

SAMPLE CUSTOMER JOURNEY MAP



The Customer Journey Map

The Customer Journey Map offers a visual representation of what your customers experience at different stages of their journey with your business. Developing a Customer Journey Map helps your employees and creative resources (freelancers) better understand how to “walk in the shoes” of customers at each stage of the customer journey, and develop better content assets that will engage them and progress them along their journey. This map is jointly created by customers and a content strategist, tasked with documenting the customer journey that serves as a GPS for content marketing, featuring topics ideas for content planning that can be considered and tested for performance.

How the Customer Journey Map Helps Your Business



Marketing

Sales

The customer journey map is like the connective tissue between various departments: Sales, marketing and product/service. It establishes a common language shared between these groups that all have different(micro) processes and priorities. The most important factor is how well each group harvests the research and integrates the data to piece together a fluid, real-time customer journey that enhances the customers experience. And then how well they extract insights from the customer journey to make continuous improvements to the micro-journey's happening in each department.

Customer
Service

Product/Service

Customer Journey Map Research and Development



INVOLVE YOUR TEAM

Get your team together, including marketing, customer service, product development, business development, sales and more. Anyone that interacts with customers can help paint the picture of what makes customers tick. Document the exact words customers are saying gathered from interactions, discussions and interviews.



SOCIAL MEDIA

Listen to your customers in the social sphere by connecting with them directly. And search for questions customers are asking in the social sphere related to your products/services. Most importantly, **converse** with your customers on Twitter, Facebook, LinkedIn, and even Snapchat to learn more about their experience.



INVOLVE YOUR CUSTOMERS

Speak with your customers directly to learn their situation, complexity, pain points, and challenges with the buying. Survey your customers formally, if appropriate. Ask great questions to learn the answers that will make your personas useful tools.



ANALYTICS

Tune into your analytics to learn where your customers come from, what keywords they use to find you, how much time they spend on-site, and what content assets they engage with that seem to influence the buying decision. Parse out who buys what, and who the influencers are for each persona in each stage of the customer journey.

Customer Journey Map

Writer  Access



About WriterAccess

The following Customer Journey Map template has been prepared for WriterAccess, an online marketplace connecting 20,000+ customers with 15,000+ freelance writers, editors, translators and content strategists. The goal of the WriterAccess brand and business is to connect customers with freelance talent including writers, editors, translators and content strategists. Our success has been well documented in numerous publications and with awards, including earning a spot on the INC 5000 list of fastest growing companies for three years in a row. Our customer success department and dedicated writers help us stand out from the pack, with their commitment to exceeding customer expectations on multiple levels. Developing great content is the key to marketing success these days, and providing a gateway for business and agencies to deliver on that goal helps us make their life smarter, better, faster and wiser in the marketplace.

