

ACTIVATE **19**

The Growth Marketing Conference

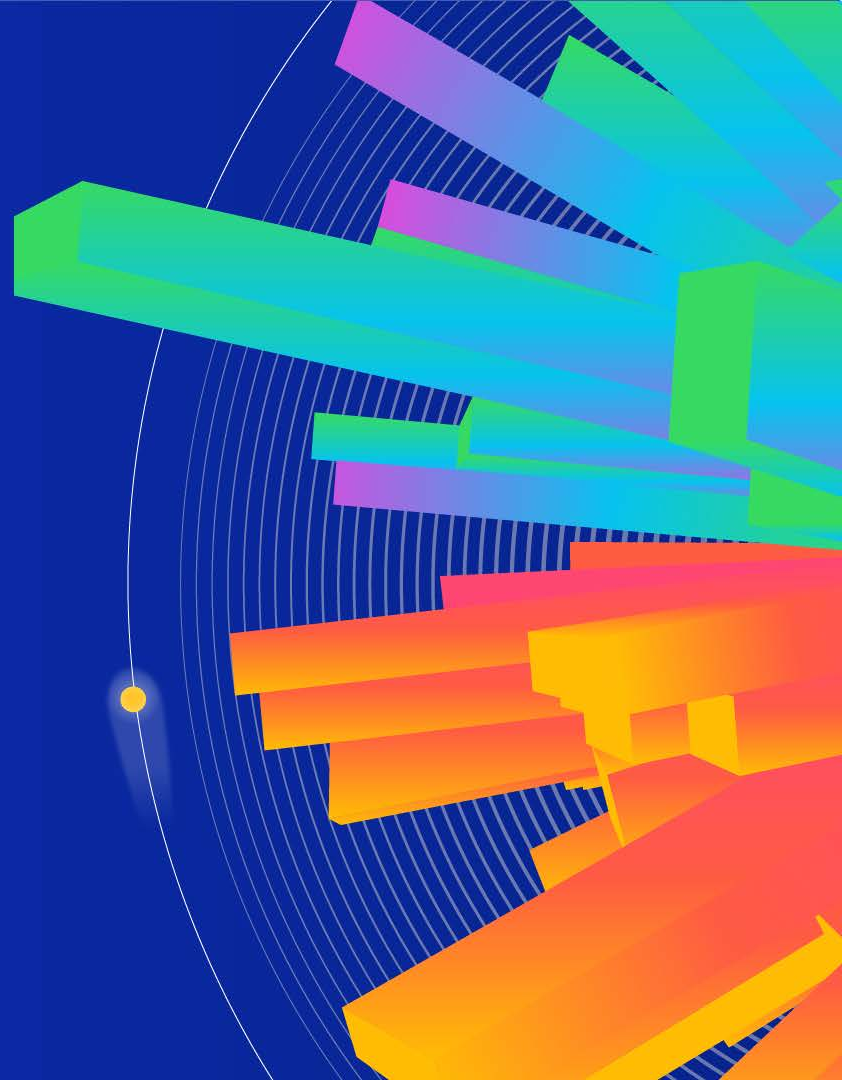
# Mapping the Customer Journey

Brian Schmidt

Director, CRM & Retention

*Fender*

Presented by:  *iterable*





1946

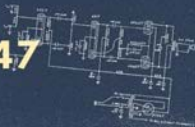
### FENDER IS FOUNDED

With the knowledge he acquired repairing radios, Leo Fender begins manufacturing amplifiers, beginning our legacy of purposeful innovation.

### WOODIE AMPS

The Princeton, Deluxe and Professional amplifiers are introduced, kicking off a heritage of iconic amplifier designs.

1947



### TELECASTER

The first mass-produced solidbody electric guitar quickly became popular, thanks to its versatile, twangy sound and modular construction.



1951

### PRECISION BASS

Now bassists could play louder, and with accurate intonation, thanks to the first fretted electric bass.

