# Customer Journey Map: Adult Child

<table>
<thead>
<tr>
<th>Emotional Triggers: How does the customer feel?</th>
<th>AWARENESS</th>
<th>RESEARCH/CONSIDERATION</th>
<th>DECISION</th>
<th>RETENTION</th>
</tr>
</thead>
</table>
| • Anxious  
  • Scared  
  • Vulnerable  
  • Unprepared  
  • Guilty | • Skeptical of claims  
  • Confused by conflicting information  
  • Overwhelmed by so many options | • Unsure if making the right decision  
  • Concerned about quality of care  
  • Discouraged by high costs | • Unsure how parent feels and is being cared for  
  • Anxious to be kept informed  
  • Concerned about future | |

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<th>How do you want the customer to feel?</th>
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| • Supported  
  • Comfortable  
  • Informed  
  • Prepared  
  • Relieved | • Trusting of claims  
  • Clear and confident with information  
  • Understanding what makes your community unique | • At peace with decision  
  • Trust in quality of care and lifestyle  
  • Comfortable with value | • Certain that parent is being cared for  
  • Informed  
  • Satisfied that care is the best available | |

| Emotional Solutions: Help the customer transition to next stage. | | | |
|---------------------------------------------------------------|-----------|------------------------|----------|-----------|
| • Direct address of universal concerns  
  • Use of comforting language  
  • Images of happy residents and attractive surroundings | • 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 | • 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 | • Frequent communications with community and calendar updates  
  • Photos of resident activities  
  • Resident success stories  
  • Announcements of new credentials and ratings | |

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| • Direct Mail  
  • Email  
  • Ads  
  • Press Releases | • Website  
  • Blog  
  • Events/Property Tours  
  • Sales Counseling | • Resident Testimonials  
  • Reviews from Family  
  • Information on value vs. cost  
  • Moving Assistance | • Regular Newsletter  
  • Activities Calendar  
  • Social Media |