

2019 PLAN

6-STEP CUSTOMER JOURNEY PLANNING

Achieve better customer and prospect-centric relationships. from lead generation to lead nurturing, Let this be your go-to guide to communicating to the right people, with relevant messages, at the right time,

STEP 01

Creating Awareness. In this phase, it's all about helping your customer or prospect solve a challenge or problem. For B2B, often this phase is about the discovery of the challenge and **educates** on different paths to the solution. Stay away from product or services selling in this phase.

STEP 02

Building Credibility. In this phase, once the challenge or problem has been clearly identified, it's now time to **inform** them on how others have successfully addressed the same or similar problem. This legitimizes the solution to their problem.

STEP 03

Generating Interest. This phase gets you closer to the sale by offering a branded product/service/solution. Here you'll want to show how a solution will directly **benefit** them in measurable, tangible ways.

STEP 04

Creating Preference. Google calls this phase the "Zero Moment of Truth". It is the time you give your customer or prospect some time to "kick the tires" *per se*. Offer a demo or **test drive** of your unique solution to their problem.

STEP 05

Taking Action to a Solution. Everything in this phase is product or service value-driven. Help your customer or prospect **evaluate your solution** through a survey, comparison charts, or user experience. Remember, it's all about making sure the solution is fit for purpose.

STEP 06

Building Loyalty. Keeping your customers is as important as getting them. Offer upgrades, new services, loyalty points, as well as ongoing, relevant, and personalized communications that is what's going to **keep them engaged**.



Compelling content plays a major role in your success!

What do your customers go through to learn about your product? Where do they go? Why do they choose your offering . . . or not? Are there opportunities to leverage personalized content more effectively for a customer's persona, buying stage, or specific need? What about the channel they are more likely to go for information: websites, blogs, social media channels, peer groups?



CUSTOMER BUYING JOURNEY MAP

AWARENESS

- Research Reports
- Editorial Content
- eBooks
- White Papers
- Tips/Checklist
- Educational Content
- Review Directories

CREDIBILITY

- Third-Party Blog Posts
- Analysts Reports
- Third-Party Editorial Content
- Analyst White Papers
- Subject Matter Expert (SME) Content
- Testimonials

INTEREST

- Webinars
- Case Studies
- Product Videos
- TCO Calculators
- Live Interactions
- Product Comparisons
- Data Sheets

PREFERENCE

- Webinars
- Trade Shows/Events
- Live Demos
- Trials/Free Samples

SELECTION

- Estimates/Quotes
- Coupons
- Product Literature
- Free Consultation

LOYALTY

- Discounts on Purchases
- Upgrades
- Appreciation Benefits
- Customer Events
- Newsletters

MULTI-DEVICE, MULTI-CHANNEL COMMUNICATION CONSIDERATIONS

- Email /Newsletter Marketing with Marketing Automation/Drip Capabilities
- Landing Pages/Microsites with Sign Up, Download, and Campaign Analytics
- Event/Webinar Registration
- Lead, Customer, and Partner Relationship Database (CRM)
- Blogs/News Feed
- Content Publishing Site



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LET'S GET STARTED WITH YOUR PLAN:

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AWARENESS

CREDIBILITY

INTEREST

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MULTI-DEVICE, MULTI-CHANNEL COMMUNICATION
CONSIDERATIONS