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# The Buyer Journey

WORKSHOP



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*This project is proudly supported by the Queensland Government's Advance Queensland initiative in association with Tablelands Regional Council.*



## THE BUYER JOURNEY

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### WELCOME!

This workshop will cover what the buyer journey is and how as a tool it can provide your business with important insights to shape your marketing content and influence the decision making process.

1. What is the Buyer Journey?
2. The RACE model
3. Mapping the buyer journey
4. Tips
5. In summary



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## THE BUYER JOURNEY

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### The Buyer Journey and the RACE model

**“Sixty-seven percent (67%) of the buyer’s ‘decision’ is complete before a buyer even reaches out to sales.”** (SiriusDecisions)

The majority of your customers are finding the information they need to make their purchasing decision on their own. Customers will have made up their minds long before they ever reach out to you, or choose to reach out to your competitor.

You meet them where they’re in their exploration, information gathering phase. Make it so you’re the one providing them with everything they need to make the right decision. This is your opportunity to provide everything they need to make the decision to buy from you.

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## The Buyer Journey and the RACE model

There are 4 key stages of the Buyer Journey, and each of these stages relate to a position within the 'marketing funnel'

**EXPLORATION (TOP OF FUNNEL)**

**DECISION MAKING (MIDDLE OF FUNNEL)**

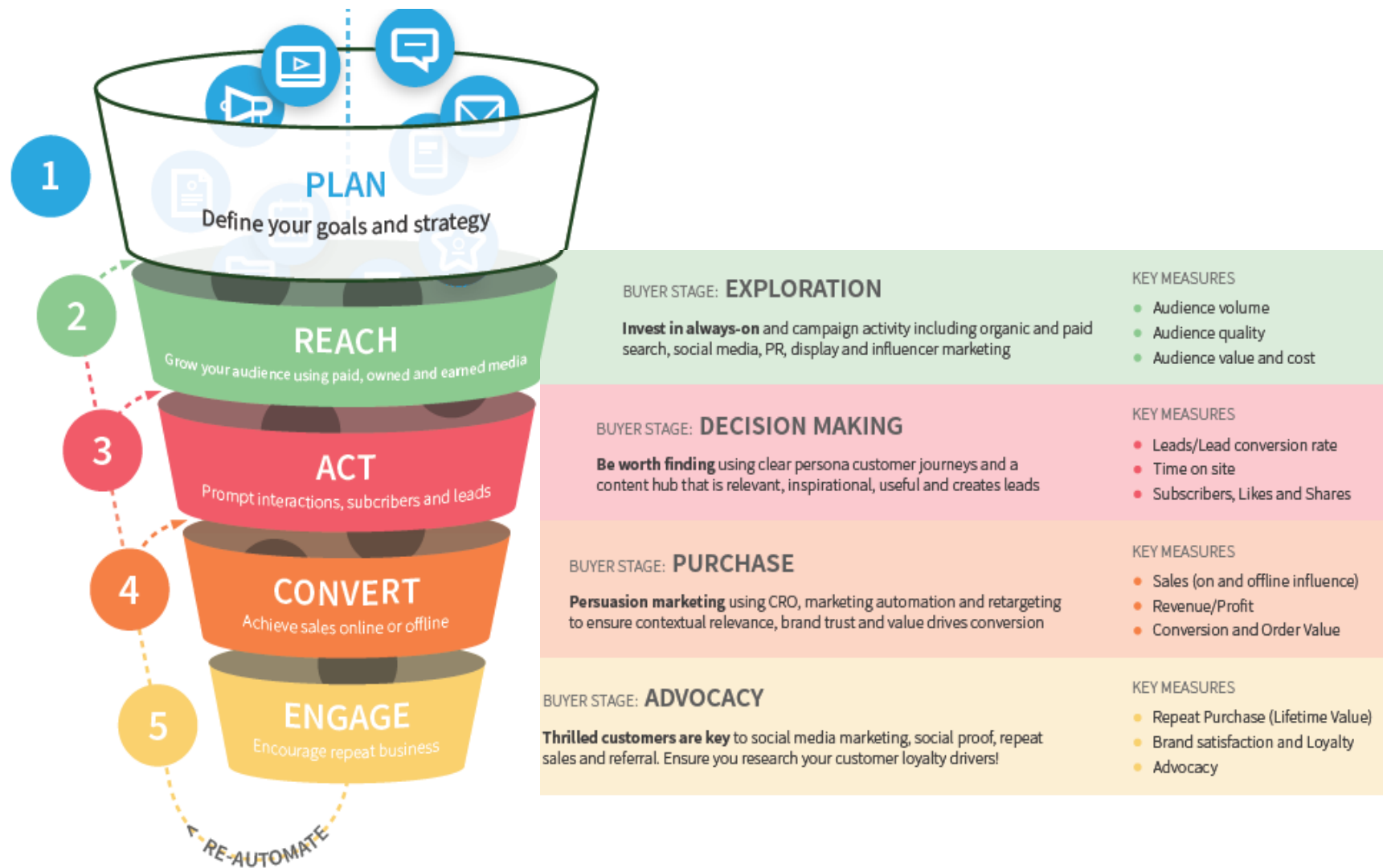
**PURCHASE (MIDDLE OF FUNNEL)**

**ADVOCACY (BOTTOM OF FUNNEL)**

Each stage has specific types of content and tactics that suit it to optimise the level of influence in 'helping' the lead progress through the buying journey.

In addition to content types and tactics there are also specific metrics to measure success at each stage.

# THE BUYER JOURNEY



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## The Buyer Journey and the RACE model

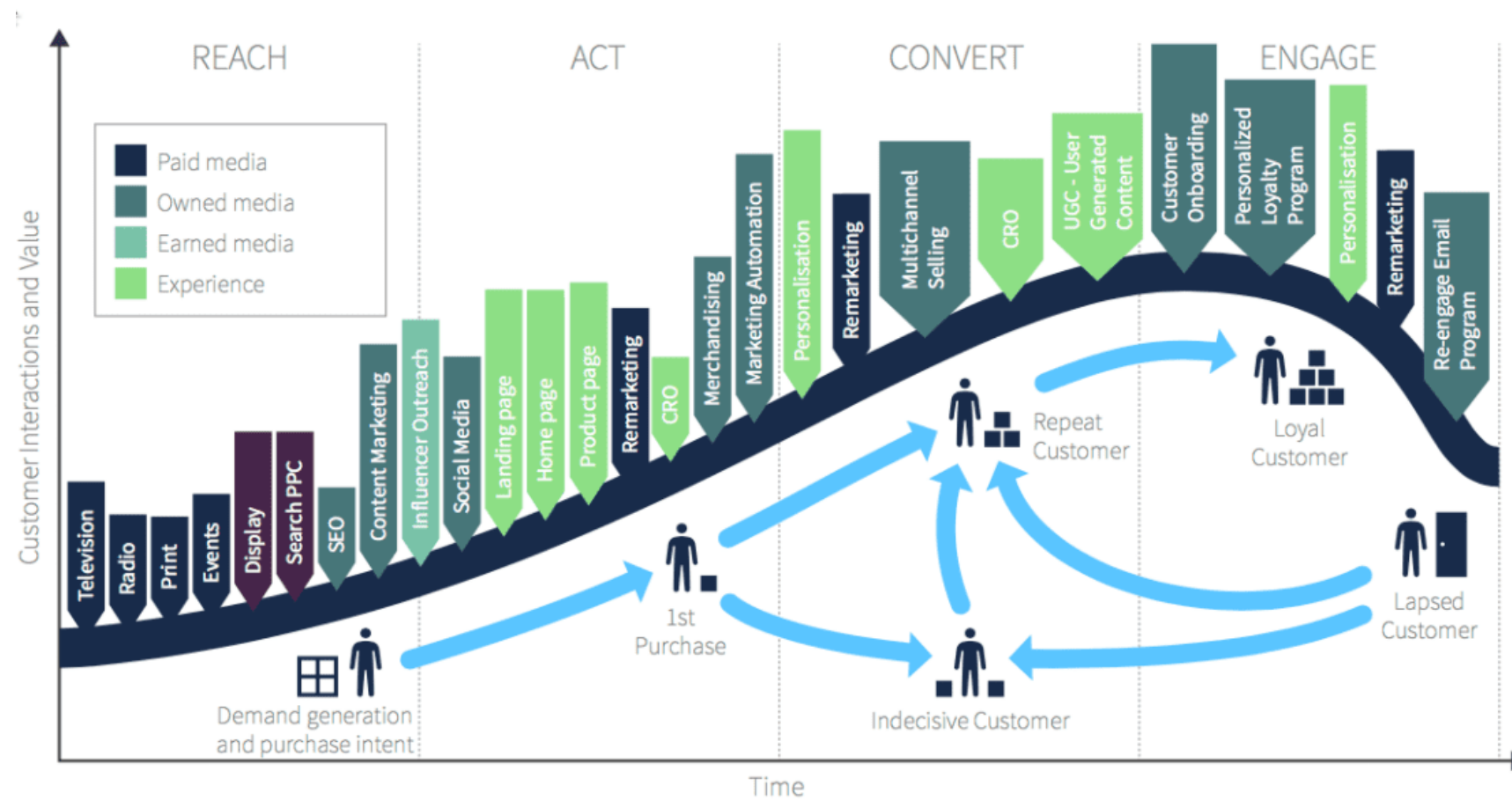
There are many ways to market to your customers. All marketing channels push a potential customer through the buyer journey and eventually to purchase.

