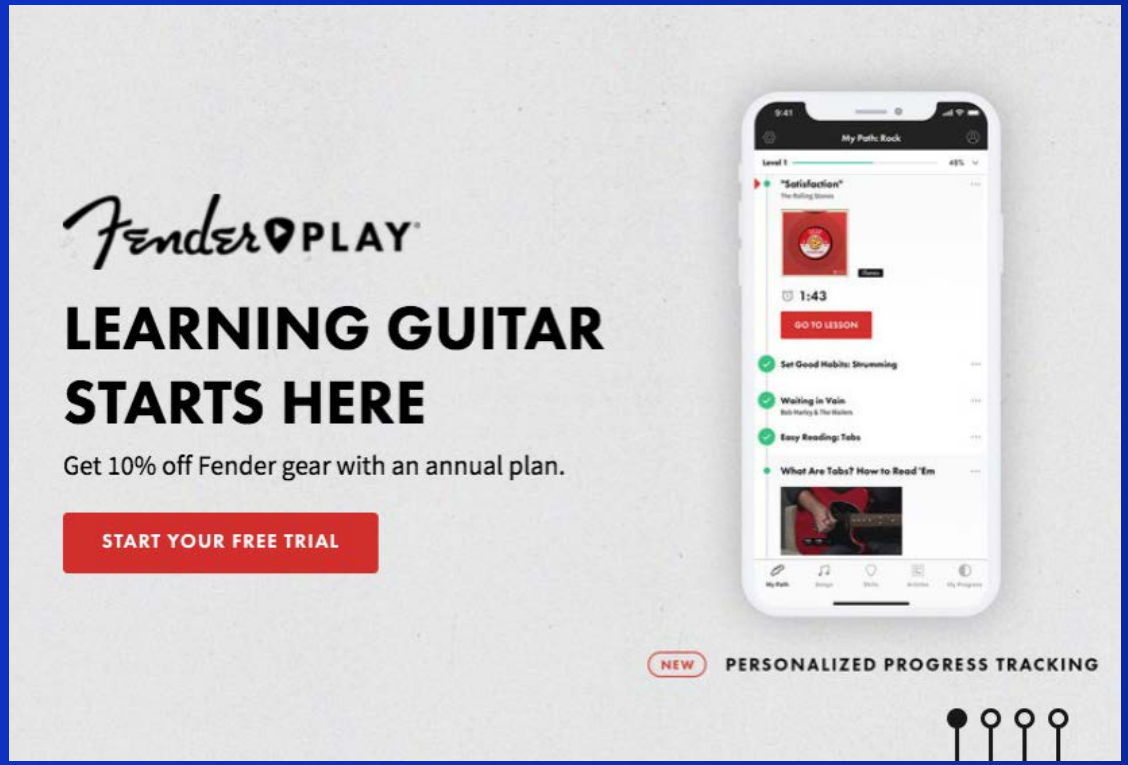
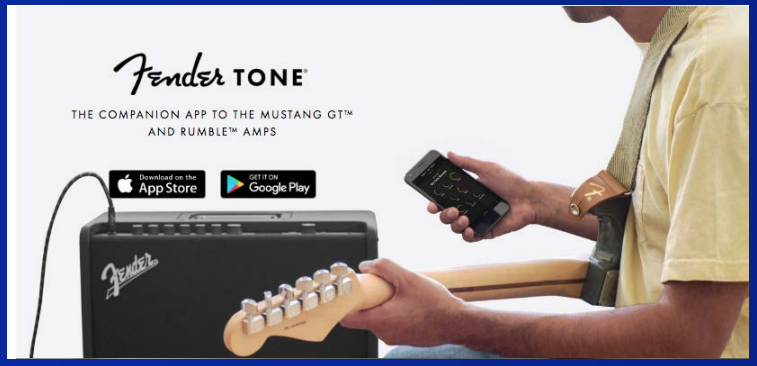

Fender PLAY
LEARNING GUITAR STARTS HERE
Get 10% off Fender gear with an annual plan.
START YOUR FREE TRIAL
My Path: Rock
"Satisfaction"
1:43
GO TO LESSON
Set Good Habits: Strumming
Waiting in Vain
Easy Reading: Tabs
What Are Tabs? How to Read 'Em
NEW
PERSONALIZED PROGRESS TRACKING


Fender TONE
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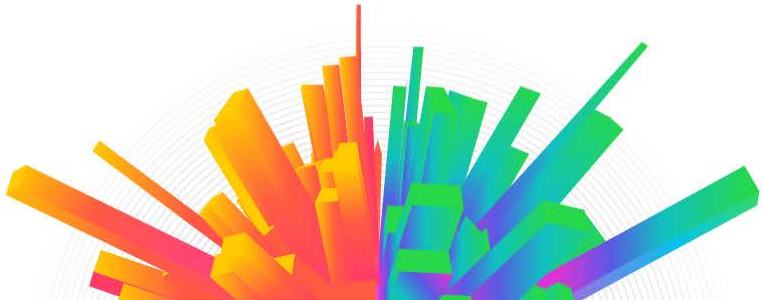
AND RUMBLE™ AMPS
Download on the App Store
GET IT ON Google Play