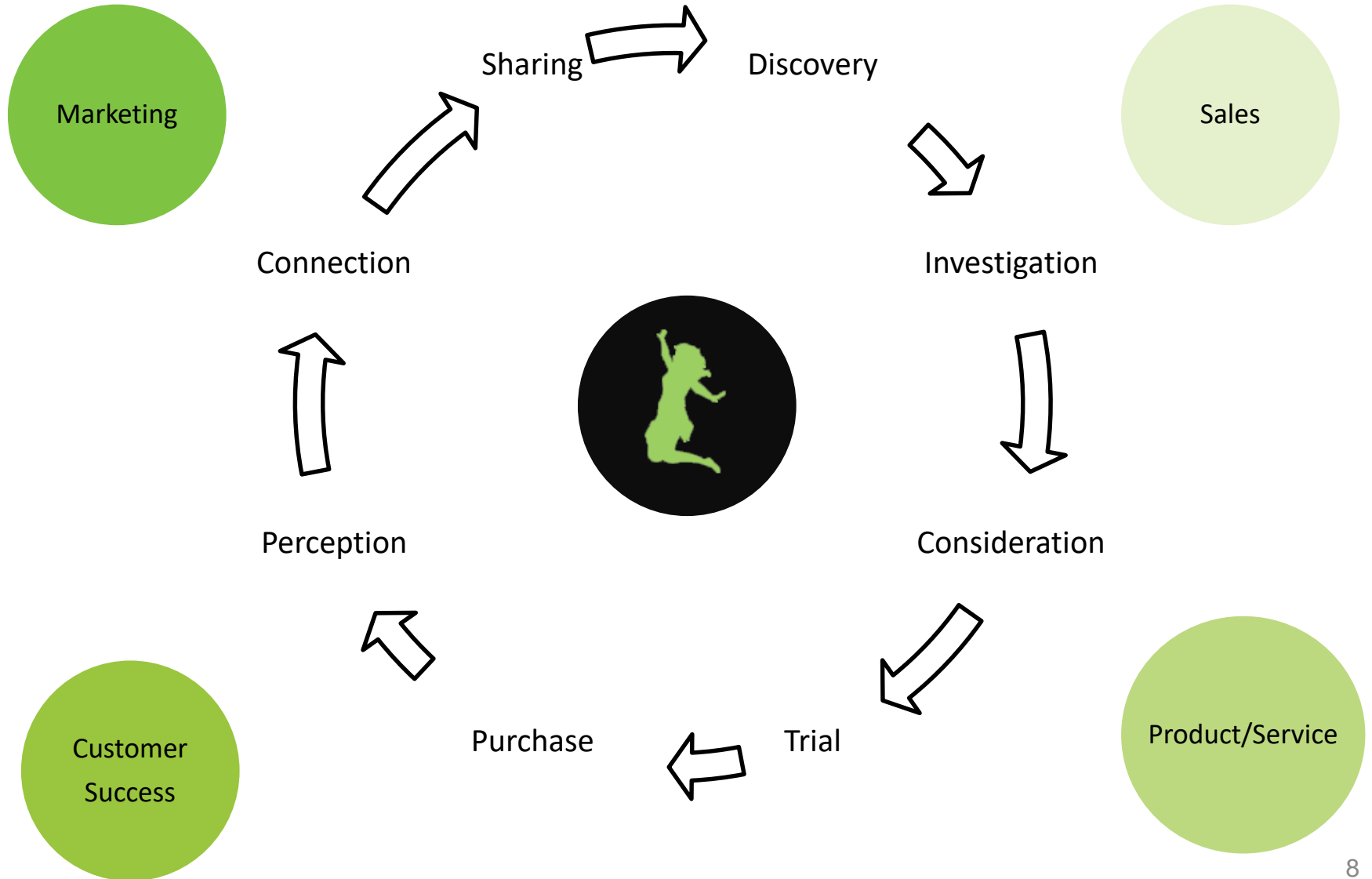
WriterAccess Target Audience

Target Audience(s): Small businesses, agencies, and enterprise customers with equal distribution in revenue and content investment for all three primary targets.

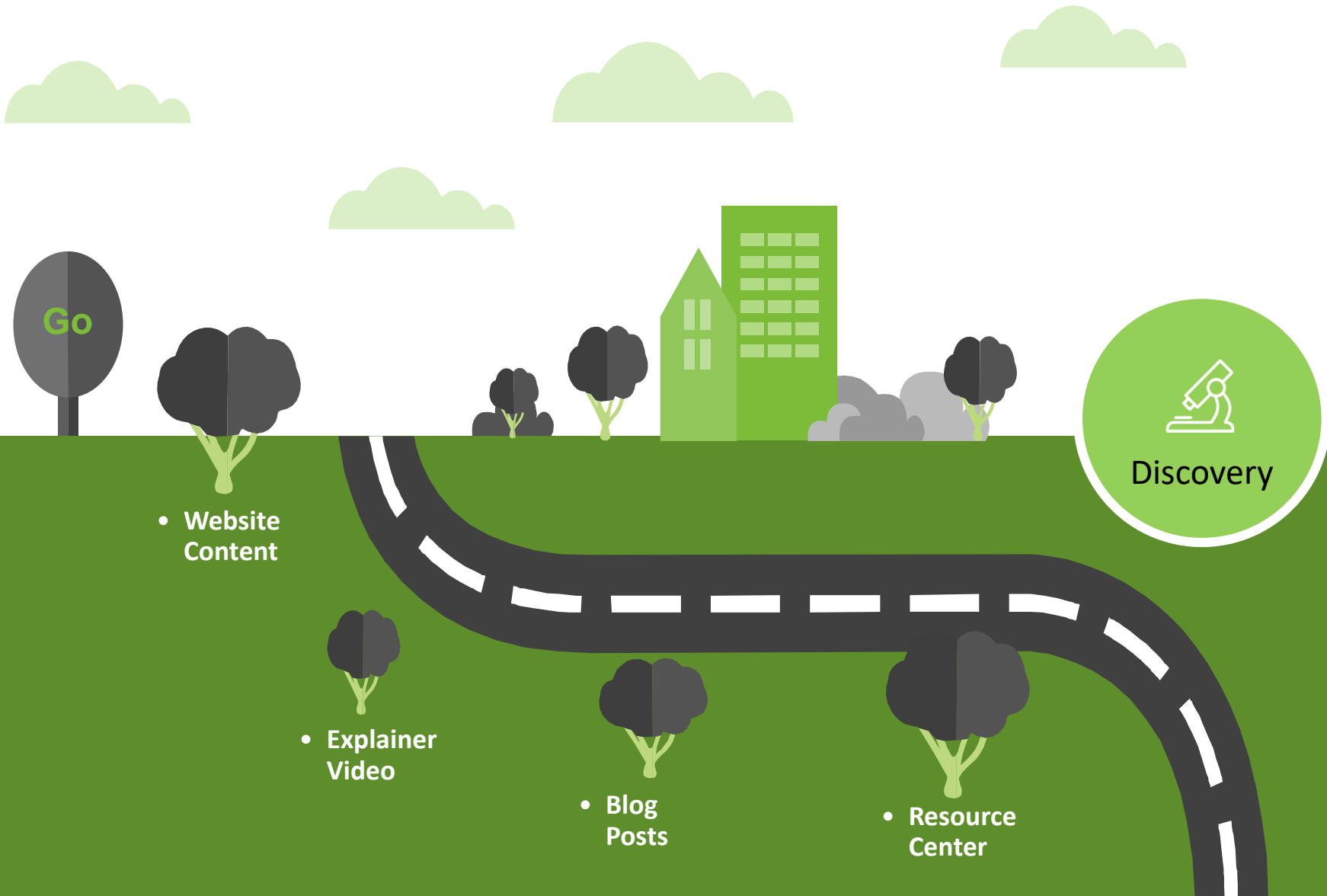
Target Audience's Goals: Hire freelance writers, editors, translators and content strategists with particular skill and industry experience to create content and achieve specific marketing goals.