1952

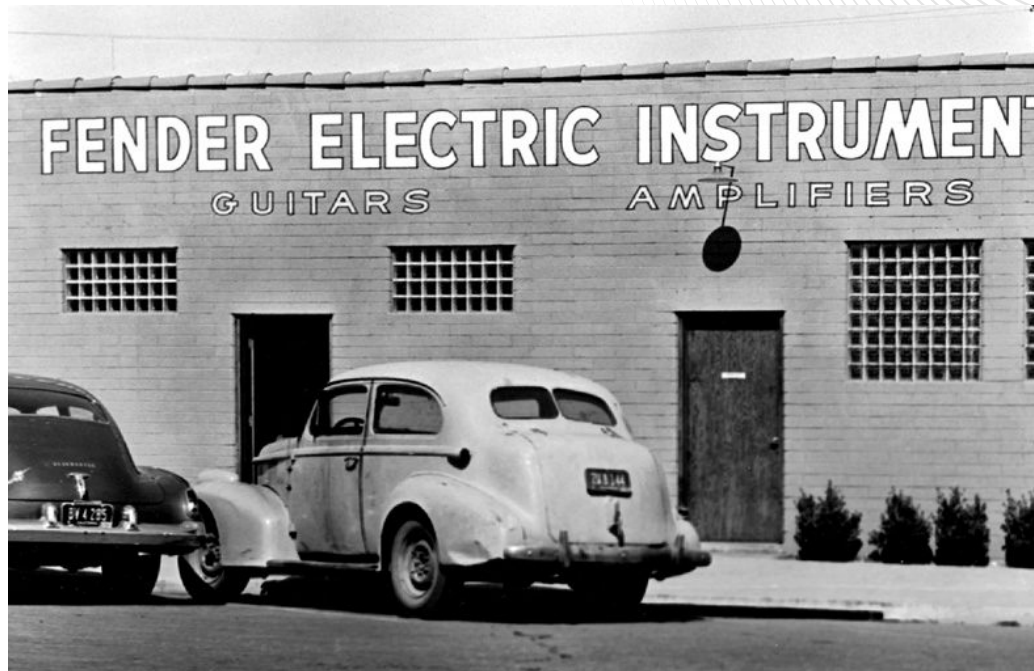


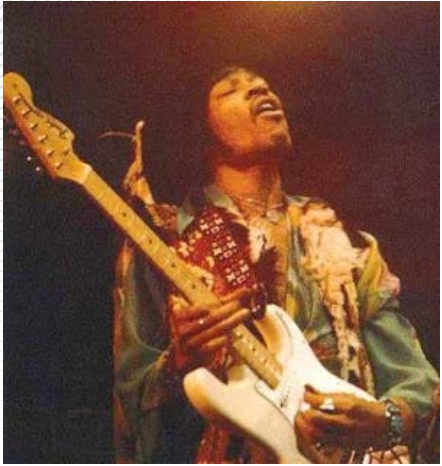
### STRATOCASTER

Featuring a state-of-the-art synchronized tremolo bridge, the sound and style of the Strat helped usher in and inspire new musical genres and generations.



1954







# Guitar's Retention Problem

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

90%

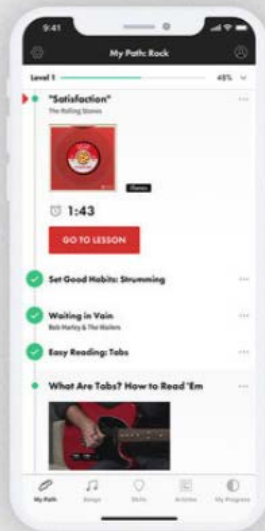
Of first time guitar players will quit  
within 6 months

Fender PLAY

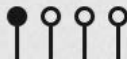
# LEARNING GUITAR STARTS HERE

Get 10% off Fender gear with an annual plan.