TUNE
Standard
You're in Tune!
A
Fender TUNE

Our Agenda

1. Mapping Your Industry's Journey
2. Mapping Your Journey
3. SWOT Analysis



Mapping Your Industry's Customer Journey

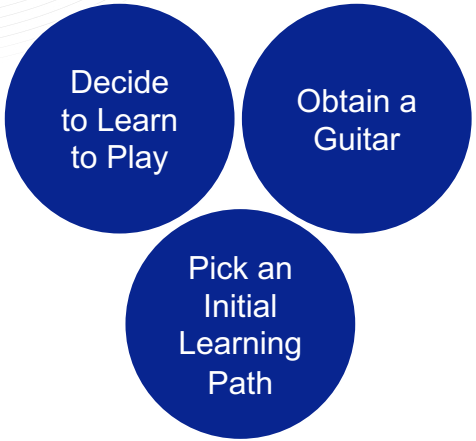
- What is the customer journey for your product in the broader industry?
  - Are you one product of many serving the same function?
  - Are you a service that facilitates a broader journey?
  - Is your product a high frequency purchase? Low frequency, high use?

Mapping Guitar's Customer Journey

- For Fender:
  - How/why do people learn to play guitar?
  - What are the learning milestones?
  - Where do they go from there?

The Learning Path

Initial Decision & Prep



Learning to Play
Lifetime Player

- Skillz Path (How to Play)
- Learning Method Path (How to Learn to Skillz)
- Creating Path (Writing or Improvising)
- Performance Path (Taking it Public)
- Gear Path (The Facilitator)

Initial Decision & Prep

- Why learn?
  - Inspired by an Artist
  - TV/Movie/Pop Culture
  - Friend or Family
  - Specific Event
  - Worship
  - New Skill / Be More Creative
- Get a guitar.
  - Borrowed from a Friend or Family Member
  - Purchased
  - Gifted / Inherited
  - Rented
- Pick a learning method.
  - Friend or Family Member
  - Private or Group Lessons
  - Online Lessons
  - Youtube / Web Search
  - Guitar Books

Step 1.

Step 2.

Step 3.

Google

how to play jimmy eat world the middle on guitar

how to play jimmy eat world the middle
how to play jimmy eat world the middle on guitar

Google Search I'm Feeling Lucky

Report inappropriate predictions

The Middle chords by **Jimmy Eat World**

481,994 views, added to favorites 34,011 times

Difficulty: intermediate

Author **sharkbyte_blu2 [a]** 72, 2 contributors total, last edit by **Tikken [a]** 75,316 on Oct 11, 2017.

VIEW OFFICIAL TAB BACKING TRACK TONEBRIDGE

We have an **official The Middle tab** made by UG professional guitarists.
Check out the tab »

There is no strumming pattern for this song yet. **Create** and get +5 IQ

```
Author/Artist: Jimmy Eat World
Title: The Middle
Album: Bleed American
Chorded by Adam Heiman, sharkbyte_blu2@hotmail.com
Intro transcribed by: Jonathan Meisburg, pbpaintball@yahoo.com.

PM-------------------------------------------------------------|
e|-------------------------------------------------------------|
B|-------------------------------------------------------------|
G|-------------------------------------------------------------|
D|-------------------------------------------------------------|
A|-9-9--5-5-5-5-5-5-5-5-5--9-9-9-9--7-7-------------------------|
E|-----------------------------------------9-9-9-9-9-9-9-9-9-9-|

PM-----------------------------------------------|
e|-----------------------------------------------|
B|-----------------------------------------------|
G|-----------------------------------------------|
D|-----------------------------------------------|
A|-5-5-5-5-5-5-5-4-4-4-4-4-4-4-5-5-5-5-5-5-5----|
E|-----------------------------------------------|
```

Jimmy Eat World's "The Middle" Guitar Tutorial

39,045 views

mikeandjoe

Mike is giving a guitar tutorial on how to play "The Middle". "The Middle" is a song by the American alternative rock band Jimmy Eat World. It was released in November 2001 as the second single of their fourth album Bleed American. This is one of many songs we will be showing you how to play.

