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CUSTOMER JOURNEY MAP

A seven-step guideline used
to better align your sales tools



Customer Journey map

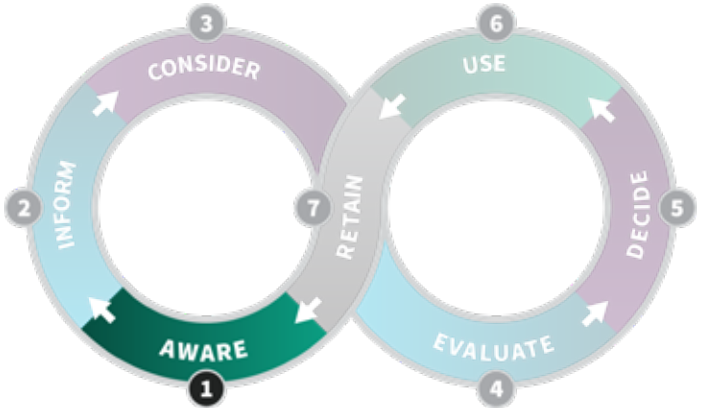
The Customer Journey is a seven-step guideline used by businesses to help them provide the right messaging at the right time as their customers engage in purchasing decisions. In B2B marketing, it provides a roadmap for enterprises to engage with their partners and escort them from early decision-making processes to the final purchase and beyond.

In many ways, the Customer Journey map breaks down the process that most people go through—either consciously or subconsciously—as they make a major decision. To that extent, the map is pretty resilient to change.

Most journey maps end at the sale, but even during times of rapid change, which bolstered a lot of technology purchases, customers took to online platforms like social media to self-educate. It helped them get informed, and it created new ways and new opportunities to engage the customer at that step.

In this presentation, we showcase a few examples of projects that demonstrate how we use the map to help our clients successfully market to their customers at the right steps of their buying journey.





Step 1—AWARE

In the first step, the marketing challenge is to generate a need in the customer by making them AWARE of a new technology or solution that would allow them to operate their business more profitably, safely, and/or efficiently.

Sample sales tools and initiatives

- Technical papers
- Technical/journal articles
- Seminars/webinars and event-support tools
- Infographics and statistical facts summaries
- Educational/tutorial videos and presentations
- Select highly targeted social media
- Guest speaker opportunities
- Email campaigns



Animated video

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Step 1—AWARE

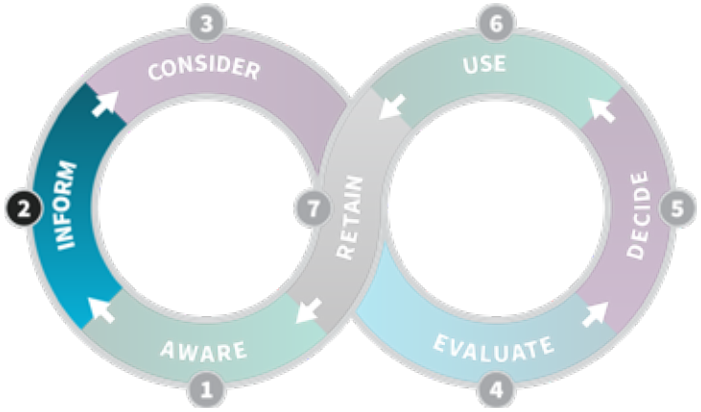
Examples



Email campaigns
Email campaigns can be used to increase awareness of messaging and engagement solutions among your target market.



Infographics
By delivering high-level messages at a glance and enticing viewers with interesting visuals, infographics can be an effective awareness-building tool.



