



MARKETING STRATEGY TRAINING
WORKBOOK

**Developing Your Customer
Buyer's Journey**

The Total Customer Experience

Understanding how to develop your marketing touchpoints helps you create content that will take your customers through the different buyer's journey stages of Awareness, Consideration and Decision.

It helps to answer how you're going to take them from the beginning of their **awareness**. How your marketing messages can get your business in front of them as an option in the **consideration** stage. And then how you can personalize your content to be effective to **close the deal**.

And the thing I want to stress about this process is that the path to purchase is not the linear funnel model that we've all been taught. That great big funnel up at the top – and there's all this stuff at the top! – and then there's a middle area and the very, very bottom is the purchase.

The way that people make purchases these days is very different from a linear funnel model. It has everything to do with the thing that we carry in our pockets, that we keep on our desks and the thing that we sleep next to it at night.

It has everything to do with the fact that we can just pick up our phone and do as much research as we need. We can ask questions, we can google things, we can go on Facebook and ask for recommendations. There's so many ways that we can go through this customer buyer's process.

And when we think about the customer buyer's journey, it's not just about how we can get them into the top of the funnel. It's about how we can deliver an overall exceptional customer experience from the start to the finish.

It's really a whole customer experience.

The Three Stages of the Customer Buyer's Journey

The first stage is Awareness.

This is where the customer first becomes aware of their problem or something they have a need for.

And immediately the first thing they do is they pick up their phone and they start typing things into Google looking for a solution for x, y and z. Your job with your content marketing is to find a way to catch their attention and understand what they are thinking, what they're saying, what they're doing and what's their pain for not taking action. And then taking that information and creating valuable content that addresses their pain points.

Because this awareness is where the journey begins.

Your role at this stage is to find ways to capture their attention. This is the space to offer them valuable content that addresses those pain points.

It's really important to understand that in the awareness stage, you're providing content with loads of value, but it's not the content that offers any kind of financial commitment up front.

Awareness Stage Content Ideas:

- Blog posts
- Checklists and other downloadable lead magnets
- Ebooks
- Videos
- Webinars
- Social media posts

Awareness is not the point where you try to get them to buy something from you. You're just asking them to take action, like read a blog post, watch a video or download a checklist. Something that's not going to cost them anything to take the action, but the action is going to be so spot on and understands what their pain points are that they walk away from it thinking this business is talking to me.

The Three Stages of the Customer Buyer's Journey

Then we move on to the Consideration Stage.

In the consideration stage, your potential customer is aware of your business and is receiving amazing, valuable and remarkable content from you because they are actively researching their solutions.

They are exploring all of their different options. They're reading reviews. They're looking for advice. And this is the moment where you want them to get more in depth content and keep them connected to your business as their solution.

If they've come to your website and they've read your blog post, you want them to take the next step. And the content for the consideration stage is taking the next step like to get on your email list, sign up for a video training series or sign up for a free workshop.

Your content is focused on what the next step is and to move them past doing more research and googling stuff. Because at this part of the consideration stage, you want to be 'considered' as a solution to their problem.

The difference between the awareness and the consideration stage is that now you've moved into the stage where you're selling something. Now is the time where your potential customer is ready to choose their solution and they want to make the decision to take action.

At this point they start looking at purchasing and looking at things like price, what comes with the program and ensuring that this is the best product or service for them.

Consideration Stage Content Ideas:

- Comparison guides
- Downloadable resources { templates, ready-made charts }
- Case studies
- Ebook guides
- How-to training videos

The Three Stages of the Customer Buyer's Journey

The Decision Stage is the last step of the customer's path of purchase.

This is the place where you want to give them a final push to click on that Buy Here button.

Your decision stage content is not about blog posts. It's not about free downloads. It's more about that moment when we can get them to make the final decision.

It's about looking for ways to maximize your email sequence. What can you do in your email sequence to include time limited exclusive offers? Can you share client testimonials or success case studies?

You want them to engage with your decision stage content and to see themselves in it. And you want to make sure that you are telling them that this is how the purchase works.

In this stage, you have this opportunity to sell to them because you have been through the whole customer journey together. You walked them through the awareness content. You reached the point where they've taken action in the consideration stage.

And now this content that you are creating is all about making the sale. When we think about it from the buyer's journey, we have now earned their trust. Their trust is the ultimate currency because when you align your content with their journey, you can create a persuasive experience for your potential customers.

Decision Stage Content Ideas:

- Shoppable social media posts
- Shoppable website content
- Live demos
- Free trial offers and coupons
- Email marketing content

DEVELOPING YOUR CUSTOMER BUYER'S JOURNEY

To uncover your content that shares your Customer Buyer's Journey, use the following questions to help you come up with your content ideas.

AWARENESS STAGE



01 As your potential customer moves through the Awareness stage and uncovering the solutions to their problems, what are they saying, doing and feeling?

02 What is their 'pain' for NOT taking action? What's the biggest obstacle in the way of that goal?

DEVELOPING YOUR CUSTOMER BUYER'S JOURNEY

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CONSIDERATION STAGE



01 What are the different solutions available to address the problem that your potential customer is facing?

02 What are the most common objections or concerns potential customers have and how can you address them through your marketing content?

DEVELOPING YOUR CUSTOMER BUYER'S JOURNEY

To uncover your content that shares your Customer Buyer's Journey, use the following questions to help you come up with your content ideas.

DECISION STAGE



01 What content can you provide that showcases the unique selling points of your product or service?

02 Are there customer testimonials, reviews or success stories you can share in your content to build trust?

Join us in our supportive group!

When you're feeling stuck with your content ideas, use the Customer Buyer's Journey breakdown of the content for each stage.

Think about what you've uncovered from watching the training video and answering the questions that could give you the inspiration.

Think about how you can shift the way you're thinking of being a business owner or marketing manager into someone who is sharing programs and products that are going to help your customers.

Join the Marketing Strategy Collective Community on Patreon!

If anything comes up while working through the worksheets or if you want feedback on your content ideas for your Customer Buyer's Journey, I'd LOVE to see you join us in the collaborative group marketing program Marketing Strategy Collective.

Not only will you get support from the other members but I'll also be in the group every week personally answering your questions.

I'll be sharing weekly conversations with deep dive content focused on the marketing strategies so join us in our Patreon group to get the marketing support you need: <https://www.patreon.com/MarketingStrategyCollective>

I'll see you inside the Marketing Strategy Collective group!