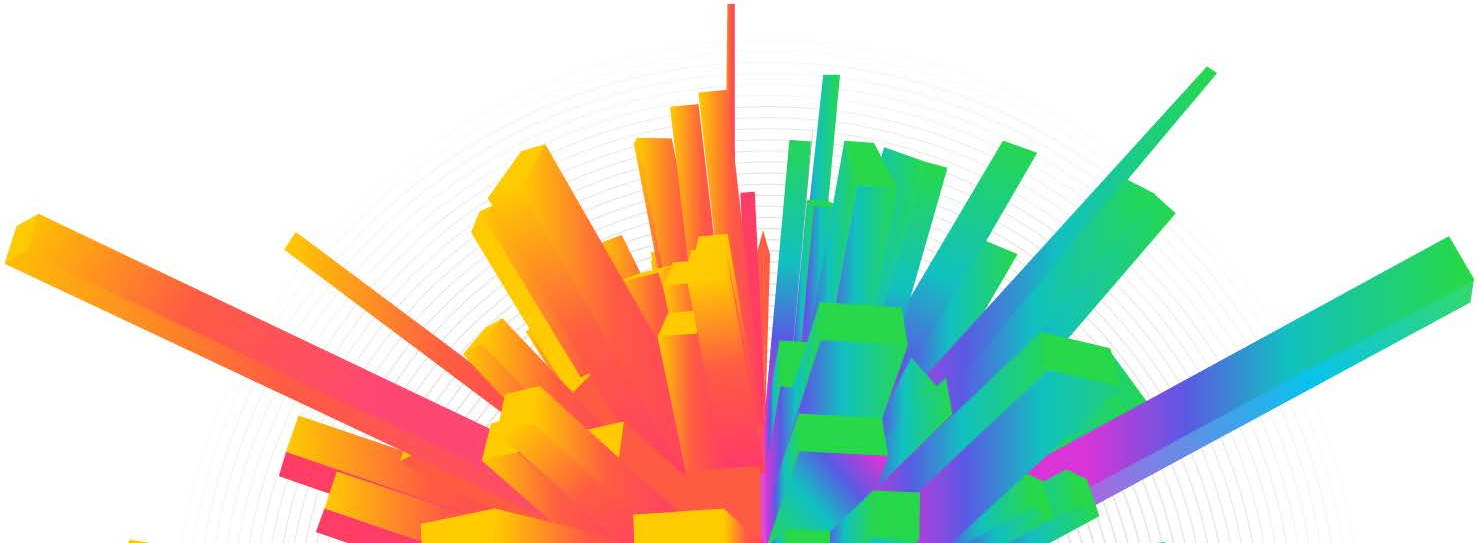
SHOW MORE

Google

easy way to play jimmy eat world the middle

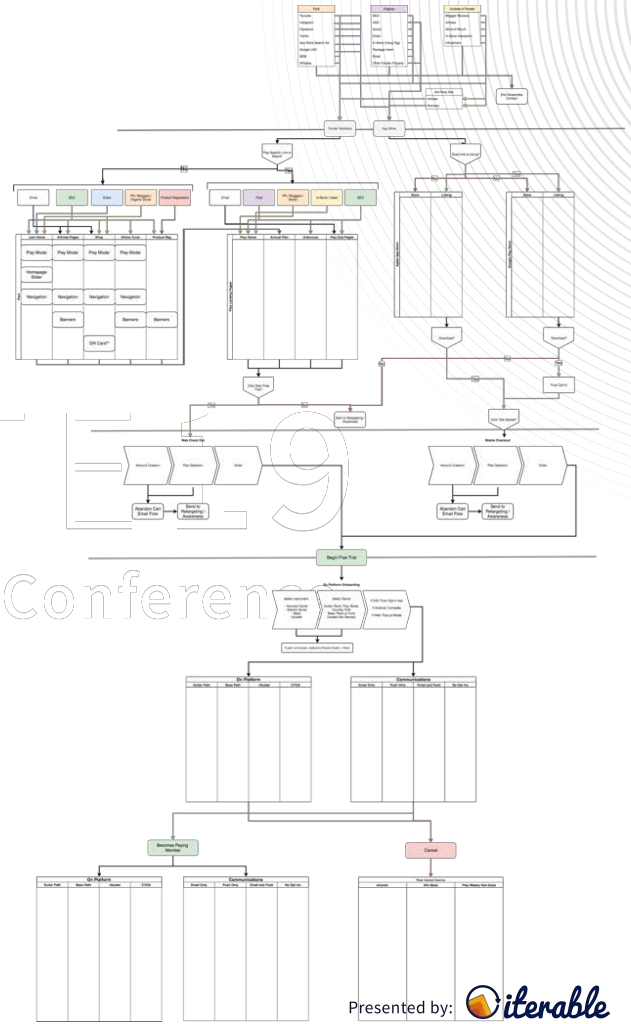
eat world the middle
eat world

Mapping Your Journey



Identifying Everything

- This will probably take several people and multiple days
- Don’t be afraid to skip a section and circle back
- Don’t forget to circle back