Different channels work better at different buyer stages, which is why omni-channel (multiple channels/integrated channels) marketing works well, as you are able to reach customers at different stages of their own journeys.

Let's discuss the next diagram and identify what digital media channels your business could leverage and the types of tactics that suit each one.

# THE BUYER JOURNEY

## The Buyer Journey and the RACE model





## Mapping the Buyer Journey

Understanding the buyer journey has the capacity to meet other business and marketing goals including maximising sales value, repeat sales and brand reach.

- 1. Turn Customers into repeat customers** – You have other products or services to sell, right? Do everything in your power to make an existing customer into a repeat customer. It's far easier than trying to close a new lead. Cross promote, what else might they be interested in?
- 2. Maximize customer value** – Your existing customers should be treated with some exclusivity. Offer discounts and special offers to existing customers and show them how important they are to your business.
- 3. Company branding initiatives** – Leverage the positive experience converted customers have had when interacting with your brand, encourage them to provide referrals, testimonials, ratings to help persuade and validate your brand to others.

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## Mapping the Buyer Journey

Now we can look at mapping your buyer journey using the template provided.

Let's review the following example for reference.

# THE BUYER JOURNEY

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 
KPIS	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

COMPLETE ACTIVITY SHEET

# THE BUYER JOURNEY

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## Tips for mapping your buyer journey

- Keep it simple
- Content needs to be clear and concise – keep it user friendly without any jargon
- Use Data where you can (conversion rates/visits/clicks etc.)
- Amend as you learn
- Your buyer journey is a dynamic asset that should be updated and modified as you gain new insights. Revisit it regularly to help you identify any new gaps that you need to fill with helpful content.
- Tailor your CTAs to achieve your desired result.
- It is important to use active language in CTAs, that is commonly understood. But, where you can, personalise and customise the CTA on each page to the stage at which it is likely to fall in your user's journey.

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## In Summary

Keeping your buyer journey in mind when creating content will help you ensure it will support your marketing efforts. This will also increase your contents effectiveness and performance as you build trust and strong relationships with your prospective customers as they search for answers – developing top-of-mind-awareness when they arrive at that all-important decision stage.