



# Using the Consumer Journey to Make your Integrated Solution Easier to Buy



# What is the Consumer Journey?



Your prospect's  
customer's path to  
purchase

# Changes in the Consumer Journey



# The Consumer Journey: 1980's



Decide to make the purchase



Visit several retailers



Talk to a salesperson



"Think about the purchase"



Ask neighbors about their appliances



Look out for advertisements/sales



Go back to the retailer and make the purchase

# The Consumer Journey: Today



Decide to make the purchase



Research online



Read reviews; text friends/family for their opinion



Click on targeted appliance ads



Check prices online



Make purchase online (potentially in store)

# Consumer Journey

A photograph of three business professionals in a meeting, smiling and engaged in conversation. The image is overlaid with a semi-transparent white box containing text.

**Attract**  
Strangers

A photograph of a woman in a dark top working on a laptop, with another person's face partially visible in the foreground. The image is overlaid with a semi-transparent white box containing text.

**Engage/  
Influence**  
Visitors

A close-up photograph of hands typing on a laptop keyboard. The image is overlaid with a semi-transparent white box containing text.

**Convert**  
Customers

A photograph of two hands shaking in a firm grip, symbolizing a deal or agreement. The image is overlaid with a semi-transparent white box containing text.

**Advocate**  
Fans





## Attract Strangers

## Questions to Ask

# What questions might you ask?

- How do you typically attract consumers interested in your product to your company?
- How do new customers typically hear about your business? (Word-of-mouth, search engines, social media, advertising, etc.)
- What types of content or messaging resonate best with your audience?
- Are there any seasonal trends in consumer interest for your product/service?
- How do you differentiate your brand in a crowded market?





**Engage/  
Influence**  
Visitors

Questions  
to Ask

## What questions might you ask?

- Tell me how interested consumers engage with your business early in the sales process?
- What factors influence a potential customer's decision to choose you over a competitor?
- What objections or concerns do prospects typically have before making a purchase?
- What role does digital content (reviews, blogs, videos, social proof) play in their decision-making process?
- How long is the average buying cycle from first interaction to conversion?



## Questions to Ask

# What questions might you ask?

- How do interested consumers typically purchase your products?
- How long is the average buying cycle from first interaction to conversion?
- Are there any friction points in the purchase process that cause drop-offs?
- What marketing channels have historically driven the most conversions for you?
- How do you follow up with interested consumers who don't convert immediately?

## Advocate

### Fans

## Questions to Ask

# What questions might you ask?

- What is your post-sales advocacy process to let satisfied customers share their happy thoughts on social media?
- How do you currently keep customers engaged after their first purchase?
- What percentage of your business comes from repeat customers?
- Do you have a referral or loyalty program? If so, how effective has it been?
- How do you collect feedback from your customers?

# Presenting in terms of the Consumer Journey highlights ....

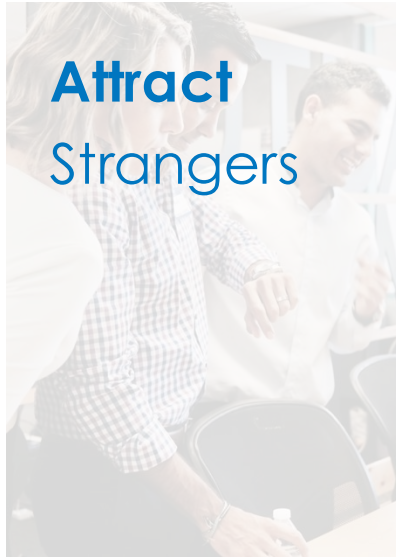
The importance each element had in influencing the purchase decision.

# Presenting in terms of Product Mix



1. The product pitch comes first, instead of the context of the solution
2. What they have to sell is emphasized more than the solution
3. The solution is presented based on product mix.

# Consumer Journey: Why it makes sense.



# Consider where **your capabilities impact the consumer** along their journey.

## Attract Strangers

Newspaper  
Display  
Video  
OTT  
Search

Social  
Email  
Content-Marketing

## Engage Visitors

Video  
Retargeting  
Social  
Search  
Reviews

Content-Marketing  
Contests  
Online Chat  
Rich Media  
SEO

## Convert Customers

Paid  
Search  
Email  
Contests

Google  
Shopping  
Ads  
Retargeting

## Advocate Fans

Email  
Social  
Content  
Marketing

Offers  
Reporting

A person is rappelling down a dark, textured rock face. A bright yellow cloth is attached to the rope and is being held by a hand in the foreground. The background shows a hazy, mountainous landscape under a bright sky.

Let's put this  
into **action!**



# Scenario

A woman with dark hair tied back, wearing a dark blue shirt, is leaning over the engine of a car. She appears to be working on the engine components. The background is a workshop setting with various tools and equipment. The entire image is overlaid with a semi-transparent blue filter.

## AUTOMOTIVE TECHNOLOGY SCHOOL

### Desired Business Result

Increase Enrollment for Automotive Mechanic Degree.

### Measures of Success

- Increase from 50 new enrollments last Fall to 75 this Fall.
- Boost attendance at April, May, and June Wednesday evening open houses from an average of 25 per event to 50.
- Increase traffic to the page on their website that shows the Automotive Mechanic Program Overview.

# The Solutions by Product Mix

## Recommendation is as follows

### Print Campaign

Strategically placed Display ads

### Digital Solution

- Homepage Pushdown
- Targeted Display Ads
- Email Marketing
- Facebook Ads
- Search Engine Marketing

# The Solution presented by Consumer Journey

(Automotive Technology School)

## Attract

Strategically placed print display ads

Homepage Pushdown

## Engage

Targeted Display Ads

Facebook Ads

## Convert

Email Marketing

Search Engine Advertising

Visit Landing Page to attend Open House


## Advocate

Social Media Management




**Smart marketers connect  
*traditional media* and  
*digital media* to maximize ROI.**





**Strong sellers make it easy to  
understand how their solutions  
impact the Consumer Journey  
to drive business results.**



# Questions?

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