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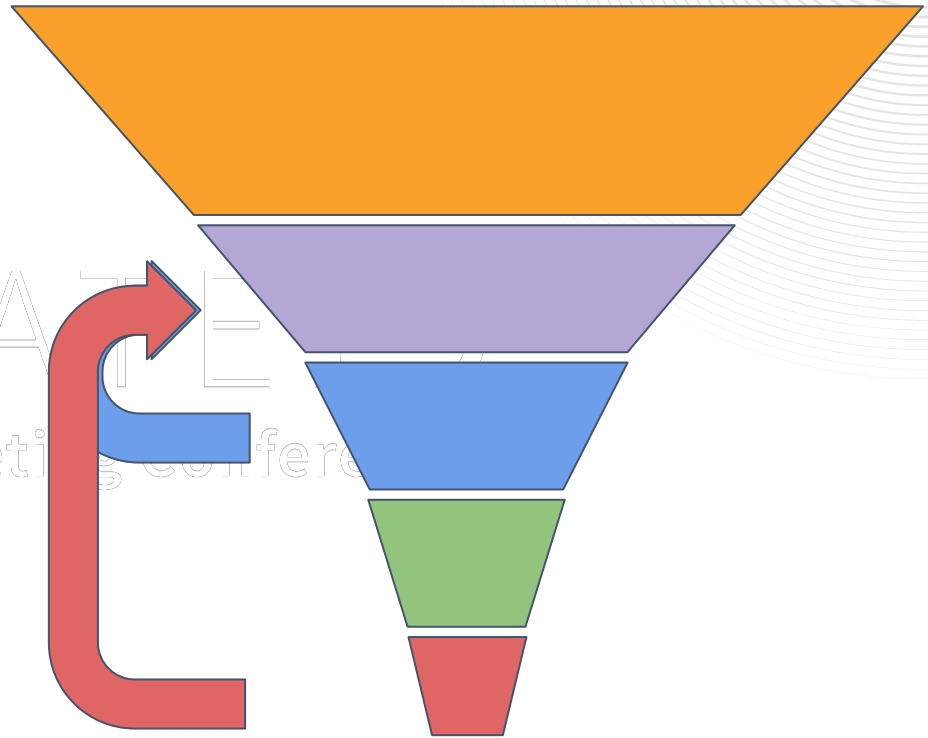
Section Your Funnel

- Awareness
- Consideration
- Decision / Conversion
- Retention
- Winback



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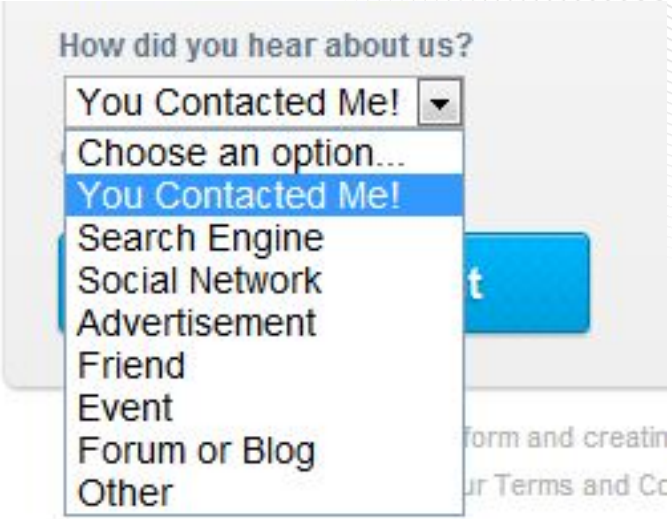
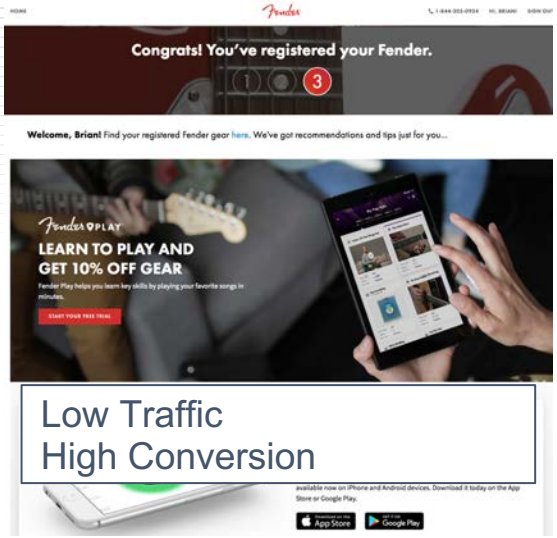
Awareness

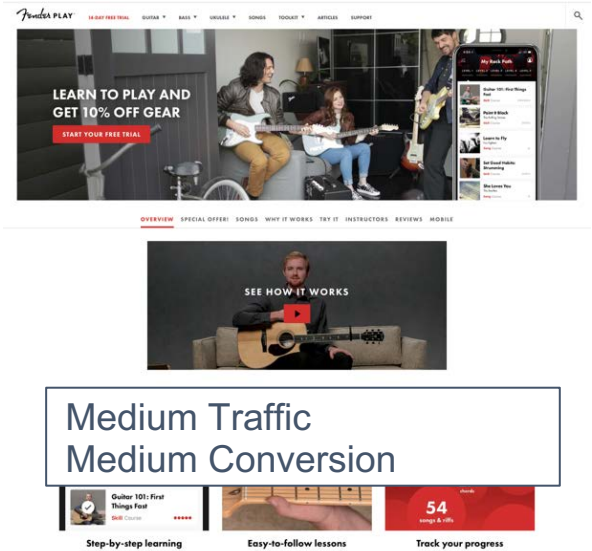
- Paid
  - Controlled: Paid Media
  - Less Controlled: Affiliates
- Organic
  - Owned & Operated
  - 3rd Party Content
  - Offline



