Empathy Map

Step 1: Defining the Customer's Need

Our customers need a better way to create persuasive and engaging content

because they struggle with writing copy that converts and don't have the time or skills to do it effectively.

Step 2: Collecting Information

I have gathered insights through:

- Surveys: Asking business owners what challenges they face in marketing.

- Interviews: Speaking with small business owners, startups, or marketing managers.

- Online Research: Reading forums, reviews, and social media posts about content creation struggles.

Step 3: Filling in the Four Quadrants

Thinking

- "I know I need great content, but I don't know how to write it myself."

- "Good copywriters are expensive—can I afford this?"

- "Will this actually bring in more customers?"

Seeing

- Competitors using high-quality content and professional branding.

- Ads and social media posts with engaging copy that generates leads.

- Free content everywhere, making it hard to stand out.

Doing

- Trying to write content themselves but feeling overwhelmed.

- Searching online for tips on copywriting.

- Experimenting with AI tools but realizing they need a human touch.

Feeling

- Frustrated by lack of engagement on their website or social media.

- Overwhelmed with too many marketing tasks.

- Excited when they find a solution that saves them time and effort.

Buyer's Avatar

 2. **Basic Demographics**

- Name: Sarah Johnson

- Age: 35

- Gender: Female

- Income: $75, 000 per year

- Location: Urban areas, works remotely

3. **Other Demographics**

- Personality Traits: Ambitious, time-conscious, results-driven, creative but not a writer.

- Quirks: Loves automation tools, reads marketing blogs, follows industry influencers.

- Habits: Checks social media and email daily, listens to business podcasts.

- Customs & Beliefs: Believes in outsourcing to experts, values high-quality branding, prioritizes ROI.

- Routines: Starts the day with planning, has limited time for writing, prefers clear communication and quick turnarounds.

Buyer's Experience Map & Content Strategy

Buyer's Journey

1. Awareness Stage (Stranger → Prospect)

Sarah, our ideal buyer, realizes her website and marketing materials are not converting leads effectively. She searches online for copywriting tips, reads blog posts, and follows marketing influencers on social media.

Touchpoints:

- Google searches ("How to write compelling website copy")

- Social media posts & ads from competitors

- Blog articles and free resources

2. Consideration Stage (Prospect → Lead)

Sarah realizes she lacks the time and expertise to write high-converting copy. She starts exploring professional copywriting services. She downloads a free guide on "How to Write Sales Copy That Converts" from a copywriting website and subscribes to their newsletter.

Touchpoints:

- Free lead magnets (guides, templates, checklists)

- Case studies & testimonials

- Email sequences providing value

3. Decision Stage (Lead → Customer)

Sarah compares different copywriters. She reads case studies, reviews, and pricing details. A well-crafted email persuades her to book a free consultation. The call reassures her, and she decides to invest in a sales page rewrite.

Touchpoints:

- Sales consultation

- Pricing page & service descriptions

- Persuasive email sequences

4. Retention & Advocacy Stage (Customer → Loyal Client)

Sarah is happy with the results and returns for additional services like email copy and ad scripts. She also refers colleagues to the copywriter.

Touchpoints:

- Follow-up emails & exclusive offers

- VIP discounts for returning clients

- Referral incentives

High Five Content Strategy

To move Sarah through this journey, we need content that:

1. Educates – Blog posts, social media content, free downloadable guides.

2. Motivates – Case studies, testimonials, before-and-after copy examples.

3. Challenges – Webinars, expert Q&A, "What You're Doing Wrong" content.

4. Encourages Purchase – Email sequences with clear CTAs, limited-time offers.

5. Nurtures Loyalty – Thank-you emails, referral programs, upselling personalized services