

BUYER JOURNEY

WHAT MARKETING CHANNELS CAN YOU USE TO
HELP REACH AND INFLUENCE YOUR BUYERS?

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1. Need Recognition

eDM
Advertisement
Social Media
Blogs

2. Information Search

Blogs
Webinars
Google Ads
Social Media
Reviews

3. Evaluation of Alternatives

Case Studies
Thought Leadership
Testimonials
Certifications
Reviews

4. Purchase Decision

Reviews
Cost (discounts)
Social Media

5. Post-purchase Behaviour

Customer survey
Follow-up email
Next purchase discount