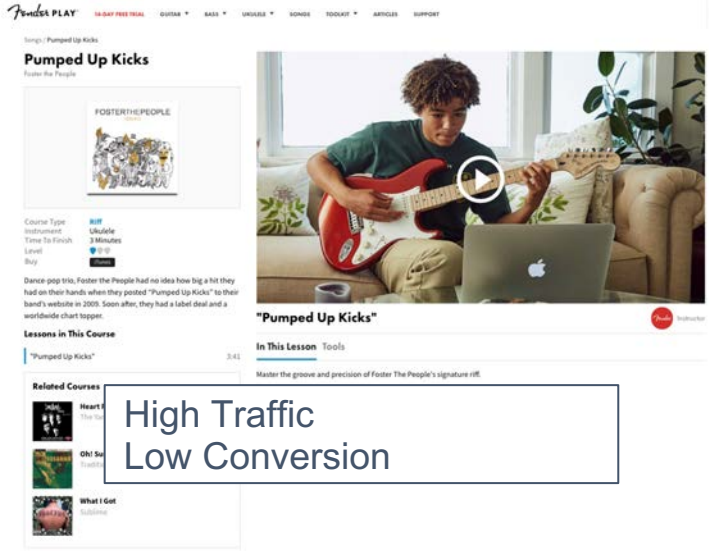
Consideration



Low Traffic
High Conversion



Medium Traffic
Medium Conversion



High Traffic
Low Conversion

Decision

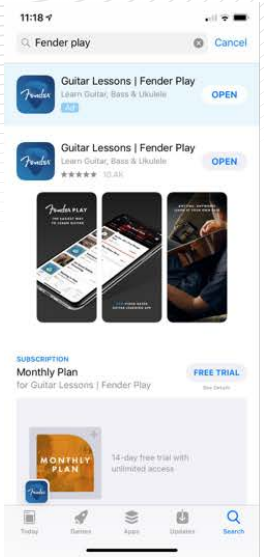
- Are you getting in the way of a conversion?
- Does a visitor have all the info the need to convert when they get to the final step?

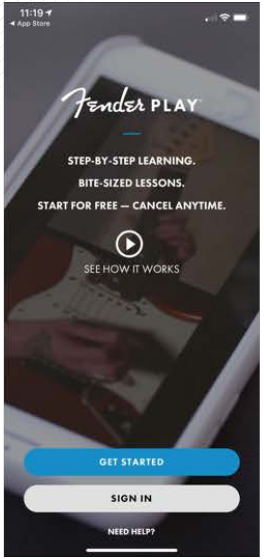
13 taps

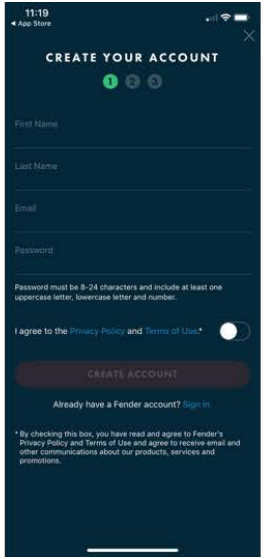
On iOS to Start a Free Trial from a click on an ad.

