

Automotive Buyer Customer Journey Mapping Document

1. Document Overview

This document outlines the key customer journey stages in the automotive purchase process. It serves as a reference for mapping marketing automation initiatives along each stage to enhance customer experience and drive conversions.

2. Buyer Persona (Example)

- **Name:** Tech-Savvy Commuter
- **Age:** 28-45
- **Interest:** Safety, efficiency, connected features
- **Primary Channel:** Digital (Mobile & Web)

3. Customer Journey Stages

Stage	Customer Goal	Touchpoints	Key Actions	Automation Opportunities
Awareness	Learn about new vehicles & offers	Online ads, blog posts, social media	Visits website, browses articles	Targeted ads, lead capture forms, newsletter signup
Consideration	Compare models, features, prices	Product pages, comparison tools, video reviews	Engages with configurator, downloads brochures	Lead nurturing emails, retargeting, personalized content
Intent	Shortlist preferred vehicles/dealers	Test drive bookings, dealer chats, finance calculators	Schedules test drive, requests quote	Automated appointment reminders, finance pre-approval emails
Purchase	Buy vehicle, finalize paperwork	Dealership visit, online financing, e-signatures	Completes purchase, submits documents	Welcome emails, delivery updates, feedback survey automation
Post-Purchase	Service, questions, advocacy	Customer portal, service notifications, loyalty programs	Books services, refers friends, leaves reviews	Service reminders, loyalty rewards emails, referral prompts

4. Notes & Next Steps

- Review and tailor journey stages for specific models or segments.
- Integrate journey map with CRM and marketing automation tools.
- Test and optimize automated workflows based on customer feedback and data.