

**Selling Art Prints - Customer Journey Touchpoint Analysis**

\*\*\* implies very likely & effective channel for touchpoint

\*\* implies possible channel for touchpoint

\* implies weak channel for touchpoint

Channel	Initial catch touchpoints		Engagement touchpoints				Transaction touchpoints			Continued interest touchpoints				Point of sale subject to commission?
	When Customer: is made aware of artwork	has passion stirred	seeks to discover more	watches demonstr'n	provides email address	elects to follow	makes potential sales enquiry	makes purchase	collects / takes receipt	is informed of new work	provides reference to friends & relatives	receives invitation to exhibition preview	makes subsequent purchase	
<b>Search</b>														
Indirect	**													
Direct	**													
<b>Associated content</b>														
Blog	*	*								*				
Quiz / Competition	***	**			***									
Online media	***	**												
Printed media	***	**												
Radio / TV	**	*												
<b>Web</b>														
Artist's own site	*	***	***		***	***	***	***	*	*		***		No
Gallery site	**	***	***		**	*	**	**	*	*		**		Yes
Aggregation site	***	***	***		***	***	***	***	*	*		***		Yes
<b>Social Media</b>														
Facebook	**	**							**	***	**			
Flickr / Instagram / Pinterest	**	**							**	***				
Google +	**	**							*	*	*			
You Tube / Vimeo	**	**		***										
<b>Advertising</b>														
Aggregator / Gallery Pay per Click Online	**								*					
Artist own Pay per Click Online	***								**					
Offline	**													
<b>Email</b>														
Received by customer									***		***			
Sent by customer										***				
<b>Mobile</b>														
Text									**	*				
App														
<b>Physical Entities</b>														
Art Gallery	**	***	**		*		***	***	***		***	***		Yes
Entries in public exhibition	**	***	*						***					Yes
Public space (eg café, restaurant)	***	***	**		*		***	***	*			**		Probably
<b>Fulfillment</b>														
Confirmation of despatch									***					
Confirmation of delivery									***					