

# The Buyer's Journey

A customer's journey through marketing and sales

# Awareness

- The customer realizes he has a **need** and starts searching for potential solutions.
- **Marketing** looks to attract the potential customer's **attention** towards the businesses products.
- Common channels are: **social media, content marketing, general adds, email marketing.**



# Consideration

- The customer **compares** different **options** that might fulfill his need.
- **Marketing** looks to **educate** the potential customer on the companies products or services. The goal is to capture his **interest** and turn him into a **lead**.
- More specific/targeted marketing campaigns such as **white paper marketing** or **performance marketing**.



# Decision

- The **lead chooses** the **product/service** that better addresses his need.
- **Sales** engages in an active relationship with the **lead** in order to turn him into a **buyer**.
- Done through diverse channels such as **in person meetings, phone calls, skype or email**.



# Marketing + Sales

- A unified Buyer's Journey process.
- **Clear customer picture**
- **No information asymmetries**
- **Goal alignment**
- **Flexibility**
- **High-quality leads**