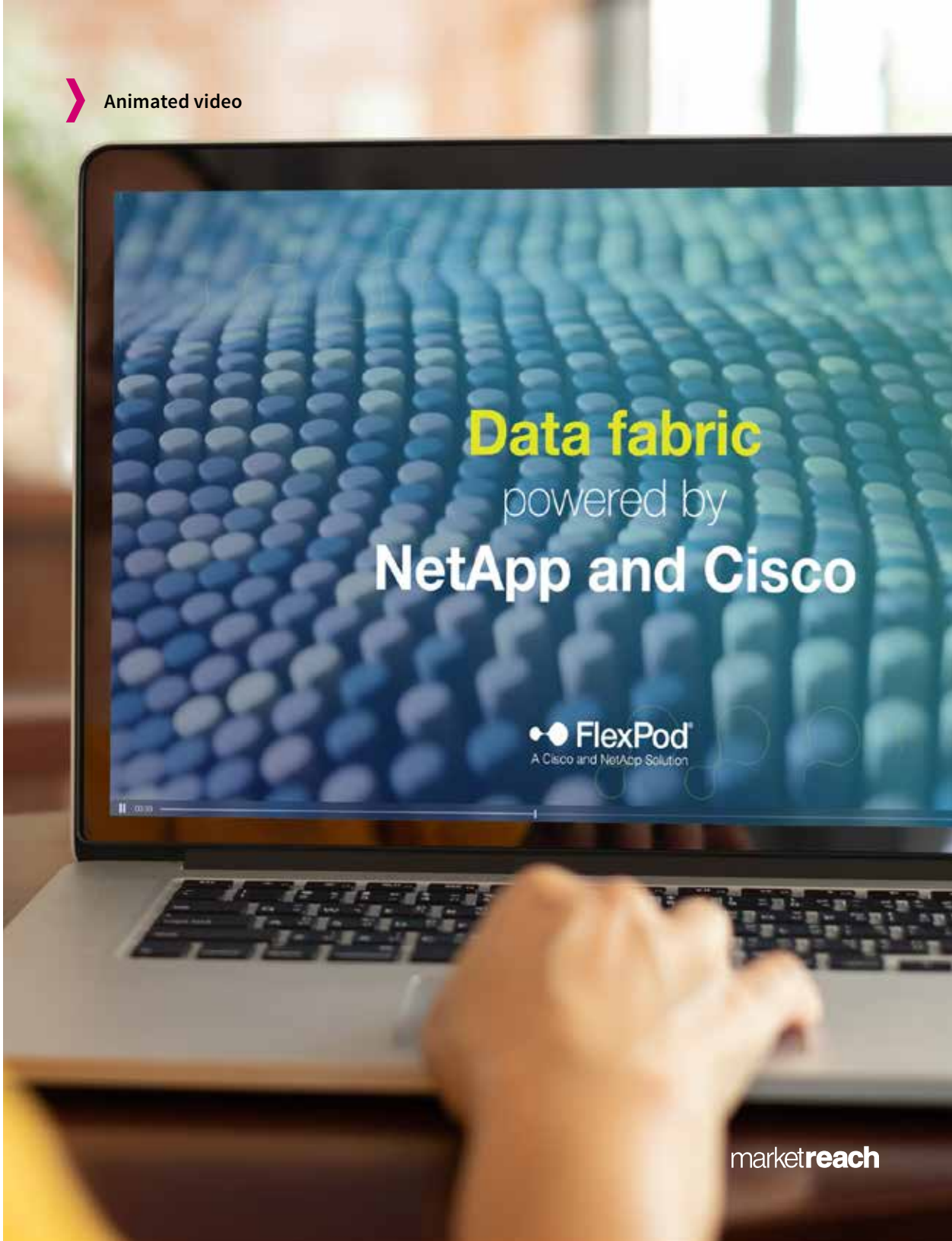
Step 2—INFORM

When a customer is aware they have a problem, it's natural to begin looking for a solution. In this step, the objective is to help INFORM the customer about solutions that address their needs. This isn't the time to push a single solution, but rather just let the customer know that solutions do exist and to begin building an association between your brand and the solution.

