

Real Estate Buyer Journey Mapping Document

Automated Marketing Buyer Journey Mapping Sample (Blank)

Persona Overview

Segment / Persona	[Describe buyer persona]
Goals	[List primary goals]
Pain Points	[Summarize main pain points]

Buyer Journey Stages

Stage	Buyer Objective	Marketing Touchpoints	Automated Actions	Content/Assets
Awareness	[Describe what the buyer is trying to achieve]	[Channels: Ads, Social, SEO, etc.]	[e.g., Automated welcome email]	[e.g., Blogs, Guides]
Consideration	[Describe objectives/questions]	[Channels: Website, Chatbot, Newsletters]	[e.g., Automated property recommendations]	[e.g., Listings, Case Studies]
Decision	[Compare options, engage with agent]	[Channels: Email, SMS, Appointments]	[e.g., Automated follow-up sequences]	[e.g., Virtual Tours, Testimonials]
Purchase	[Initiate and complete transaction]	[Channels: Personal Agent, CRM, Phone]	[e.g., Automated reminders/documents]	[e.g., Contract Docs, Checklists]
Post-Purchase	[Onboard & support buyer]	[Channels: Email, Calls, Feedback request]	[e.g., Automated review request]	[e.g., Moving Guide, Referral Program]

Key Triggers & Data Points

- [E.g., Filled inquiry form, downloaded brochure, opened email]
- [E.g., Booked viewing, responded to chatbot]

Automation Notes

- [Outline automation rules, integration notes, and personalization opportunities]

Next Steps & Ownership

- [Assign team roles and responsibilities]
- [Define timeline and deliverables]