Your Products/Solutions: Platform as a Service offering access to screened, proven professional that are all tested and ready to hit the ground running with projects and content products that help the content creation process in a variety of ways.

8 Stage Customer Journey Map



Discovery Stage



Discovery Stage Research

DISCOVERY STAGE RESEARCH SUMMARY

WriterAccess prospects understand that content is critical for marketing and sales success these days. However, creating all the content needed to achieve marketing goals is challenging. WriterAccess is just one of the solutions customers explore at this stage, and many clients work with agencies that offer creative, design, PPC and/or strategy exclusively, leaving it to customers to create their own content solutions.

CUSTOMER STATEMENTS AND QUOTES

- Will outsourcing writing services deliver the quality I need? Is it affordable?
- Who are these writers, editors and strategists, and are they qualified?
- I have had “bad” experiences with competitors or UpWork (bigger providers).
- How does it work, do I send orders out to the crowd, or work one-to one with writers?
- Is WriterAccess like an agency? How is it better than an agency? How can WriterAccess help with content?
- Will these writers have the needed domain experience within my industry and how will they know how to “speak” our corporate language?
- How dependable are these writers? Can I interview them and work with the same ones on an ongoing basis?
- Will I own the content or do I have to attribute the writer?
- How can I be sure my personal/company information remains private when working with one of your writers?
- Can the writers help me come up with topics? I often run out of great ideas.
- How can I make sure the copy created by the writers is 100% unique?

Discovery Stage Assessment

CONTENT ASSESSMENT/RECOMMENDATIONS

C+ GRADE

WriterAccess has a fair volume of content assets available to customers at this stage of the journey. The website was recently re-designed, and the blog content is well organized for customers. The explainer video is too hard to find, but educational for this stage. The resource center is packed with information that certainly would appeal to customers in this stage.

CONTENT TOUCH POINTS

- Ads
- **Articles**
- Posts: Micro Form
- **Posts: Short Form**
- **Posts: Long Form**
- **Books**
- Brochures
- Case Studies
- Catalogs
- Emails
- Mobile
- Newsletters
- Postcards
- **Presentations / Webinars**
- Press Releases
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- Tools
- **Video**
- **White papers**

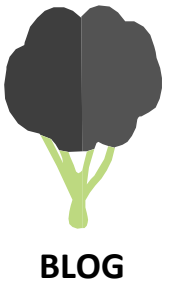
CHANNEL TOUCH POINTS

- Blog
- **Conference (Speaking)**
- **Downloads**
- Email
- Facebook
- Instagram
- Live Chat
- LinkedIn
- Media: Paid/Earned
- Mobile App
- Pinterest
- Radio
- Snapchat
- **Tradeshows**
- TV
- Twitter
- **YouTube**
- **Website**

Discovery Stage Content Topics

DISCOVERY STAGE TOPICS FOR CONSIDERATION

- Dos and don'ts of hiring a freelance writer
- Top 10 pitfalls of content creation platforms you need to know about
- What are the best freelance writer websites
- How to vet a freelance writer and make them love you at the same time
- What to expect when you pay more for writing
- 4 essentials to make a writing platform work well
- 10 things to know before outsourcing
- Guide to hiring freelance talent
- How to search and find the best writer for a project
- 10 Reasons to outsource freelance writing rather than hire internally
- What your freelance writers should know about SEO
- Testing 1,2,3... Secrets to finding the perfect writers for a project
- How One Person Operations can scale their business with freelance writers
- How the WriterAccess workflow saves you tons of time.
- How to synergize your internal and freelance writing teams



Investigative Stage

INVESTIGATIVE STAGE RESEARCH SUMMARY

Prospects have confirmed interest in WriterAccess, expressed with repeat website visitation, content downloads or subscriptions, live chat inquiry and/or demo request. Customer has not yet explicitly expressed an intent for “trial” or purchase, nor discussed specific wants and needs to personalize future communication.

CUSTOMER STATEMENTS AND QUOTES

- Is WriterAccess a content mill, or do they have good writers that produce quality work?
- Are these writers all US-based, screened and reviewed by customers?
- How do I know WA writers are capable of handling MY projects?
- How does pricing work and how are the writers paid? These rates seem really low for the high quality work I need?
- Are there “customers like me” that use this platform? What are their typical orders? And delivery?
- I’ve heard good things about WA and want to learn more about this service.
- How will I manage multiple orders at once, is there a workflow to help?
- Are there writing samples available for me to review before working with a writer?
- What if I want help finding writers, are there additional support services provided?
- Can the writers communicate with me if they have questions?
- All of my content needs to be reviewed by our compliance department, how can I let my writers know about certain guidelines that must be followed for every order?
- Will writers include relevant data, provide their sources, and optimize my content?

Investigative Stage Assessment

CONTENT ASSESSMENT/RECOMMENDATIONS

B+ GRADE

WriterAccess has ample content assets available to customers at this stage. The blog is consistently updated with engaging inbound content that's well organized. The service guide is clear and sets customer expectations. The eBook provides a comprehensive resource aligned with customer needs at this stage. The content marketing kit delivers information in a new, creative way. And the resource center is robust with timely articles, white papers and guides.

