

# B2B Lead Nurturing Customer Journey Map

## (Sample)

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

\* 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.