*Not counting entering your information

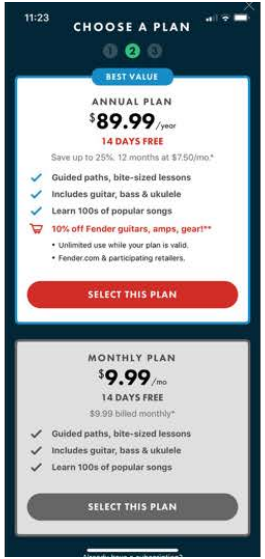
Decision

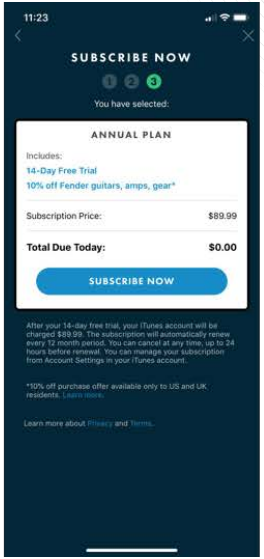


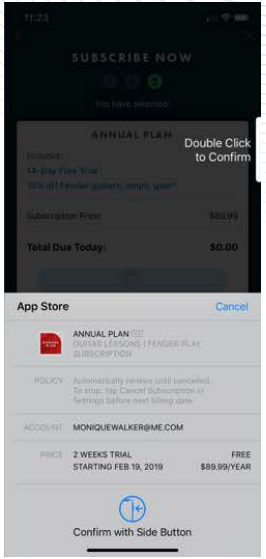




No outside the paywall content







First time price is shown to visitor

Retention

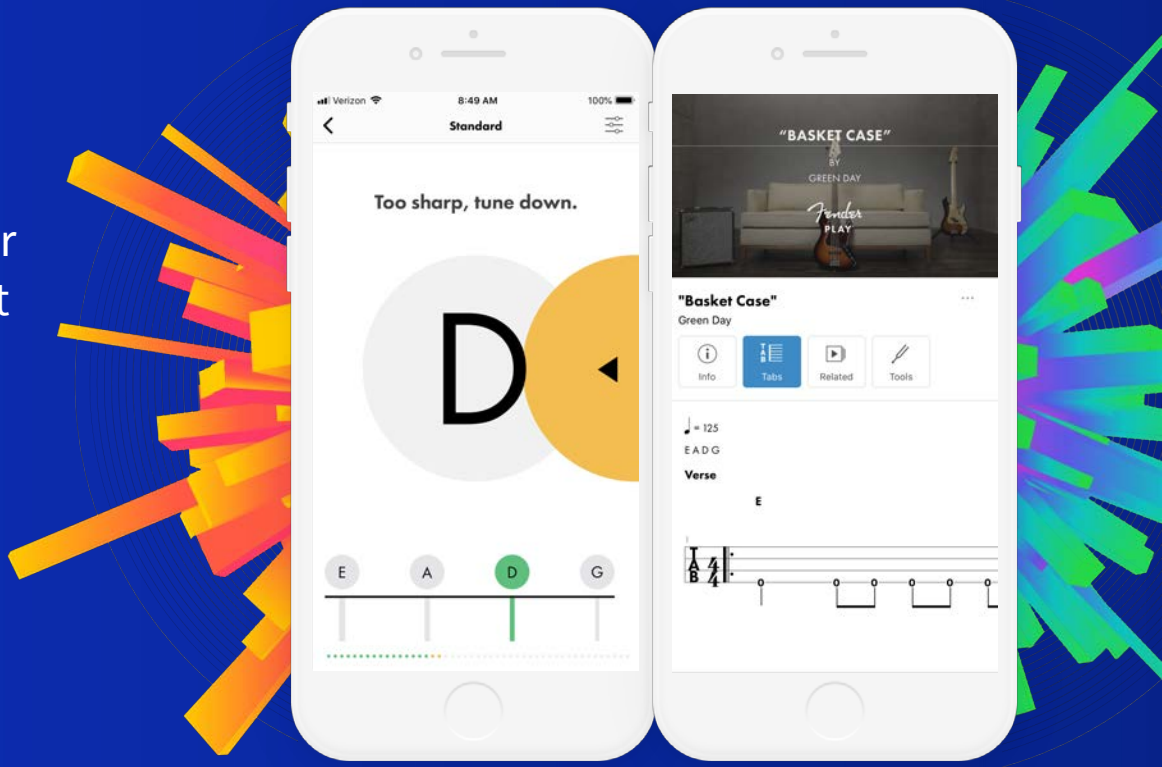
- What's your post purchase strategy?
- How do you onboard new email subscribers? New customers?
- Do you know when/how often people use your product?

89%

Of user watched a video on their first day.

Cross Platform

- Driving offline behaviour with online engagement
- Determining when a user is engaging with other pieces of your ecosystem



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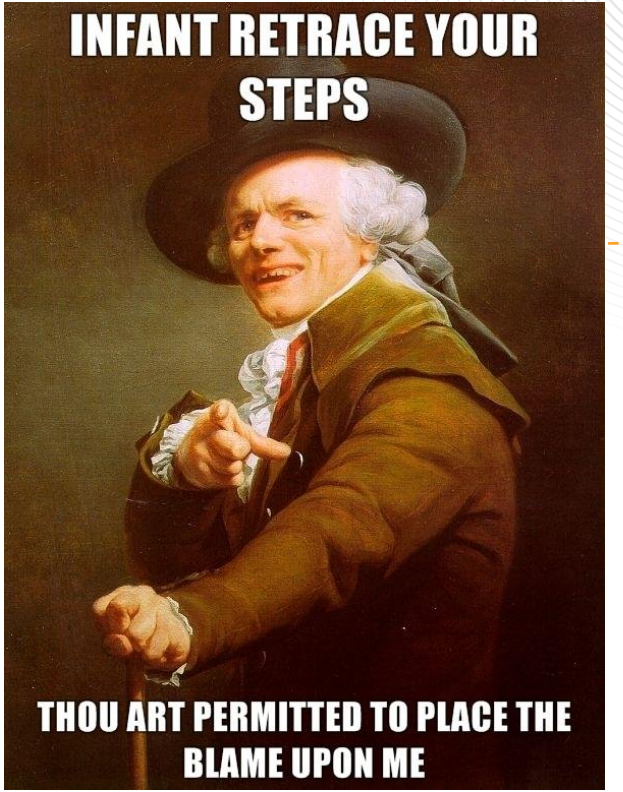
Win-back