START YOUR FREE TRIAL



NEW PERSONALIZED PROGRESS TRACKING

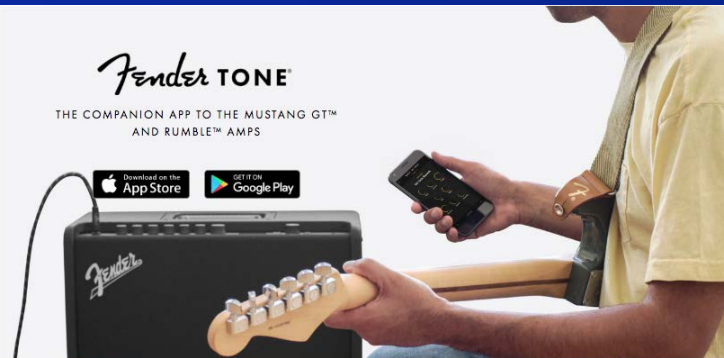


Fender TONE

THE COMPANION APP TO THE MUSTANG GT™  
AND RUMBLE™ AMPS

Download on the  
App Store

GET IT ON  
Google Play



Fender TONE

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# Our Agenda

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



# Mapping Your Industry's Customer Journey

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- 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

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





# The Learning Path

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## Initial Decision & Prep

Decide  
to Learn  
to Play

Obtain a  
Guitar

Pick an  
Initial  
Learning  
Path

## 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

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- **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.





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# 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 tabs.](#)