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- Snapchat
- Tradeshows
- TV
- Twitter
- **YouTube**
- **Website**

Investigative Stage Content Topics

INVESTIGATIVE STAGE TOPICS FOR CONSIDERTION

- Our writers go through hell to get from us to you: How we star rate writers and track their performance
- How agencies are using content creation platforms to scale their business
- How to transform your agency into a content marketing machine
- Why content mills suck, and we don't
- What to expect when you pay more for content: Why you should download this book
- How to choose the perfect writer that is slightly overqualified and nicely under paid
- How we attract and retain the best writers
- My SEO firm tells me I need content, so how can I get that going, pronto?
- What is content strategy and can I get it at WriterAccess?
- Secret #1 to Creating Great Content with Freelancers: The Creative Brief
- Secret #2 to Creating Great Content with Freelancers: Onboarding Writers to Goals
- Pop Quiz: What are the elements of great content
- Selling your boss on why you need great content to grow the business
- 5 key performance indicators of quality content
- How to hire, manage, and fire freelance writers in a platform like WriterAccess
- How to automate your content workflow without crushing your creativity
- 4 Secrets to reviewing profiles and selecting the best freelance writer for your project



**PLUS SERVICE
GUIDE**



**ENTERPRISE
SERVICE GUIDE**



**WEBINAR
REGISTER**



**CONFERENCE
TEASER**



CASE STUDY



VIDEO TOUR



Consideration Stage

RESEARCH SUMMARY

Prospects are considering purchase, confirmed by requesting a demo, live chat, or speaking with one of our representatives on the phone or at an event. Prospects are assessing the value of the business and the products and services as a solution to particular need(s).

CUSTOMER STATEMENTS AND QUOTES

- I wonder if this is a way to get cheaper content but still at the same quality I need?
- How do I choose a writer? What do the star levels mean? How is it related to quality and price?
- I don't see my industry on this list of industries, what's up with that?
- These rates seem low compared to what I pay my writers, that seems unfair and might decrease quality?
- My demo went well, but how can I "sell" this concept to my team with ease?
- How does this actually work? Is it a crowd-source or do I select my writers?
- Is there a charge for revisions and is there a limit on the number of rounds I can request?
- Can the writers do image research for my content as well? Can they insert the images directly into my blog posts?
- How can I share resources and other essential information that the writers need in order to create content to my standards?
- What types of writers do you have? Do any have the expertise to create a more technical document?
- I have very specific formatting requirements, how do I communicate these to my writers?
- What happens if I am not happy with the content I receive from the writer?

Consideration Stage Assessment

CONTENT ASSESSMENT/RECOMMENDATIONS

B- GRADE

The consideration stage is nicely covered with lots of content assets scattered throughout the site. The Plus and Enterprise service guides help distinguish and describe the service tiers. Case studies answer questions regarding how existing clients work strategically within the platform. Webinars provide information led by the CEO and guest industry leaders. The conference teaser demonstrates the companies knowledgeable position within the industry.

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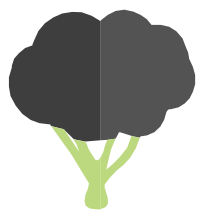
CHANNEL TOUCH POINTS

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- **Conference (Speaking)**
- **Downloads**
- Email
- Facebook
- Instagram
- Live Chat
- LinkedIn
- Media: Paid/Earned
- Mobile App
- Pinterest
- Radio
- Snapchat
- **Tradeshows**
- TV
- Twitter
- **YouTube**
- **Website**

Consideration Stage Content Topics

CONSIDERATION STAGE TOPICS FOR CONSIDERATION

- Why publishing consistently is the key to achieving search engine rankings
- 5 Essentials to onboarding writers to align content with your tone, style and brand
- How to motivate writers to create great work
- What writers really want: Recognition not money
- How to sell WriterAccess to your bosses boss
- How we zoomed from zero to 25,000 customers with no VC funding, unlike our competition
- Stats and Facts: Customers find the perfect writers and stay with them for the long haul
- Stats and Facts: Word counts are on the rise with Blog Orders in 2017
- Did You Know: You can add posts and tweets to your blog order for just a few pennies more
- Did You Know: Plus and Enterprise customers get free content analytics that tracks content performance
- How agencies use our white label solution to keep customers in the loop at scale
- How agencies use our Creative Brief Wizard with clients at scale
- How big companies go big with content at WriterAccess
- How to optimize your editorial process
- 5 content development tips from three rising publishers



**WELCOME
POSTCARD**



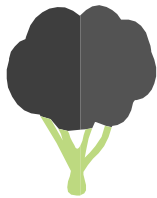
**WELCOME KIT
EMAIL**



**CUSTOM WRITER
SPOTLIGHT**



**GETTING
STARTED
GUIDE**



**10 REASONS
TO GIVE US A
WHIRL EMAIL**



Trial

Trial Stage

RESEARCH SUMMARY

Customer signs up for a trial account with the intention to purchase content in the future. Assessment includes review of writer profiles, order forms, and workflow management tools. All customers are called after sign-up, blueprinting needs and expectations, offering advice for success.