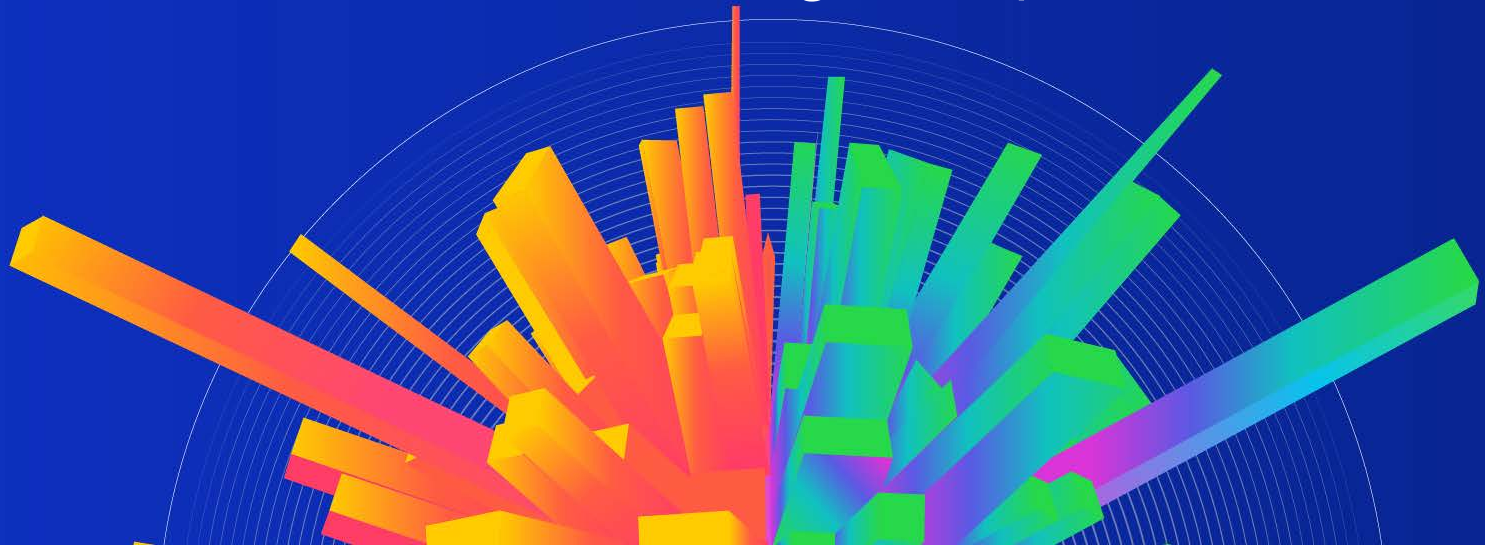
- Loyalty is fleeting #millenials
- What is your re-engagement strategy? How do you know you need to re-engage?



GAME OF THRONES™
HOUSE LANNISTER
JAGUAR®
GAME OF THRONES™
HOUSE TARGARYEN
STRATOCASTER®
GAME OF THRONES™
HOUSE STARK
TELECASTER®

SWOT ANALYSIS

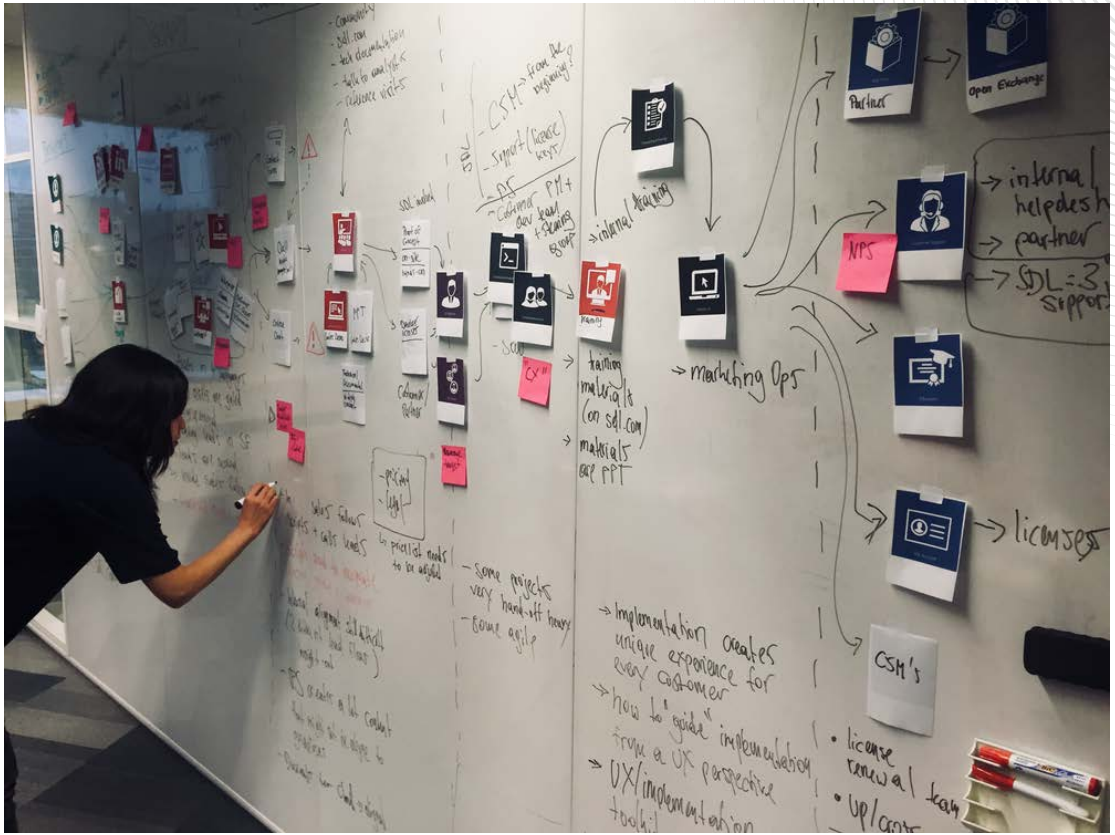
(aka Finding the Gaps)