Sample sales tools and initiatives

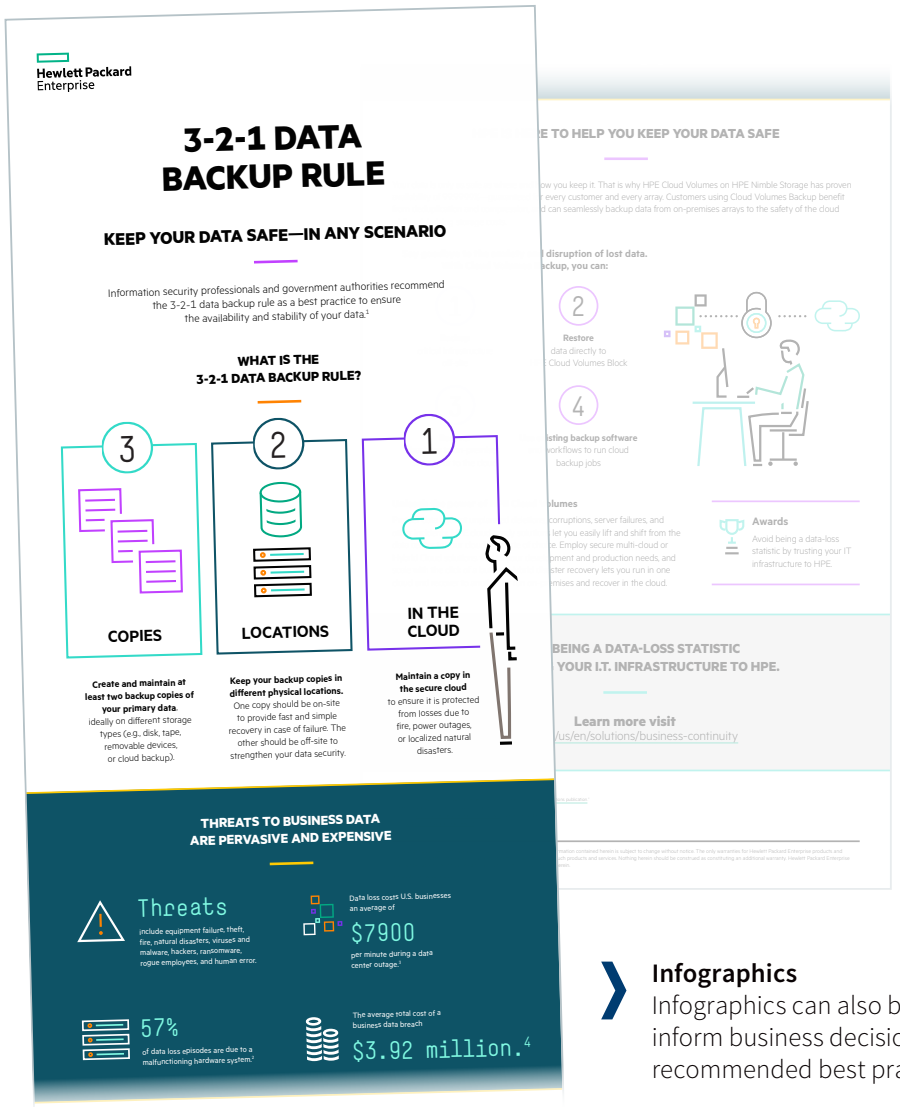
- Case studies showcasing other successful customers
- Technical articles in key journals/publications
- Infographics and statistical facts summaries
- Customer success story articles and/or videos
- Website resources page (educational focus)
- Opt-in newsletters
- Tutorial videos
- Conference/event presentations
- Interactive technology demonstrations