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](#).

```
FM-----|
e|-----|
B|-----|
G|-----|
D|-----|
A|-9-9--5-5-5-5-5-5-5-5-5-5-9-9-9-9--7-7-
E|-----9-9-9-9-9-9-9-9-9-9-9-9-9-9-9-9-|

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



THE MIDDLE - GUITAR TUTORIAL

Jimmy Eat World's 'The Middle' Guitar Tutorial

29,043 views

Like Dislike Share Save ...

Released

Released on Nov 20, 2016

Subscribe

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.



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



easy way to play jimmy eat world the middle

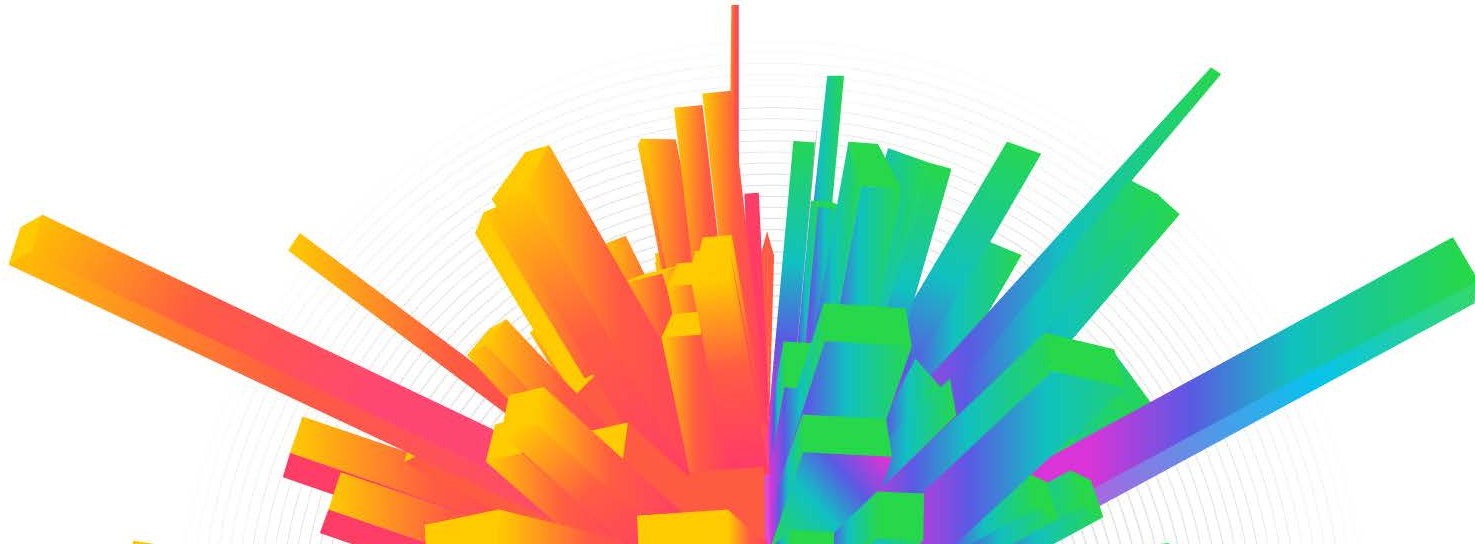
eat world the middle  
eat world

Google I'm Feeling Lucky





# Mapping Your Journey

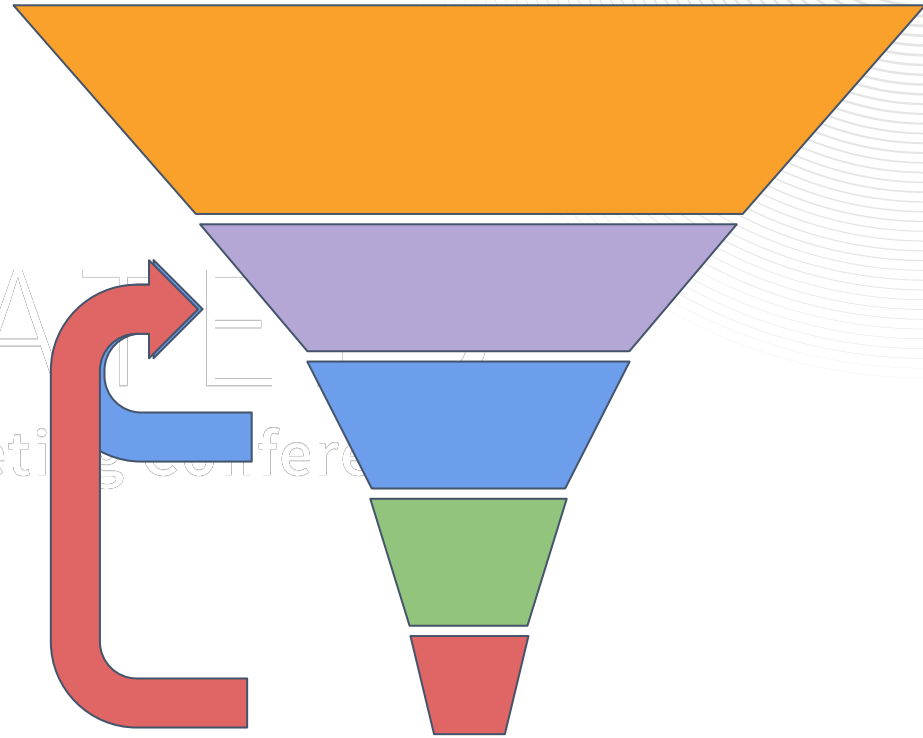




# Section Your Funnel

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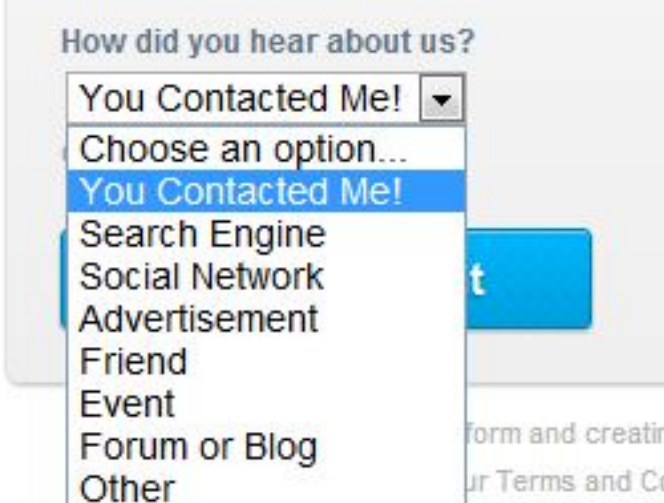
- Awareness
- Consideration
- Decision / Conversion
- Retention
- Winback