Business School Refresher

- Strengths
  - Lean in or double down on what you do well
- Weaknesses
  - Shore up areas where your competitors win
- Opportunities
  - Look for underserved journey moments
- Threats
  - Keep an eye on risks

- Put it on a wall
- Use sticky notes
- Color code
- Walk teams that touch the journey through the wall
- Get feedback
- Make adjustments



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Q&A

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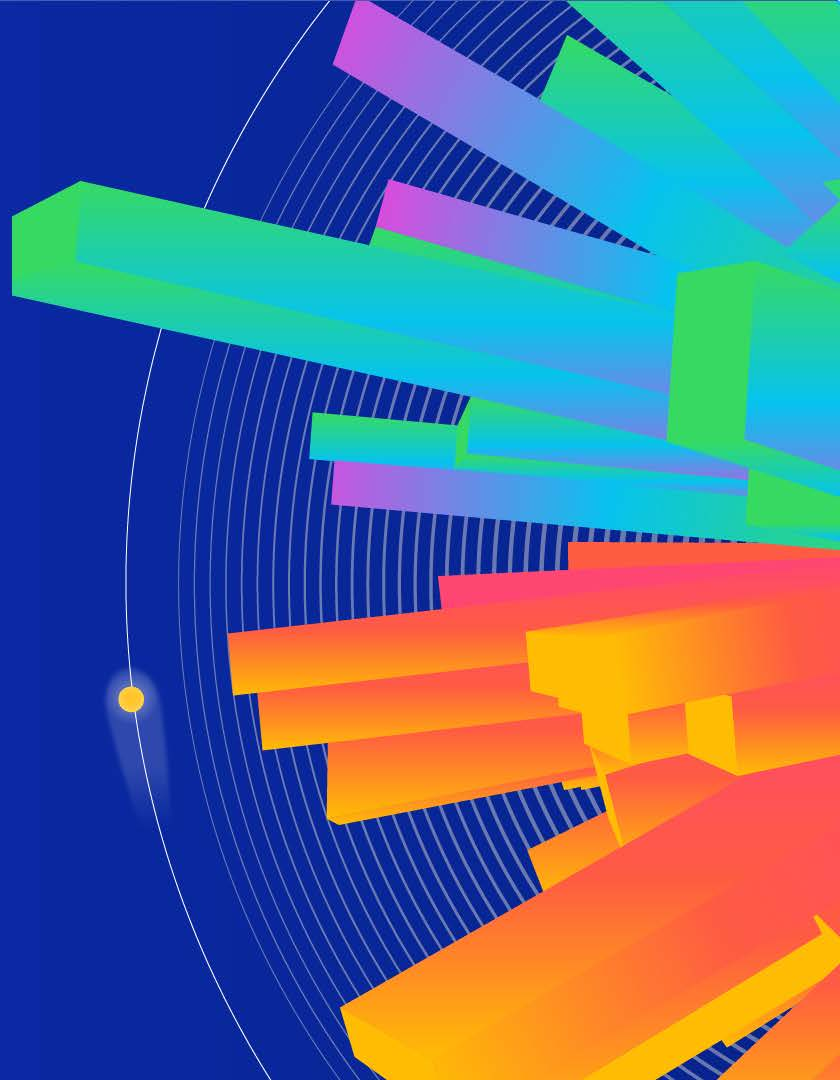

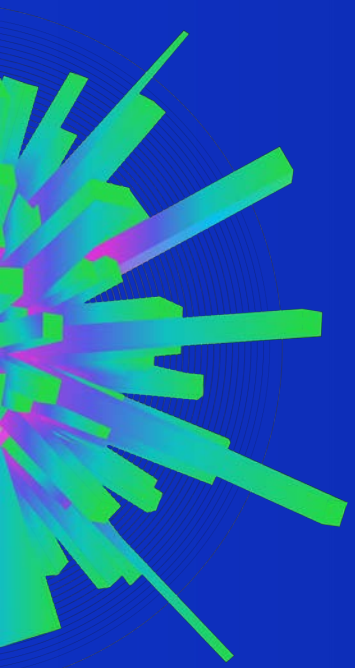

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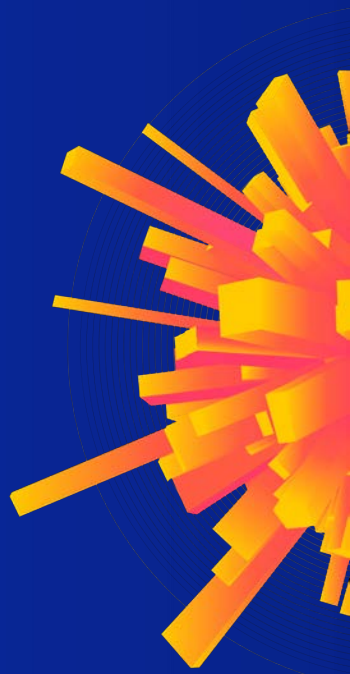
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