Animated video



Step 2—INFORM

Examples

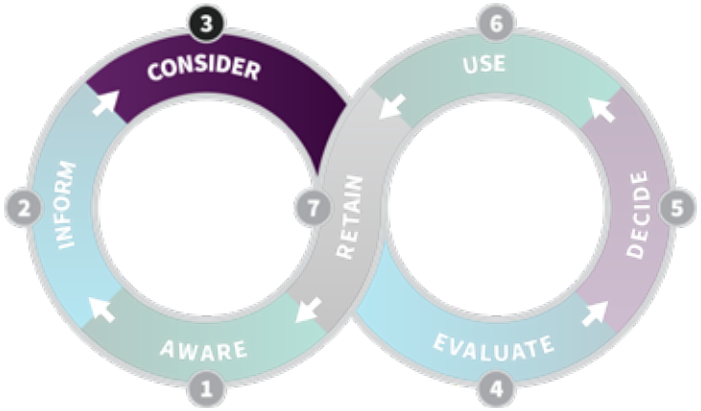


Infographics
Infographics can also be leveraged to inform business decision-makers of recommended best practices.





Videos
Videos are an engaging way to help inform the world of your organization's solution.

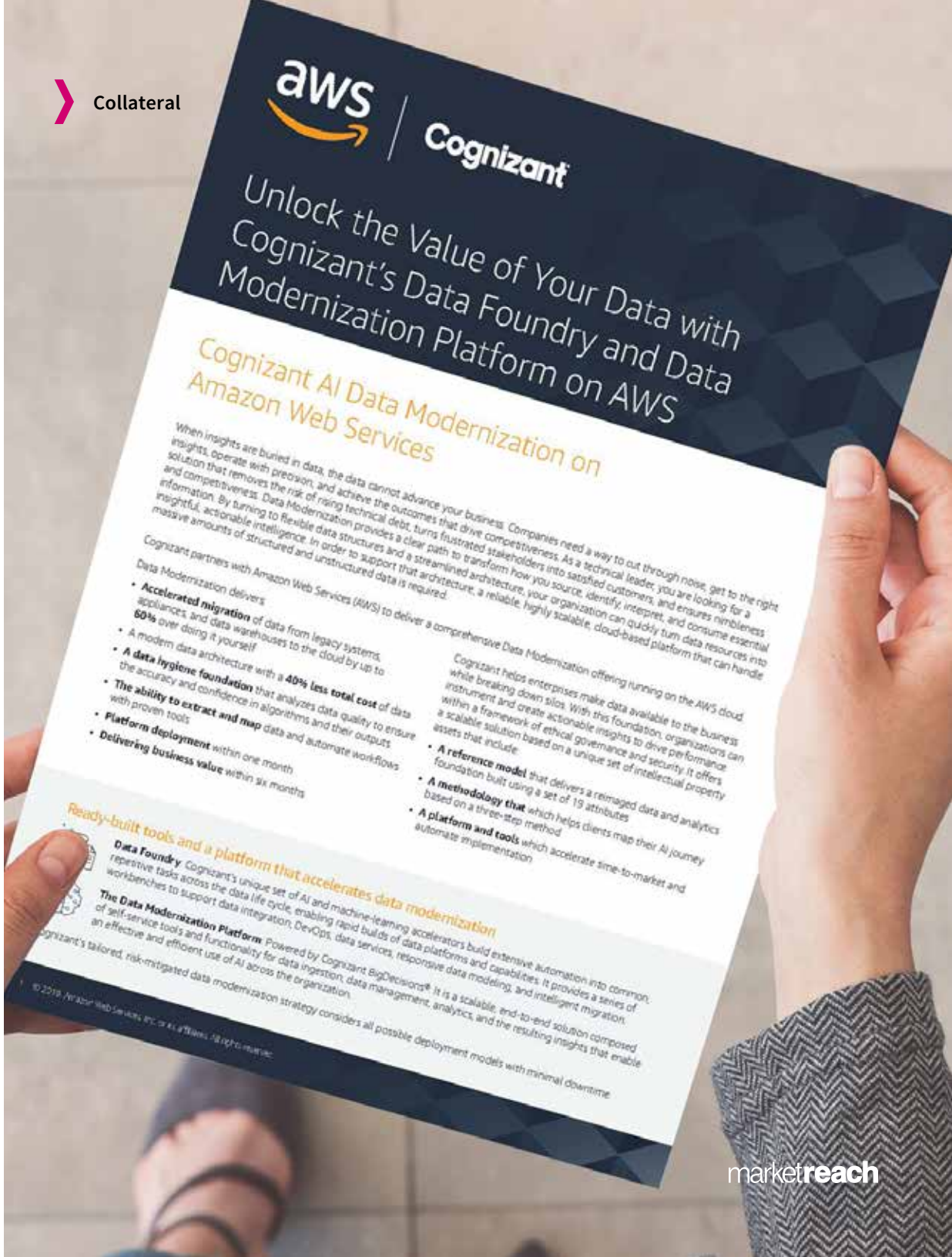


Step 3—CONSIDER

Now that the customer knows there are solutions available, they will begin to CONSIDER which solution is the best fit for them. The strategy here is to introduce a single product as the best solution for the client, based on the knowledge of their current situation and needs.

Sample sales tools and initiatives

- Campaign mailers (direct or email) and campaign landing pages
- Product service brochures/guides
- Product videos
- Competitive comparisons and infographics
- Customer testimonial videos
