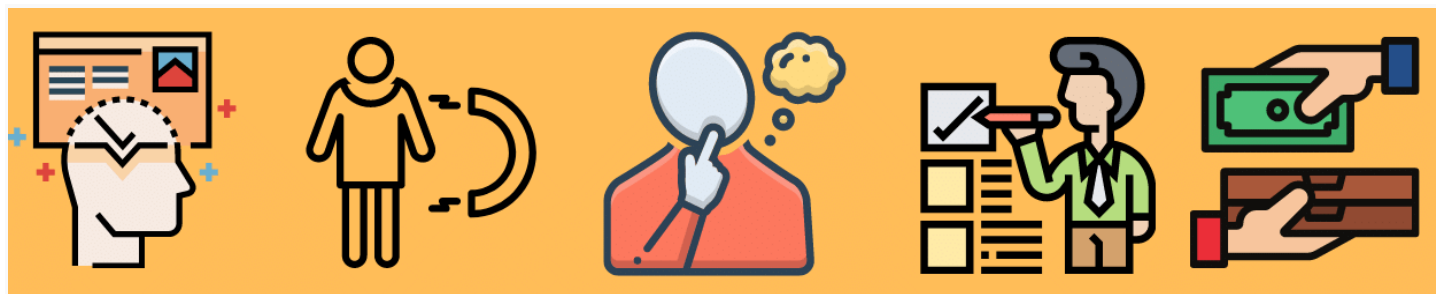


Customer Journey Secrets to Convert Prospects to Buyers



When a customer is looking for something to buy on the internet, they will go through a process that I call The Customer Journey.

This customer journey map has 5 stages:

- Awareness
- Interest
- Consideration
- Evaluation
- Purchase

When people see your website or social media posts about what you offer in each of these stages, their chances of becoming customers increase! In this article we are going to explore the 5 elements of a website that convert prospects into customers: **Awareness, Interest, Consideration, Evaluation and Purchase.**

Awareness

It is important to be aware of prospect needs. You need to know what the target audience wants, pain points and where they are. Awareness about customer needs is a good way to help them find what they're looking for. What is the first phrase they search for?

Create content marketing to suit. So make sure you are aware of customer needs when you advertise your business or brand! E.g. **Blog post, web page, explainer video content, guide...** Add a call to action link to the next customer touchpoint.

Interest

Interest is when your prospect begins to interact with your content marketing efforts. What is the 2nd level piece of content prospect needs? E.g. **Lead Magnet PDF with email sequence, watch a webinar, follow your social media...** Keep the content marketing strategy going once you have their contact details.

Consideration

You know when you get to make decisions or you have choices? That is a consideration. Consideration means that someone is thinking about what the best choice is for them. Sometimes consideration takes a while, so think about it carefully and make your decision!

In order to make decisions, we need to examine all of our options, not just one or two right away. Create a **comparison table of alternative approaches** with yours having the best unique value proposition. Include **frequently asked questions** with answers to help them compare.

Evaluation

An evaluation is when someone looks at something and tells you what they think about it. See the customer's experience with a **demonstration or free trial**. They might give you good ideas to make it better, or just tell you that they don't like it. Have responses ready for possible objections.

Asking for evaluation is a good idea. Sometimes people do not like things, and they might not want to buy it even though the person who made it wants them to. If someone asks the person who made something before they buy it, then if they don't like the evaluation, they can figure out what went wrong and fix it so that more people will like it. might give you good ideas to make it better, or just tell you that they don't like it.

Purchase

Satisfaction with customer service is a key customer loyalty driver. When customers are happy, they will continue to purchase from you and refer others as well.

It's important that customer service provides information about the product or service and an appropriate level of customer expertise so that customers feel heard and valued. To provide customers with the best customer service possible, a company needs to be able to handle questions in multiple ways. E.g. **quick start guide, manual, demonstration video, website support, chatbot...**

Conclusion

In conclusion, **creating a customer journey is important** for a customer loyalty driver. When customer service offers information about the product or service and an appropriate level of customer expertise, customers are satisfied and will continue to purchase from you and refer others to your company.

[YES! I'm Ready To Convert Prospects Into Customers](https://www.matthewb.id.au/journey/)

<https://www.matthewb.id.au/journey/>

CUSTOMER VALUE JOURNEY



The Journey is the Destination - Dan Eldon

AWARENESS

3.5 Billion Google searches per day to (your) content
Google Map search to (your) Google My Business listing
Google Adwords Search ads for your keywords
Google Display ads to 90% of Internet population
Social Media ads to targeted users
Read your comments in customer related groups
Your outreach to new prospects directly



INTEREST

Reading your Landing Web Page
Read and follow your Social Media posts
Leave an email address for a Lead Magnet
Register for your Webinar
See your YouTube video
See your eCommerce products

CONSIDERATION

Read your Lead Magnet document
Read a product datasheet
Received and read an email sequence
Reviewed a case study
Get notifications on new social media posts
Address concerns with frequently asked questions

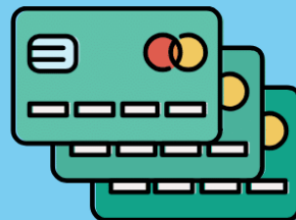


EVALUATION

See a demonstration video
Try a sample
Enrol in a free trial
Compare needs & desire versus benefits
Seek prices or a quote
Act on a provided limited coupon offer

PURCHASE

Core offer purchase
Up-sell purchase
Subscription purchase
On-boarding process
Support processes provided
Buyer email sequence with other offers



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THE JOURNEY OF ONE THOUSAND MILES
BEGINS WITH ONE STEP - LAO TZU

Read more at
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