



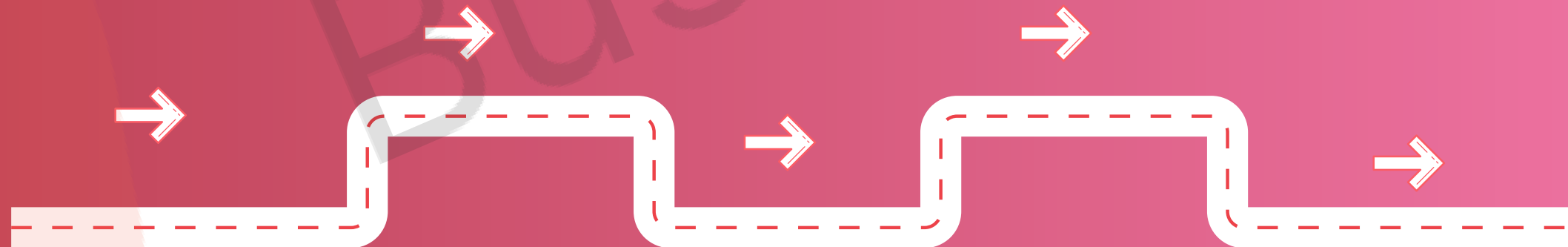
BAKERY

CUSTOMER JOURNEY MAP

SAMPLE



*how **Someone***



*becomes **Your Customer***

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What is Inside?

1. Who this Guide is For?
2. What is a Customer Journey?
3. How Customer Journey looks like?
4. Build Your Own Customer Journey



Purpose

To help bakery owners and teams **attract, engage, retain, and delight customers** at every stage of their journey.



Who This Guide is For

- **Independent bakeries** (brick-and-mortar or home-based).
- Artisanal, specialty, or boutique **bakeries**.
- Cafe-bakeries offering **fresh-baked goods & beverages**.
- New or growing bakeries building a **loyal local following**.



Why this Guide Matters?

- Helps you attract the **right customers**, not just foot traffic.
- Provides a clear strategy to consistently grow your **customer base**.
- Builds trust and curiosity **before people step into your shop**.
- Boosts customer loyalty by making guests feel **valued and appreciated**.
- Creates a warm, memorable first experience that **keeps people coming back**.



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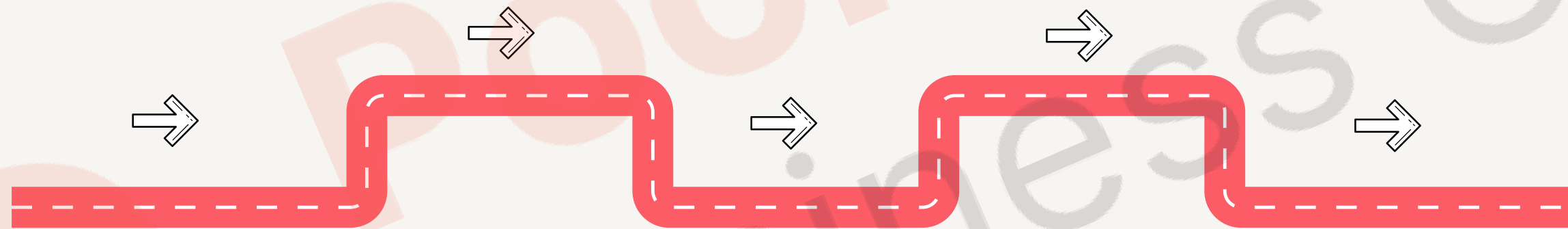
- Drives word-of-mouth and referrals through **exceptional service and treats.**
- Keeps your marketing aligned with authentic **community-building values.**
- Helps map out every customer touchpoint to **strengthen your sales process.**
- Supports long-term growth by turning casual visitors into **loyal fans.**



What is a Customer Journey ?



How
Someone



becomes
Your Customer

What is a Customer Journey?

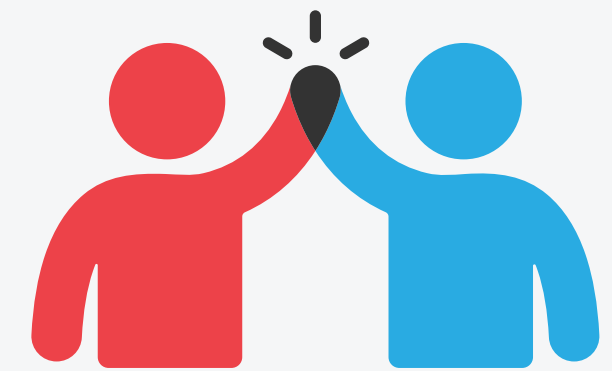
Simple Definition

The **full experience** someone has with your bakery from first discovering you, to making their first purchase, to becoming a loyal regular who raves about you.



How is it Different from a Sales Funnel?

- A sales funnel focuses on **making a sale.**
- The customer journey focuses on **building lasting relationships.**
- It's about creating **consistent, enjoyable experiences, not just transactions.**



Why Customer Journey Matters for Bakery Business?

- A bakery is personal, people want to **feel welcome and cared for.**
- First-time visitors often **decide quickly** if they'll return.
- A thoughtful customer journey turns one-time buyers into **regulars and referrers.**
- Happy customers are your **best marketers!**



How Customer Journey looks like ?

A CUSTOMER JOURNEY

1

Awareness

Potential customers learn about a service and get interested.



How ?

- Video Ads
- Social Media Ads
- Search Ads
- Newspaper
- Magazines

2

Consideration

Potential customers compare different services and evaluate their options.



How ?

- Website visits
- Reading reviews
- Comparing prices
- Free trial

3

Conversion

Potential customers decide to purchase or sign up and take the first action.



How ?

- Online booking
- In-studio signups
- Special offers
- Limited discounts
- Easy checkout

4

Retention

Customers continue using the service and build loyalty over time.



How ?

- Regular attendance
- Membership perks
- Loyalty rewards
- Exclusive events

5

Advocacy

Loyal customers promote the service to new potential customers.



How ?

- Word-of-mouth
- Social media
- Referral programs
- Google reviews

Build Your Own Customer Journey

1

Awareness



Three dotted-line speech bubble shapes for notes.

*Create awareness
with..*

2

Consideration



Three dotted-line speech bubble shapes for notes.

*Engage prospects
with...*

3

Conversion



Three dotted-line speech bubble shapes for notes.

*Drive action
with...*

4

Retention



Three dotted-line speech bubble shapes for notes.

*Foster loyalty
with...*

5

Advocacy



Three dotted-line speech bubble shapes for notes.

*Encourage advocacy
with...*

Get Expert Help for Your Personalized Business Documentation

- Personalized to Your Business Services and Products
- Customized for Your Location and Business Goals
- Delivered in Just 2-3 Days





THANK YOU

