6 Critical Points in Todays "Digital" Buyer Journey

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Our recent stay-in-place order has drastically changed everyday life, and surprisingly this has had little effect on the It's imperative today more than ever that businesses are engaging potential in the buyer journey.

customer buyer journey. customers at every step

Hope this was helpful.

We have much more to share when you are ready.

Keep learning

Interest

The customer begins to search out potential solutions and is aware of trends, related products, and brands. Begin to assert your product/business to help educate your consumer. Provide eBooks, infographics, webinars, and white papers.

Evaluation

The customer is ready to buy, but now they are evaluating

like-products/services. Provide timely (immediate) follow-up to free trials and web page form-fills, making sure all communication is still

education-focused. Whether via voice, email, or direct mail, offer an

"introductory offer" with either a discount or additional features.

Awareness

The customer is acutely aware of a pain/need. Focus on the

Provide industry-focused content, smartly disperse via social

problems and pain points for your prospective customer.

media, digital advertising, events, PR, and webinars.

Consideration

The customer is beginning to consider specific products/services. Typically willing to engage via email/voice. Still educate but provide direct info like comparisons, datasheets, free trials, case studies, and make sure your pricing is upfront!

Purchase

Although they are ready to purchase, they'll need validation of their buying decision, so reliable customer service is vital. Initiate a "customer success" person to ensure consistency and constant communication. Provide live training, "how-to" webinars, and user guides.

Advocacy

Help your customer become advocates for your products or service. Make sure to stay in touch and listen to their evolving needs and feedback. Remember, a lot of time and money went into getting this customer, so continue to provide content and engagement, so they purchase again and again.