# Awareness

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



How did you hear about us?

You Contacted Me! ▾

Choose an option...

You Contacted Me!

Search Engine

Social Network

Advertisement

Friend

Event

Forum or Blog

Other

Form and creatin

ur Terms and Co

# Consideration

**Fender** | 1-800-828-0769 | MY BRAND | SIGN OUT

**Congrats! You've registered your Fender.**

Welcome, Brian! Find your registered Fender gear [here](#). We've got recommendations and tips just for you...

**Fender PLAY**  
**LEARN TO PLAY AND GET 10% OFF GEAR**  
Fender Play helps you learn key skills by playing your favorite songs in minutes.  
[START YOUR FREE TRIAL](#)

available now on iPhone and Android devices. Download it today on the App Store or Google Play.

[App Store](#) [Google Play](#)

Low Traffic  
High Conversion

**Fender PLAY** | [14-DAY FREE TRIAL](#) | GUITAR \* | BASS \* | UKULELE \* | SONGS | TOOLSKIT \* | ARTICLES | SUPPORT

**LEARN TO PLAY AND GET 10% OFF GEAR**  
[START YOUR FREE TRIAL](#)

**SEE HOW IT WORKS**

**OVERVIEW** | SPECIAL OFFER | SONGS | WHY IT WORKS | TRY IT | INSTRUCTORS | REVIEWS | MOBILE

Medium Traffic  
Medium Conversion

**Guitar 101: First Things First**  
5.0 | 4.5 | 4.5 | 4.5 | 4.5

**54**  
Songs & Riffs

**Step-by-step learning** | **Easy-to-follow lessons** | **Track your progress**

**Fender PLAY** | [14-DAY FREE TRIAL](#) | GUITAR \* | BASS \* | UKULELE \* | SONGS | TOOLSKIT \* | ARTICLES | SUPPORT

Songs | **Pumped Up Kicks**  
Foster the People

**FOSTER THE PEOPLE**

Course Type: **UKULELE**  
Instrument: Ukulele  
Time To Finish: 3 Minutes  
Level: **Beginner**  
Buy

Dance pop trio, Foster the People had no idea how big a hit they had on their hands when they posted "Pumped Up Kicks" to their band's website in 2009. Soon after, they had a label deal and a worldwide chart topper.

**Lessons in This Course**  
"Pumped Up Kicks" 3:41

