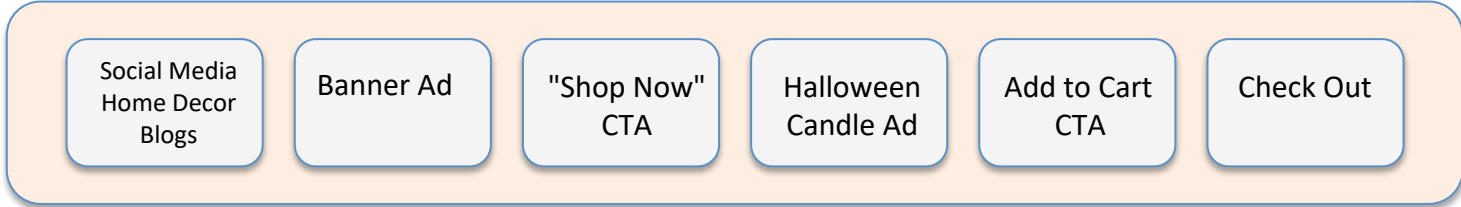


# Spooky Candle Co. Customer Journey Map

Steps in the customer journey  Progress



Digital experience touchpoints

- Google Search
- Facebook
- Website
- Live Chat
- Paypal

	Social Media Home Decor Blogs	Banner Ad	"Shop Now" CTA	Halloween Candle Ad	Add to Cart CTA	Check Out
Google Search	IMPACT	IMPACT	IMPACT	IMPACT	NO IMPACT	NO IMPACT
Facebook	IMPACT	IMPACT	IMPACT	IMPACT	NO IMPACT	NO IMPACT
Website	IMPACT	IMPACT	IMPACT	IMPACT	IMPACT	NO IMPACT
Live Chat	NO IMPACT	NO IMPACT	NO IMPACT	IMPACT	NO IMPACT	IMPACT
Paypal	NO IMPACT	NO IMPACT	IMPACT	IMPACT	IMPACT	IMPACT