- Interactive product demonstrations / product tours

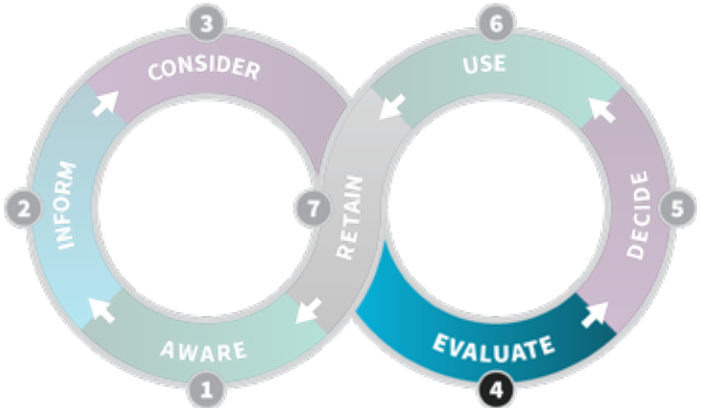


Step 3—CONSIDER

Example



Product guides
Prospects at the CONSIDER step are ready to consume more detail about specific solutions, such as in-depth product guides.



Step 4—EVALUATE

When the customer reaches this step, they already know what they need and why they need it, and they are already sorting out which solution might be best. They are likely to EVALUATE their specific needs against the available solutions to make sure they are truly getting the right solution for their situation.

Sample sales tools and initiatives

- Product/solution benchmark results reports
- Interactive product demonstrations
- Product comparison data sheets and infographics
- Competitive comparison guides and evaluation checklists
- Virtual demo center/online product tour
- Customized assessment offers
- Brochures