CUSTOMER STATEMENTS AND QUOTES

- Is this platform easy to use?
- Can I speak with writers or message them? How does the communication work?
- Can I publish content directly from WriterAccess to my blog?
- What features are available and worthy of turning on?
- Can I trust this sales rep and this platform with my content needs?
- Let me try a 4-star writer which is in my price zone, and see what I get!
- Should I go Self service or Plus Service – what is the benefit and is it worth the \$ upfront?
- Can I provide the writers keywords to include in my content?
- How can I track how much I'm spending on different projects and how can I differentiate one project from another?
- I have one other team member that will be helping me, how can they have access to my account to review the content?
- I also have existing content to update and flesh out, is this something your writers do?
- How will I know if a writer I want to work with is available and willing to work with me?

Trial Stage Assessment

CONTENT ASSESSMENT/RECOMMENDATIONS

B- GRADE

Company has numerous pieces of personalized content for customers in the trial stage. A customized welcome postcard and email kit provides a pleasant first interaction. The Getting Started guide ushers the customer through the clear steps for initial success. The 10 Reasons to Give us a Whirl email quells any lingering questions holding a customer back at the trial stage.

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- **White papers**

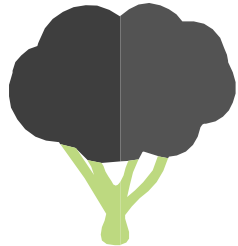
CHANNEL TOUCH POINTS

- **Blog**
- Conference(Speaking)
- **Downloads**
- **Email**
- Facebook
- Instagram
- Live Chat
- LinkedIn
- Media: Paid/Earned
- Mobile App
- Pinterest
- Radio
- Snapchat
- Tradeshows
- TV
- Twitter
- YouTube
- **Website**

Trial Stage Content Topics

TRIAL STAGE TOPICS FOR CONSIDERATION

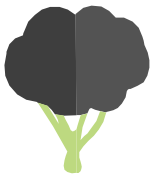
- 4 Essentials to get off to the right start at WriterAccess (Agencies, Enterprise, SMB's)
- Top Hacks for agencies managing multiple clients in the platform
- Why you should reject your first orders with every writer
- Time Saver for All: Download our App and manage your workflow on-the-fly
- Time Saver for All: How to setup API Integrations with WordPress
- Time Saver for Enterprise: Setup a master account to manage all your team members
- Time Saver for Agencies: Manage all your clients from one master account with monthly summaries
- The secret to editing content from one of our master editors
- Samples: The secret to showing writers what you want and how high to jump for you.
- Time Saver for All: Setting up templates to save time
- Enterprise Hacks: How to clear out the clutter by safely archiving projects
- Video: Hacks to finding the perfect writer for your next project
- Video: Getting your agency started with WriterAccess
- Setting up your API connections to push content from here to anywhere with one click
- Top Ten WA Features You Might Want to turn on



