MARKETING MASTER MAP

DEVELOPED BY CUSTOMLYTICS

Version 3.0

Customer Journey

Demand Generation	Lead Generation	Relationship Management	Customer Advocacy
Driving product awareness and interest	Turning early interest into goal conversions	Driving revenue and loyalty	Leveraging current users for further growth

Awareness	Interest	Consideration	Evaluation	Intent	Decision	Action	Repetition	Loyalty	Referral	Advocacy
Knowing that the brand exists and its product is available	Showing interest in the general product category	Being interested in the product, but still undecided	Comparing the product features & value to competitors	Intending to use the product but not fully locked in	Finalized commitment to use the product, unlikely to change	Completing an action like a download, registration, or purchase	Repeated engagement or purchase without commitment	Exclusive commitment to the product, ignoring competitors	Satisfied users promoting the product, driven by incentives	Product promotion based on identity and intrinsic motivation

Advertising Strategies

Awareness	Interest	Consideration	Evaluation	Intent	Decision	Action	Repetition	Loyalty	Referral	Advocacy
Creating virality by staying top-of-mind	Positioning by connecting with the target group	Reputation generation by building trust and uniqueness	Communicating offers and USPs (Unique selling points)	Personalization by showing relevant use cases	Creating FOMO (Fear of missing out): limited-time offers	Using a clear CTA (Call to action)	Re-selling with product or update reminders	Cross-selling by promoting other products	Asking for referrals after positive reviews or with offers	Presenting brand values that people identify with
Emotional storytelling to connect to users	Building mystery and buzz through teasers	Using testimonials	Presenting facts & figures to outdo competition	Showing product features in detail	Offering a risk-free trial phase		Up-selling premium and higher-priced versions	Rewarding loyalty with exclusive user offers	Creating brand ambassador programs	Fostering community to bring users together
	Letting people dream, showing them an ideal world				Exit-intent popups		Offering high-quality customer care and a great product experience		Driving referrals via discounts or exclusive offers	Offering exclusive events
		Retargeting								

Channels

Awareness	Interest	Consideration	Evaluation	Intent	Decision	Action	Repetition	Loyalty	Referral	Advocacy
Word of Mouth									Word of Mouth	
Out of Home		App Store Optimization (ASO)				Email				
Public Relations	Radio	Search Engine Optimization (SEO)				SMS / Messenger Subscriptions				
TV		Search Engine Advertising (SEA)					In-App Notifications			
Print	Display / Paid Social						Display / Paid Social			
Video Ads								Video Ads		
	Social Media							Social Media		
Influencers										
Streaming Platforms										
	Offline Mailing	Blogs					Newsfeed			
		Inbox Ads				Web & App Push Notifications				

Focus Metrics

Awareness	Interest	Consideration	Evaluation	Intent	Decision	Action	Repetition	Loyalty	Referral	Advocacy
Impressions	Video Watch Time	Clicks	Cost per Click (CPC)	Search Query/Clicks/ Session/Impressions	Add to Basket	Customer Acquisition Cost (CAC)	Subscribers / Subscriptions	Net Promoter Score (NPS)	Referral Rate	Amount of User Generated Content (UGC)
Reach (Unique Impressions)	Followers	Click-Through Rate (CTR)	Cost per Lead (CPL)	Cost per Lead (CPL)	Bounce / Exit Rate	Conversion Rate (CVR)	Open Rate	Stickiness	Referral Revenue	Star Ratings & Reviews
Cost per Mille (CPM)	Engagement / Engagement Rate	Time on Site	Average Session Duration	Conversion Rate		Cost per Action (CPA)	Opt-Out Rate	Customer Lifetime Value (CLV)	Referral Conversion Rate	

Departments

Awareness	Interest	Consideration	Evaluation	Intent	Decision	Action	Repetition	Loyalty	Referral	Advocacy
Brand Marketing									Brand Marketing	
Public Relations	Partnerships	Performance Marketing								
	Social Media							Social Media		
		App Store Optimization (ASO)				Product				
							Customer Success / Customer Care			
						Customer Relationship Management (CRM)				
Business Intelligence (BI)										

Technologies

Awareness	Interest	Consideration	Evaluation	Intent	Decision	Action	Repetition	Loyalty	Referral	Advocacy

Artificial Intelligence (AI)
Enhancing workflows and tool functionalities

- Creative Management Platform
- Consent Management Platform
- Attribution Tracking
- Ad Fraud Prevention / Detection
- Brand Monitoring Platform
- Payment Service Provider
- Subscription Management Software
- Help Center Management
- Social Media Management Tool
- Deep Linking
- TV Attribution
- ASO / SEO / GEO Tool
- Crash & Product Performance Tracking / Quantitative & Qualitative Product Analytics
- QR Code Generator
- Product Feed Management Platform
- Promotion Engine
- Review Management Software
- Customer Relationship Management (CRM)
- Product A/B Testing
- Customer Data Platform
- Data Warehouse
- Data Visualization

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Ready to map out your mobile marketing strategy? Let's do it together.
Apply the Marketing Master Map: Scan the QR or reach out.

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