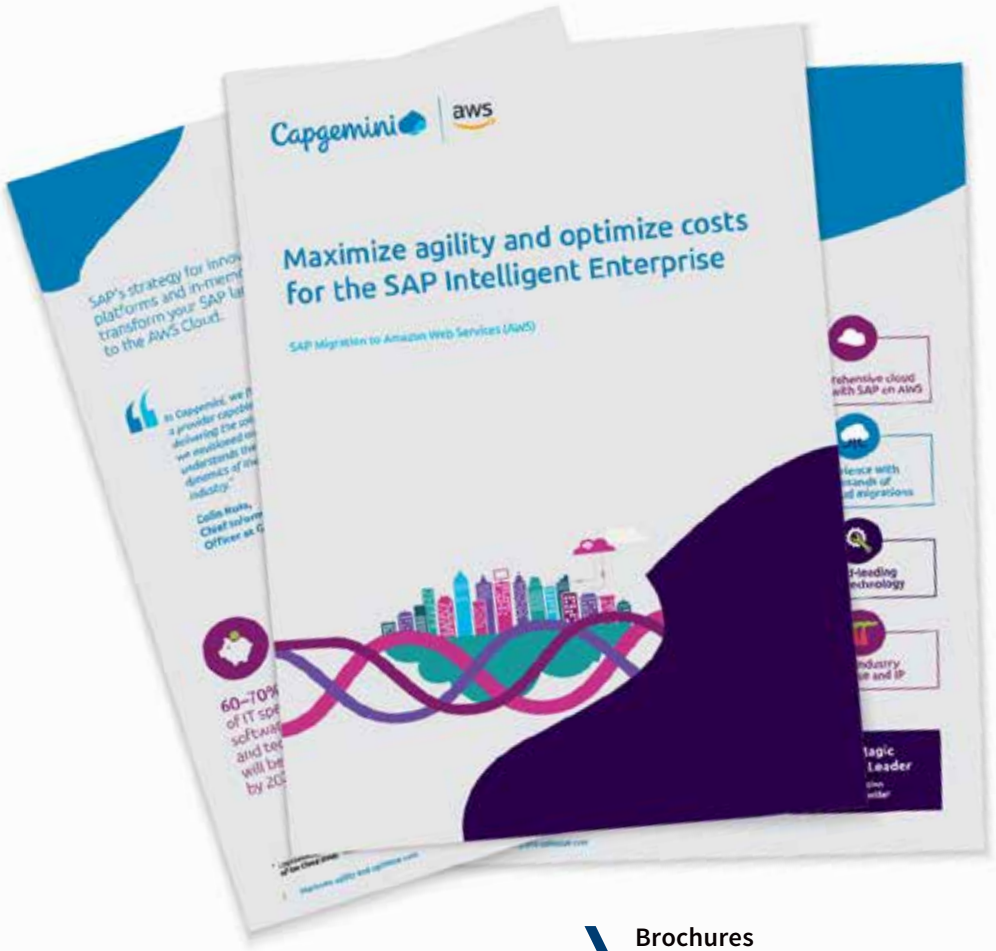


Interactive product demonstration

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Step 4—EVALUATE

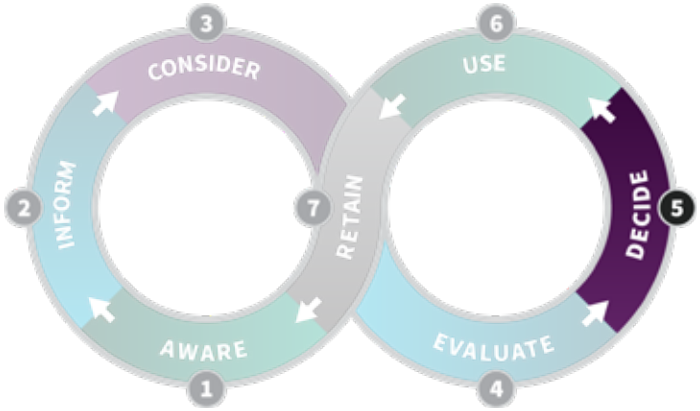
Examples



Brochures
Targeted brochures help describe customer challenges and how your company can help solve those challenges.



Business papers
Educate your prospects on specific business challenges and provide your insight on how to companies can resolve challenges.



Step 5—DECIDE

It's time to DECIDE. At this step, the customer has all the information they need, has evaluated all the relevant solutions out there, and is ready to pull the trigger. This is a great time to throw in an incentive, such as a free upgrade, lower financing costs, cash back, extended support, etc.