**In This Lesson** | Tools  
Master the groove and precision of Foster The People's signature riff.

**Related Courses**

- Heart of the Sun
- Oh! Susanna
- What I Got

High Traffic  
Low Conversion



# Decision

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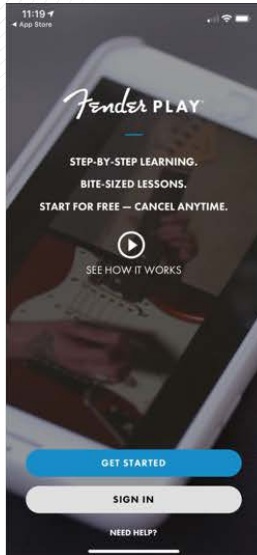
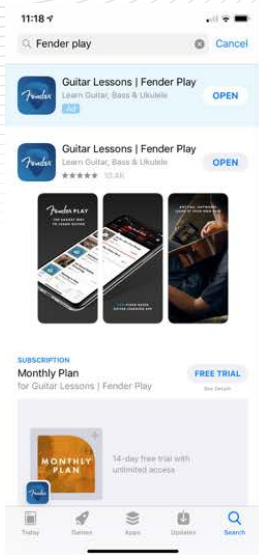
- Are you getting in the way of a conversion?
- Does a visitor have all the info the need to convert when they get to the final step?

# 13 taps

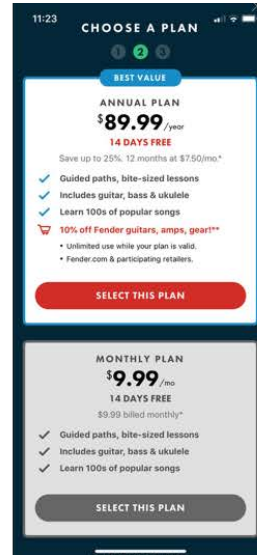
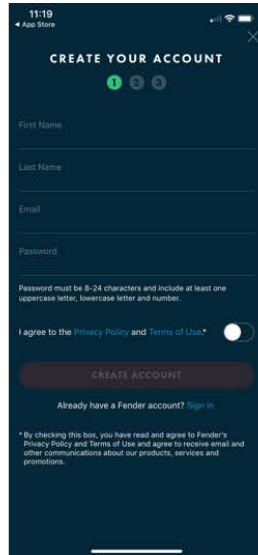
On iOS to Start a Free Trial from a click on an ad.

\*Not counting entering your information

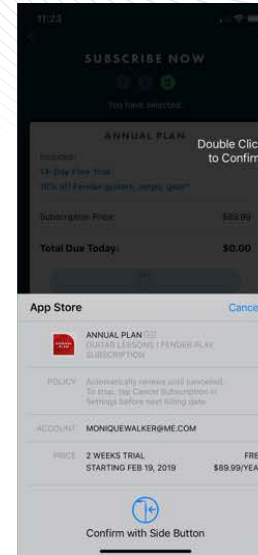
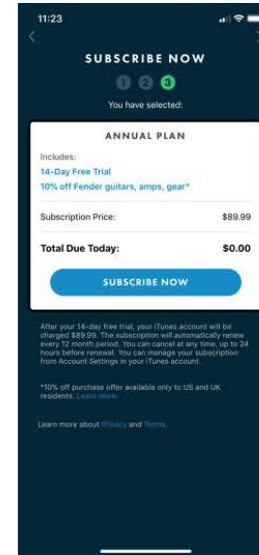
# Decision



No outside the  
paywall content



First time price is  
shown to visitor



# Retention

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- 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?