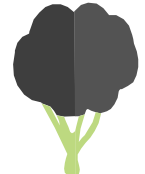
**BOOK #1
MAILED**



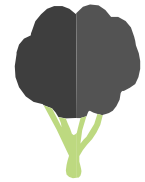
**PLATFORM
HACKS GUIDE**



**PLUS SERVICES AND
FEATURES GUIDE**



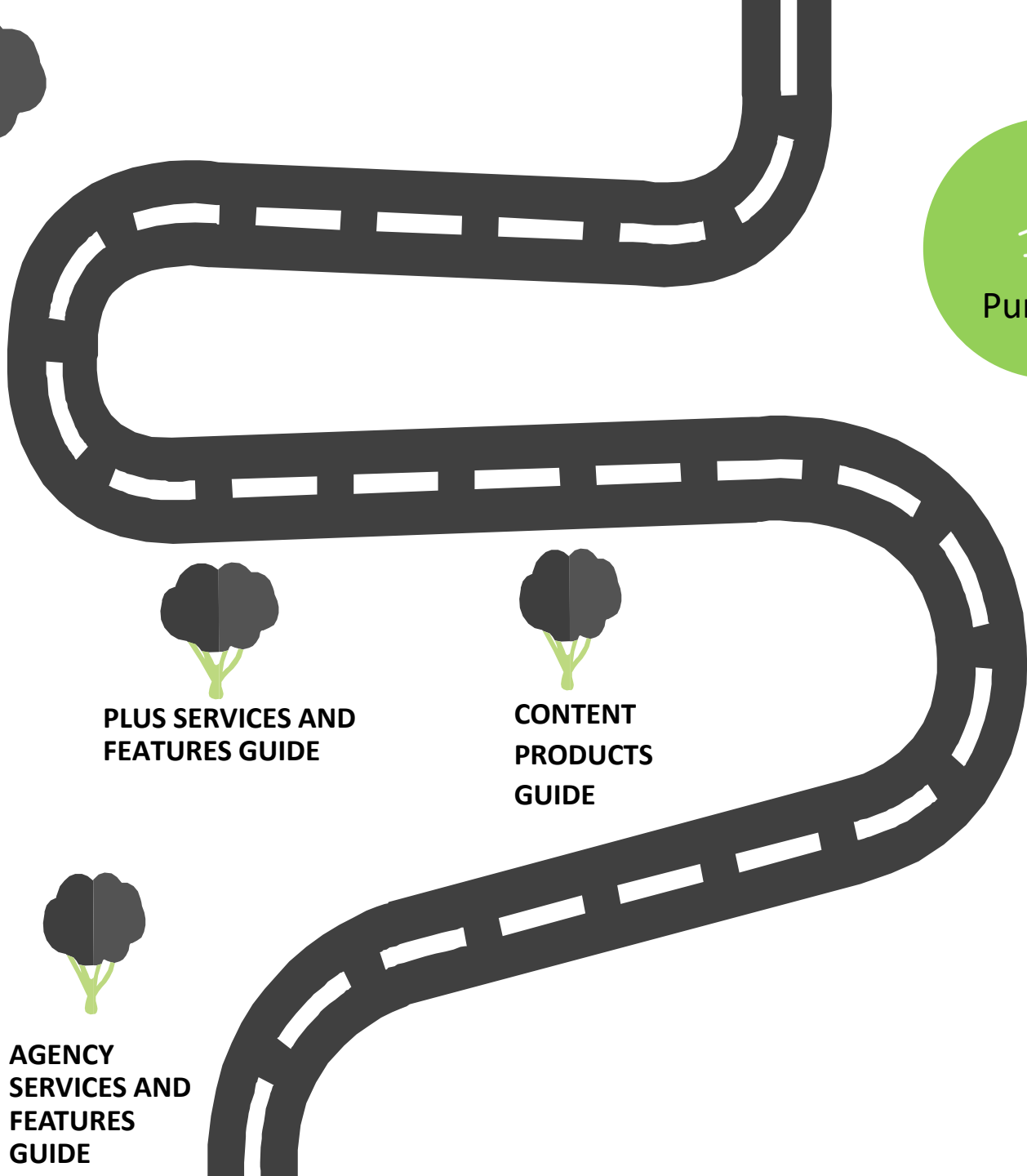
**CONTENT
PRODUCTS
GUIDE**



**AGENCY
SERVICES AND
FEATURES
GUIDE**



Purchase



Purchase Stage

RESEARCH SUMMARY

Customer pre-pays for services, selecting Self, Plus, or Enterprise Service at sign-up. All customers can search talent, place orders, approve or reject orders and manage the workflow. Plus and Enterprise customers get dedicated support, platform customization, and hand-picked talent recommendations. Customers level of proficiency with the platforms varies, opening up challenges and opportunity for content marketing success.

CUSTOMER STATEMENTS AND QUOTES

- What is the best way to communicate with writers?
- Should I use one writer or several writers for my volume of work?
- How do I “lock in” with a writer to create the stability I need?
- What exactly do I get with Plus or Enterprise Service? Why do I need those benefits?
- Do I have to maintain \$2,500 in my account at all times?
- Does that entire amount go to my content or is there a platform fee I pay on a recurring basis?
- So many writers, can someone help me find the best writer for my project?
- Can a writer create excerpts I can use to help distribute my content on various social outlets in addition to blog posts?
- How do I price longer form content that requires more time and research?
- I’m an agency and I don’t want my clients to know I’m using WriterAccess to create their content. Is there any way they can remain in the loop during the review and approval process?
- I’m an agency with multiple account executives order content, how can I streamline workflows?

Purchase Stage Assessment

CONTENT ASSESSMENT/RECOMMENDATIONS

A- GRADE

WriterAccess offers an impressive collection of longer form content for customers in this stage. Several books are available for download, and also mailed to customers. Offering an all-encompassing guide for content marketing and professional writing skill assessment with writers. The topic finder tool serves up popular topic ideas for writing projects.

CONTENT TOUCH POINTS

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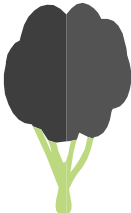
Purchase Stage Content Topics

PURCHASE STAGE TOPICS FOR CONSIDERATION

- The Creative Brief Template– How to guide your writers to developing great content
- How to transform your boring company into an exciting journalistic machine
- How to make the case for more content and better content to bosses that don't get it
- Why teammates may “hate” what your content writers create, and what to do about it
- Myth Buster #1: You can't get great content from a content mill
- Attention WriterAccess Competition: Stop sucking, you're bringing us down
- Why the question is the answer when it comes to great content
- Attention Solo Content Marketing Practitioners...You're the King and Queen of Content
- Great Ideas to Inspire Great Writers: Find the why, then have your writers turn it into a story
- Top 3 things writers MUST KNOW about your content strategy
- Revision Requests: Your secret to boosting your content quality
- Mastering the Art of Revision Requests; Tip #1 Teach Me to Fish, Don't Make My Meal
- PLEASE put more BRIEF in your Creative Brief
- Publish More: Get More– Traffic, Conversions and Revenue
- How This SaaS model puts WriterAccess to work
- How to make your content sell without selling
- The Essential Guide to Plus Service



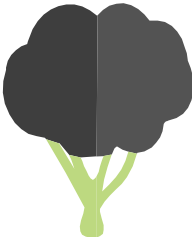
Perception



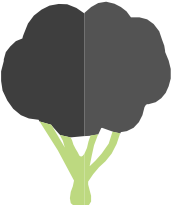
**MILESTONE
POSTCARD
MAILED**



**MOBILE APP
DOWNLOAD**



**BOOK #2
MAILED**



**CONTENT
ANALYTICS
GUIDE**



**CONTENT
STRATEGY
CERTIFICATION**

Perception Stage

RESEARCH SUMMARY

Customers reflect on the decision to use WriterAccess, forging a perception that's shaped by the user experience, content quality, price fairness, resourceful service and special WOW's rolled out by the WriterAccess customer success team to offer surprise and delight by definition.