Sample sales tools and initiatives

- Sales messaging focused on your superior expertise, support, and personal attention
- "Why act now?" presentations and supporting collateral
- Competitive product trade-in program collateral (for product upgrades and end of life programs)
- Digital campaigns



Step 5—DECIDE

Examples



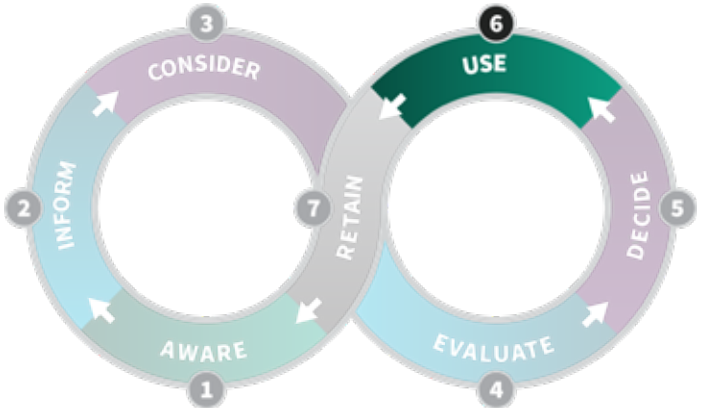
Presentations
Customer presentations remind prospects in the DECIDE step why they should choose your company and why they should act quickly.







Digital campaigns
Social and sponsored digital campaigns are a great way to reinforce your message to a very targeted audience during the DECIDE stage.



Step 6—USE

Congratulations… the customer has purchased your product. Now it's time to think about how you can help them USE it. Are there add-ons, upgrades, enhanced services, or training available? Let them know the benefits they'll realize by moving ahead with one of your offerings.

Sample sales tools and initiatives

- Customer tutorial webinars
- Customer training videos
- Application use notes and articles
- Customer newsletters (tips and techniques)
- Customer testimonials and success stories
- Customer videos (specific to application/use)
- Customer use awards program
- Customer interest groups/councils (e.g. blogs)



Step 6—USE

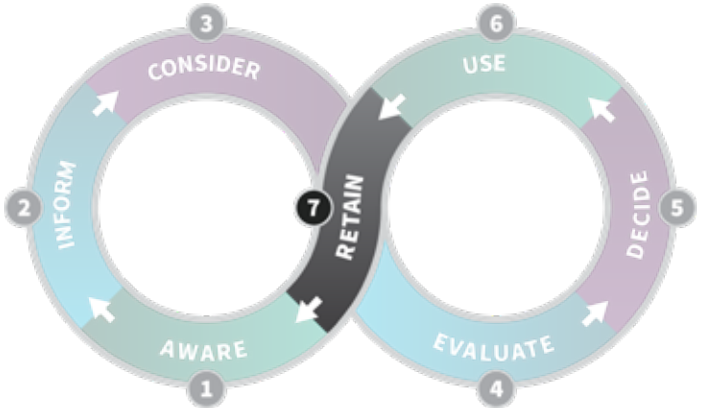
Examples

Interactive virtual tours
With virtual tours and demonstrations, you can help new customers make the best use of their new solutions.





Success stories
A curated series of success stories can help new customers visualize and plan for implementing your solution or completing their successful passage through your training programs.