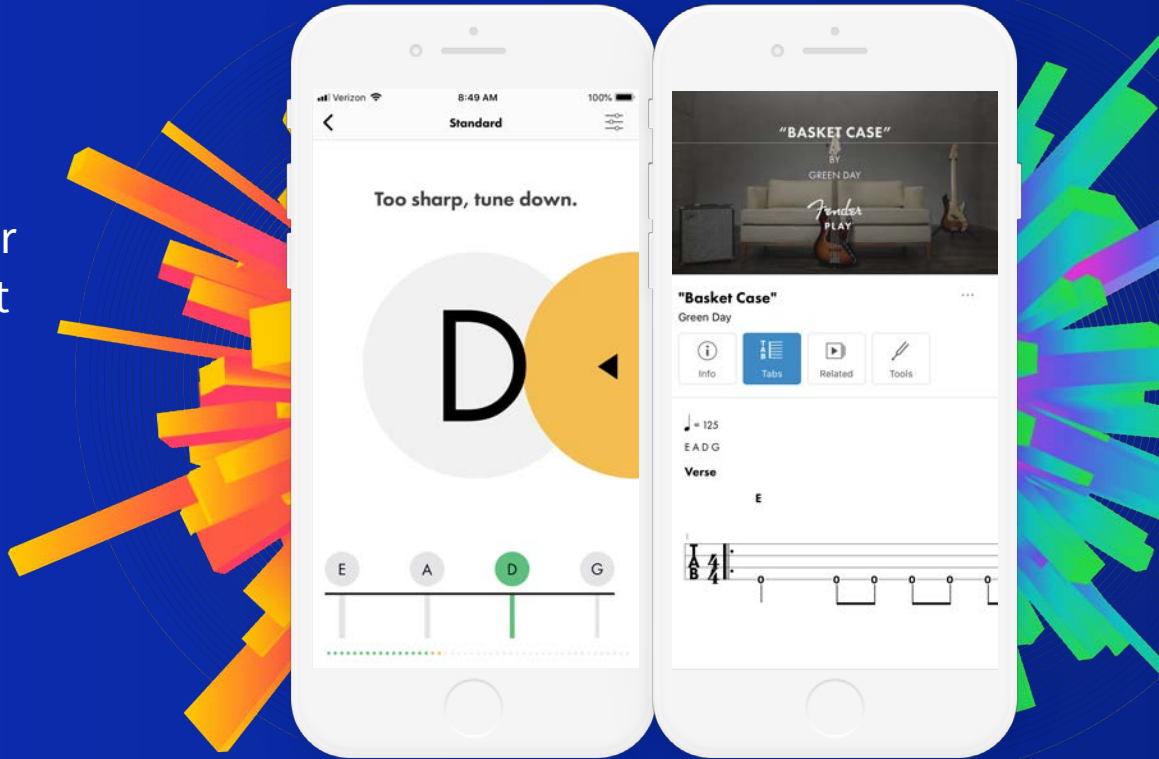
89%

Of user watched a video on their first day.

# Cross Platform

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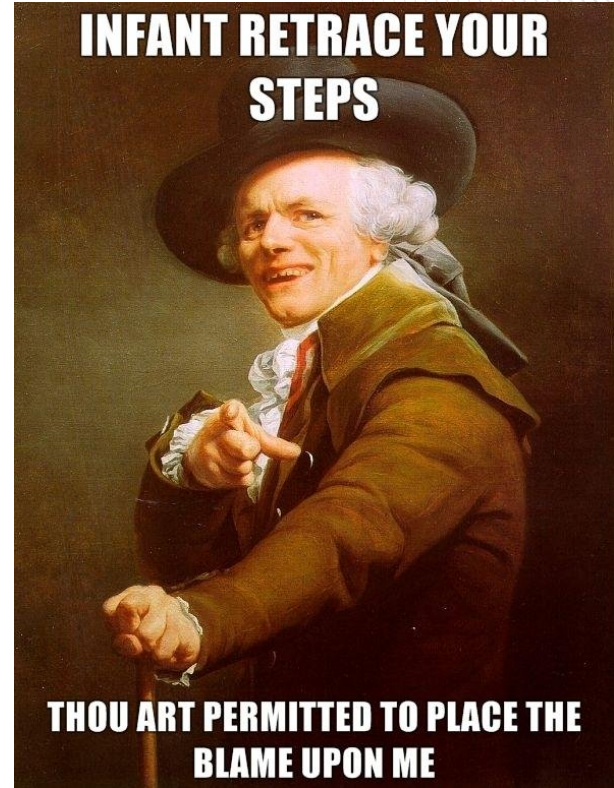
- Driving offline behaviour with online engagement
- Determining when a user is engaging with other pieces of your ecosystem



# Win-back

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- 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®



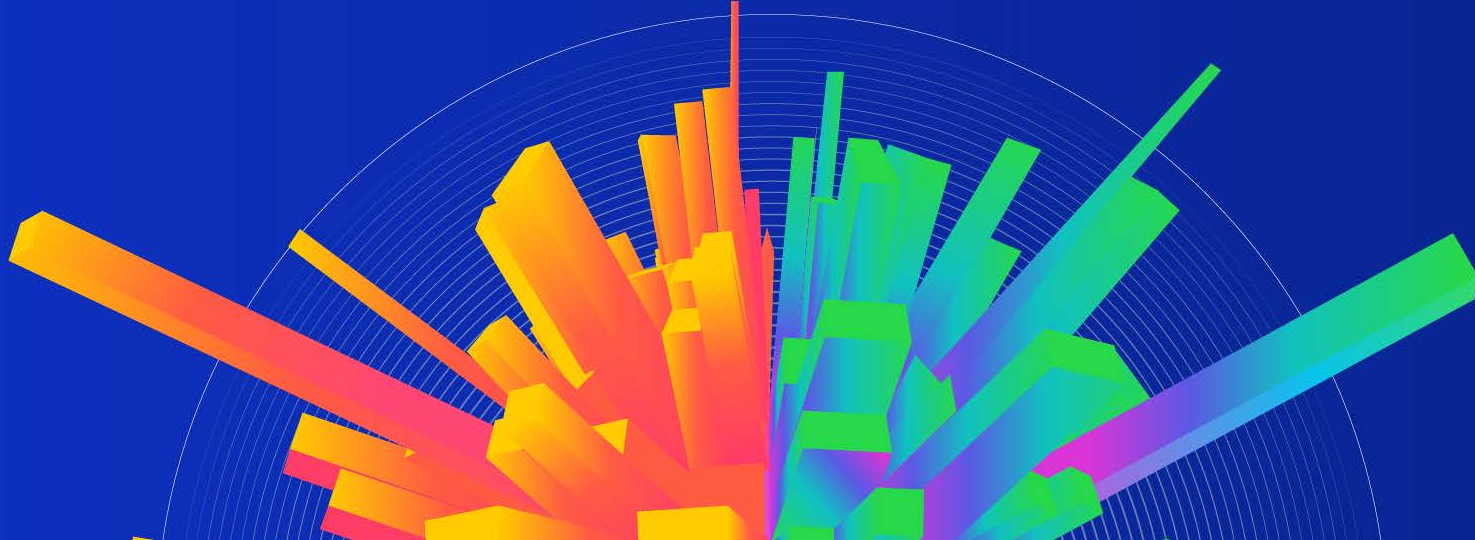
GAME OF THRONES™  
**HOUSE TARGARYEN**  
STRATOCASTER®



GAME OF THRONES™  
**HOUSE STARK**  
TELECASTER®

# SWOT ANALYSIS

(aka Finding the Gaps)



# Business School Refresher

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- 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

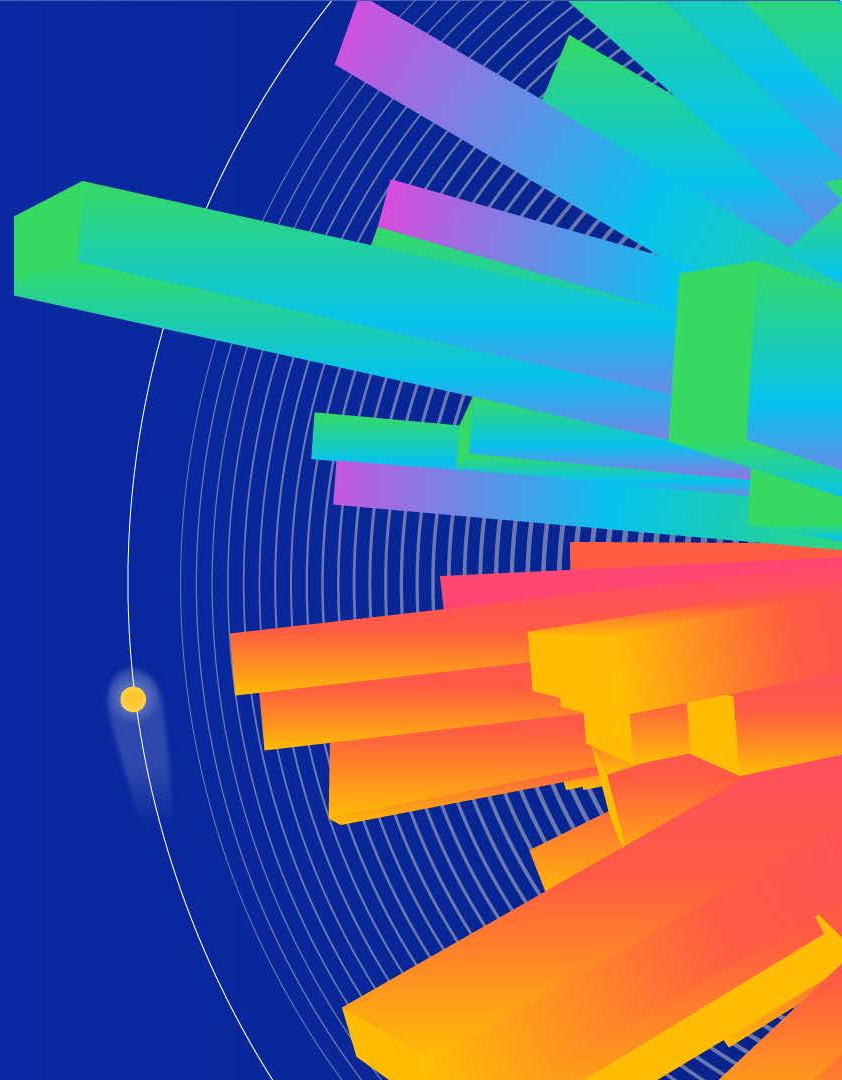


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## Q&A

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