CUSTOMER STATEMENTS AND QUOTES

- ➔ I love X writer. The platform and quality work help me in a big way.
- ➔ I love the platform, it's easy to use. I'd like to refer it to my friend who has a similar need, do I receive any benefits for doing so?
- ➔ This content is not in my voice or quality I need. Can I talk to the writer?
- ➔ The platform is complicated. I want my content faster, so this is not going to work for me.
- ➔ I love that I can communicate with writers and review and approve orders on the go using the mobile app.
- ➔ My Content Success Manager Kelly is so helpful in finding me writers, giving me tips on how to best use the platform, and even sent me a handwritten welcome postcard!
- ➔ It's extremely helpful that I can track how the content I create within the platform is doing with the built-in content analytics software!
- ➔ Completing the content strategy certification has helped me focus on creating the right kind of optimized content on a more consistent basis for my target audience.
- ➔ I love that there are so many resources available to help me learn about content marketing strategy and the industry as a whole.

Perception Stage

CONTENT ASSESSMENT/RECOMMENDATIONS

A- GRADE

WriterAccess has all the bases covered at the perception stage. Mailing hand-written postcards add a nice touch to the marketing strategy and positively effects perception. The mobile app augments the experience and adds convenience for customers to manage workflow on-the-fly. Knowledgeable staff, content strategy certified, boost the perception of the brand. Book #2 and #3 mailed along the journey help further advance perception. The content analytics tool, a free resource, helps customers deliver on performance goals.

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Perception Stage Content Topics

PERCEPTION STAGE TOPICS FOR CONSIDERATION

- The pros and cons of hiring your freelance writer as an employee
- Why you should join us at Content Marketing Conference
- Meet the Superheroes we've gathered for our annual Content Marketing Conference
- 10 Ways to Go Deep with WriterAccess and GET MORE BANG for your buck
- Surprising stats about our 100% Delight Guarantee
- Getting bad content from writers? You might be asking for it, and you can fix that.
- 4 ways to get your freelance writers to do more great, and less good
- How the top agencies are hiring and managing freelance writers
- How to build loyal, trusting relationships with your freelance writers
- 5 ways to help your freelance writer create customized content
- Hacks for agencies to go big with content
- Budgeting hacks to secure more bucks for content marketing
- You just inherited the role of managing WriterAccess– READ ME FIRST
- Did You Know: You can setup content analytics to track your content's performance, and it's FREE!
- Did You Know: Our referral program pays out 5% lifetime commissions for recommendations



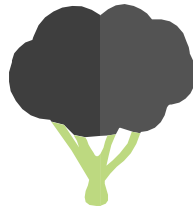
**FACEBOOK
FRIENDS**



**TWITTER
FOLLOW**



**LINKEDIN
CONNECTION**



**BETA TESTING
ADVISOR**



**MOBILE APP
COMMUNICATION**



**CONTENT STRATEGY
SAMPLES**

Connection Stage

RESEARCH SUMMARY

Customers connect with team members in a variety of ways, displayed by one-to-one personal communication with team members. Customers also connect with our platform and services, becoming champions for our products and services.

CUSTOMER STATEMENTS AND QUOTES

- ➔ I feel like WA cares about me and that you have my best interests in mind.
- ➔ Thank you for the sound advice, even if that means firing a writer or going elsewhere for a project.
- ➔ Dear CEO Byron, X did a great job on my account and I just wanted you to know.
- ➔ My business would not be what it is today without the writers at WriterAccess.
- ➔ WriterAccess has solved the major bottleneck I once had.
- ➔ How can I pay writers tips and reward them for great work?
- ➔ WriterAccess works, and I am now looking to scale up and invest more into my content marketing strategy. What is the best way to proceed? Are there discounts available for larger deposits?
- ➔ My writer X is an industry leader and I would like to attribute her name to work on my site from time to time. Is this a possibility?
- ➔ Your chat support is so helpful whether for quick or longer questions, thank you!
- ➔ I love that X realized it was my 5-year anniversary with WriterAccess and sent me a handwritten note to celebrate.
- ➔ I love that my Content Success Manager X provided helpful resources from CMC as I was unable to attend in 2016.

Connection Stage

CONTENT ASSESSMENT/RECOMMENDATIONS

A GRADE

WriterAccess supports customers social efforts in connecting via Facebook, Twitter, and LinkedIn. WriterAccess offers a beta testing advisory board group to provide customers in this stage a voice in new product rollouts. Mobile app communication capabilities allow customers in the connection stage to collaborate more deeply with their talent. Strategy forums provide customers the opportunity to network with other industry professionals and access to comprehensive exclusive

resources CONTENT TOUCH POINTS

- Ads
- Articles
- **Posts: Micro Form**
- Posts: Short Form
- Posts: Long Form
- **Books**
- Brochures
- Case Studies
- Catalogs
- **Mobile**
- Newsletters
- Postcards
- **Presentations / Webinars**
- Press Releases
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- Tools
- **Video**
- **White papers**