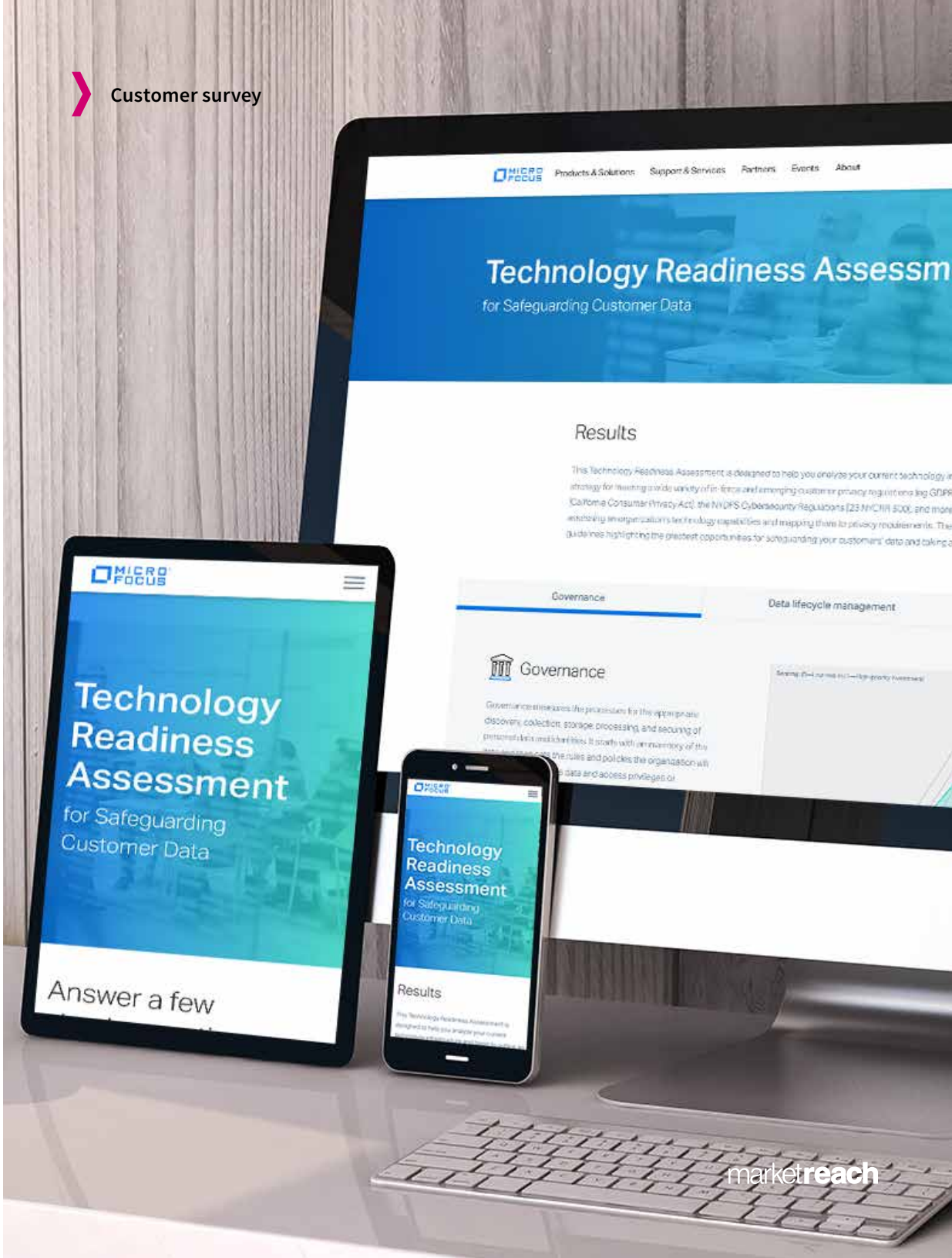
Step 7—RETAIN

There's nothing more valuable than the customer you can RETAIN. In this final step, the goal is to let the customer know they are a valued part of your team. Think about ways you can keep your new products in front of your existing customers, for example through loyalty programs, newsletters, workshops, and webinars—and of course exceptional service.

Sample sales tools and initiatives

- Upgrade programs and incentive promotions
- Loyalty programs
- ROI/savings assessment tools
- Customer satisfaction surveys
- Product roadmap presentations/webinars
- Customer council/steering committee
- Beta test/free-trial use programs

Customer survey



Step 7—RETAIN

Examples



Webinars
Workshops and webinars can help you keep customers engaged with your current and future offerings.



Free trial
Providing customers with free trials and beta testings of your new solutions will keep your organization in front of them and help retain them for the long run.

It’s all about the journey.

If your current crop of sales tools isn’t supporting your selling effort across the entire customer journey, you’re missing out on key business opportunities. MarketReach can help you audit your current sales tools to make sure they are up to the task. We’ll help you assess your messaging and provide a solid content development strategy to fill in any gaps in the buyer’s journey and even accelerate the process. Weak sales tools only sap your resources. At MarketReach, we know how to provide your customers with the right decision-making information they need—at exactly the right time.

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