

B2B Lead Nurturing Customer Journey Map

(Sample)

Stage	Lead Actions	Marketing Touchpoints	Automation Tactics	Goal/Outcome
Awareness	<ul style="list-style-type: none"> - Searches for solutions - Visits website/blog - Downloads a guide/whitepaper 	<ul style="list-style-type: none"> - Educational blog posts - Landing pages - Lead capture forms 	<ul style="list-style-type: none"> - Automated welcome email - Segmentation based on interest 	<ul style="list-style-type: none"> - Lead identified and captured - Initial engagement established
Consideration	<ul style="list-style-type: none"> - Opens & clicks nurture emails - Researches solutions - Attends webinar/demo 	<ul style="list-style-type: none"> - Drip email series - Webinars & case studies 	<ul style="list-style-type: none"> - Email workflows - Lead scoring updates 	<ul style="list-style-type: none"> - Lead engaged - Educated about value proposition
Decision	<ul style="list-style-type: none"> - Requests a quote/trial - Engages with sales - Compares vendors 	<ul style="list-style-type: none"> - Targeted offers - Product demos - Comparison guides 	<ul style="list-style-type: none"> - Sales alert via CRM - Automated meeting scheduler 	<ul style="list-style-type: none"> - Sales-ready lead - Booked meeting/demo
Purchase	<ul style="list-style-type: none"> - Confirms order - Signs agreement 	<ul style="list-style-type: none"> - Onboarding emails - Welcome kit 	<ul style="list-style-type: none"> - Automated onboarding sequence 	<ul style="list-style-type: none"> - Customer acquired
Retention	<ul style="list-style-type: none"> - Uses product - Engages with support - Subscribes to updates 	<ul style="list-style-type: none"> - Customer success emails - Surveys & newsletters - Upsell content 	<ul style="list-style-type: none"> - Triggered satisfaction survey - Renewal reminders 	<ul style="list-style-type: none"> - Loyalty built - Upsell opportunity

* This is a sample journey map for B2B lead nurturing using marketing automation. Touchpoints, actions, and tactics may vary based on your business and customer segments.