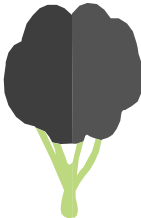
CHANNEL TOUCH POINTS

- Blog
- Conference (Speaking)
- **Downloads**
- Email
- **Facebook**
- Instagram
- **Live Chat**
- **LinkedIn**
- Media: Paid/Earned
- **Mobile App**
- Pinterest
- Radio
- Snapchat
- Tradeshows
- TV
- **Twitter**
- **YouTube**
- **Website**

Connection Stage Content Topics

CONNECTION STAGE TOPICS FOR CONSIDERATION

- Personal Welcome Video: Hi, my name is X, I'm looking forward to working with you and Y company
- Personal LinkedIn Invite: Hi, thanks for the kickoff call today. Look forward to following you on LinkedIn.
- A content strategist, editor, and writer walked into a platform together.....
- X: Comedy and Content: Check out this funny blog post that attracted 12,000 subscribers
- X: Stories that Sell. Check out how this story sold millions of diapers
- Introducing coffee breaks: Snag a cup of coffee with your writers, in the cloud!
- What our algorithms can tell you about a freelance writer
- TRENDS: Length of blog posts on the rise in early 2017
- YOU MISSED IT: Everything you missed about content strategy this week
- 10 Ways to get your writers to deliver better topic ideas
- Content Strategy Boot Camp: Download this \$40,000 Content Plan
- Not running your free content analytics account? Read this and you'll change your mind.
- Podcast #23: Learn why Nick Westergaard thinks we should all *Get Scrappy* with content marketing
- Writer Star Rating Guide: How Writers Earn Star Ratings
- New Mobile App upgrades will save you even more time
- Falling Stars: How we penalize writers for bad work



**PUBLIC
REVIEW**



**CONTENT
MARKETING
CONFERENCE**



**TALENT
REVIEW ON
PROFILE**



**REFERRAL
PROGRAM**



**INC 5000
AWARDS**



NPS SCORE

Sharing Stage

RESEARCH SUMMARY

Customers publically praise the products, service and/or support team, recommending and referring WriterAccess to their friends, colleagues and/or fans in their social sphere. Shares are genuine and unsolicited (without any compensation or benefits), and referral bonuses are paid with the WriterAccess referral program.

CUSTOMER STATEMENTS AND QUOTES

- I love my Content Success Manager. How can I put my friend in touch with her?
- This is a great service. I know so many other people who could use it.
- I wonder if you are working with my competitor, that bothers me.
- I don't want to share. WA is my best kept secret.
- This content is performing well, and I love the service, I'm going to recommend it to others.
- I would like my agency to act as a partner with WriterAccess so I may let others know about your platform and in exchange have my agency services displayed.
- I made wonderful connections at a recent WriterAccess event and left with lots of takeaways. I would like to make sure my friends and colleagues within the industry receive an invitation next time.
- Will WriterAccess be at X conference so I may meet Byron and my Content Success Manager in person?
- I would like to include CMC on my list of industry conferences, who do I contact to receive more information regarding the event details?

Sharing Stage Assessment

CONTENT ASSESSMENT/RECOMMENDATIONS

A- GRADE

WriterAccess customers do share their feedback with public reviews. NPS scores confirm an 89% rating of a 8, 9 or 10 score.. The yearly Content Marketing Conference attracts hundreds of customers that attend and share the experience. Open feedback for talent in the form of recommendations and reviews offers more sharing opportunity of their experience. The referral program is in the midst of change with new features and incentives to share.

CONTENT TOUCH POINTS

- Ads
- Articles
- **Posts: Micro Form**
- Posts: Short Form
- Posts: Long Form
- Books
- Brochures
- **Case Studies**
- Catalogs
- **Emails**
- **Mobile**
- Newsletters
- Postcards
- Presentations / Webinars
- Press Releases
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- Video
- White papers

CHANNEL TOUCH POINTS

- **Blog**
- **Conference (Speaking)**
- Downloads
- Email
- **Facebook**
- **Instagram**
- Live Chat
- **LinkedIn**
- **Media: Paid**
- **Media: Earned**
- Pinterest
- Radio
- Snapchat
- **Tradeshows**
- TV
- **Twitter**
- **YouTube**
- **Website**

Sharing Stage Content Topics

SHARING STAGE TOPICS FOR CONSIDERATION

- Our secret to making the Inc. 5000 list 3 years in a row
- Need a free ticket to Content Marketing Conference? Spread the word.
- Top 10 (Funny) reasons you should refer your friends that need content to WriterAccess
- The Secret to how we WOW customers with surprise and delight: The WOW Periodic Table
- Free Template– Create a Customer Journey Map for your Business
- Free Template– Create a Keyword Map for your business
- Free Template– Create a Buyer Persona for your business
- Free Template– Create a Creative Brief for your business
- Free Content Analytics– How to setup content analytics and track content performance
- Free Content Planner– Map out your content strategy
- Case Study: How Susan doubled traffic in 4 months as a one woman band
- Case Study: Top topics our customers are buzzing about on our Forums
- New Tools: New topic research tool “all the rage’ by our customers
- Beta Testers Wanted: Need help with content strategy? Join customers beta testing our new strategy products
- Why You Should Share the WriterAccess Secret with Your Friends and Fans
- New Tools: Content grader helps to validate the star rating of the content you purchase



Thank You