THE MEDIA CTO

- Automate
- Redefine Process
- Stop Doing

CVI

St
De

TIMELINE

You may want to adjust the stages to fit your product. For example for a one of product you may replace 'Adoption' and 'Usage' with 'Engagement' and 'Fulfilment'

STAGE

Aware

The main commercial outcomes and or activity for this stage.

Key Activity & CVOs

- Direct Outreach
- Marketing Outreach
- Generating inbound as well as outbound

This can be an individual or a team.

WHO

People who your client will have any contact with (phone/email/f2f?

- Partner Marketing Manager

STEP DETAIL

Include every touch-point grouped by the function responsible or the job to be done, for example, Product Setup or Client Portal Setup.

CUSTOMER TOUCHPOINTS and COMMERCIALLY VALUABLE INTERACTIONS (CVI's)

Everything that the client sees. Shown as 'moments that matter' concerning the service or product you are offering at each stage of the life cycle.

- Phone email
- Product Landing Page
- Case Studies

Feel free to adjust and rearrange the boxes; the information included here is for illustration taken from a live client example to help you focus on what to have.

It is important to capture the moments that matter as well as the CVIs and CVOs and align them clearly to the functional area responsible or have them aligned to a significant moment for your service, e.g. accessing a client admin area or requesting a meeting.

FRONTSTAGE

All front-facing communications and touchpoints with the clients from the business and product delivery teams.

- Personal Emails
- Auto Reply Email
- Book Meeting

Any activity below this line is not visible to the client and shows the effort and work needed to sustain your product.

Line of Visibility

Backstage Staff

All team actions supporting the processes and required outcomes to deliver the product or service.

- Create maintain digital media pack
- Maintain 'product' landing page
- create marketing emails

It is essential to list all tools here this will highlight information silos and system consolidation opportunities.

SYSTEMS

All tech/systems required to complete the actions above. Be as comprehensive as you can.

- E signature
- Calendly
- CRM
- MA

Show the resources drawn on to enable the delivery of this product or service even if its not their core job. Perhaps your external designer gets called on a lot or the editorial team.

It will show skills gaps or optimization opportunities, particularly around the utilization of costly resources outside of the business.

RESOURCE MAP

The resource required during each step including any outsourced or freelance resource.

- Design Agency
- SEO Lead