

Customer Journey Map: Adult Child

| | AWARENESS | RESEARCH/CONSIDERATION | DECISION | RETENTION |
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| Emotional Triggers: How does the customer feel? | <ul style="list-style-type: none"> Anxious Scared Vulnerable Unprepared Guilty | <ul style="list-style-type: none"> Skeptical of claims Confused by conflicting information Overwhelmed by so many options | <ul style="list-style-type: none"> Unsure if making the right decision Concerned about quality of care Discouraged by high costs | <ul style="list-style-type: none"> Unsure how parent feels and is being cared for Anxious to be kept informed Concerned about future costs |
| How do you want the customer to feel? | <ul style="list-style-type: none"> Supported Comfortable Informed Prepared Relieved | <ul style="list-style-type: none"> Trusting of claims Clear and confident with information Understanding what makes your community unique | <ul style="list-style-type: none"> At peace with decision Trust in quality of care and lifestyle Comfortable with value | <ul style="list-style-type: none"> Certain that parent is being cared for Informed Satisfied that care is the best available |
| Emotional Solutions: Help the customer transition to next stage. | <ul style="list-style-type: none"> Direct address of universal concerns Use of comforting language Images of happy residents and attractive surroundings | <ul style="list-style-type: none"> Credentials and affiliations in copy Clear explanations and differentiators across all message platforms Use of original photography rather than stock Imagery of people vs. buildings | <ul style="list-style-type: none"> Tell a story with your marketing Let the residents do the talking Build trust with real-life examples of how your community has changed lives. Use of sincere and genuine language | <ul style="list-style-type: none"> Frequent communications with community and calendar updates Photos of resident activities Resident success stories Announcements of new credentials and ratings |
| Marketing Tools | <ul style="list-style-type: none"> Direct Mail Email Ads Press Releases | <ul style="list-style-type: none"> Website Blog Events/Property Tours Sales Counseling | <ul style="list-style-type: none"> Resident Testimonials Reviews from Family Information on value vs. cost Moving Assistance | <ul style="list-style-type: none"> Regular Newsletter Activities Calendar Social Media |