

# Advance Your Internet Selling Power

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Topanga Partners

# Before we begin...

(1) Tell me about you.

(2) What are you interested in today?

# What is the Buyer's Journey and why it matters

The purchase process each person takes is called the buyer's journey. Each buyer advances through a research and decision process ultimately culminating in a purchase.

*Peter Lang, Uhuru Network CEO*

# THE BUYER'S JOURNEY



# Core of the Buyer Journey: Deliver Value

- Solve a problem
- Make life simpler
- Engage the customer

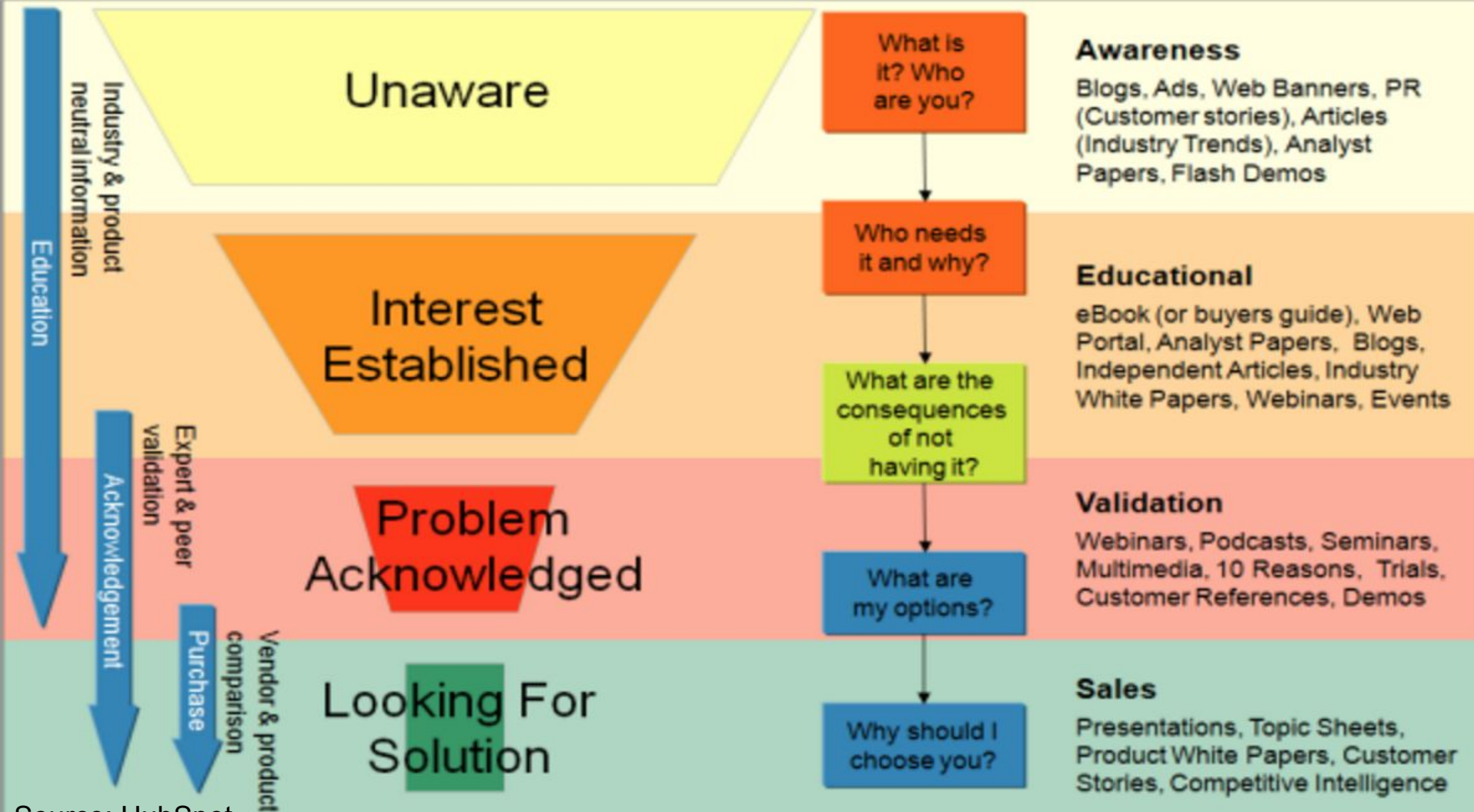
# What are these?

- ToFu
- MoFu
- BoFu

# CONTENT MARKETING SALES FUNNEL



Source: Kuno Creative



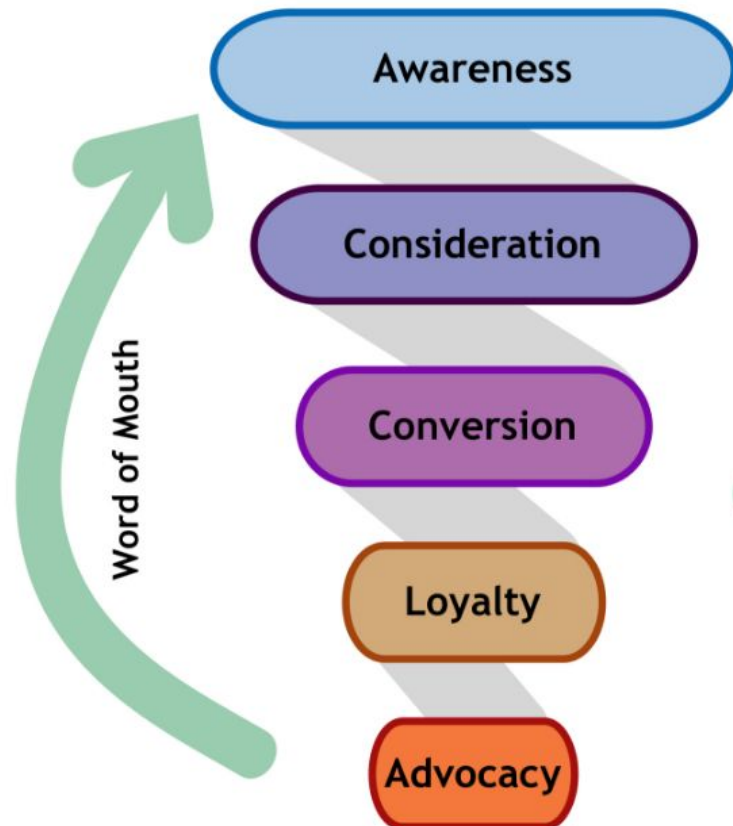




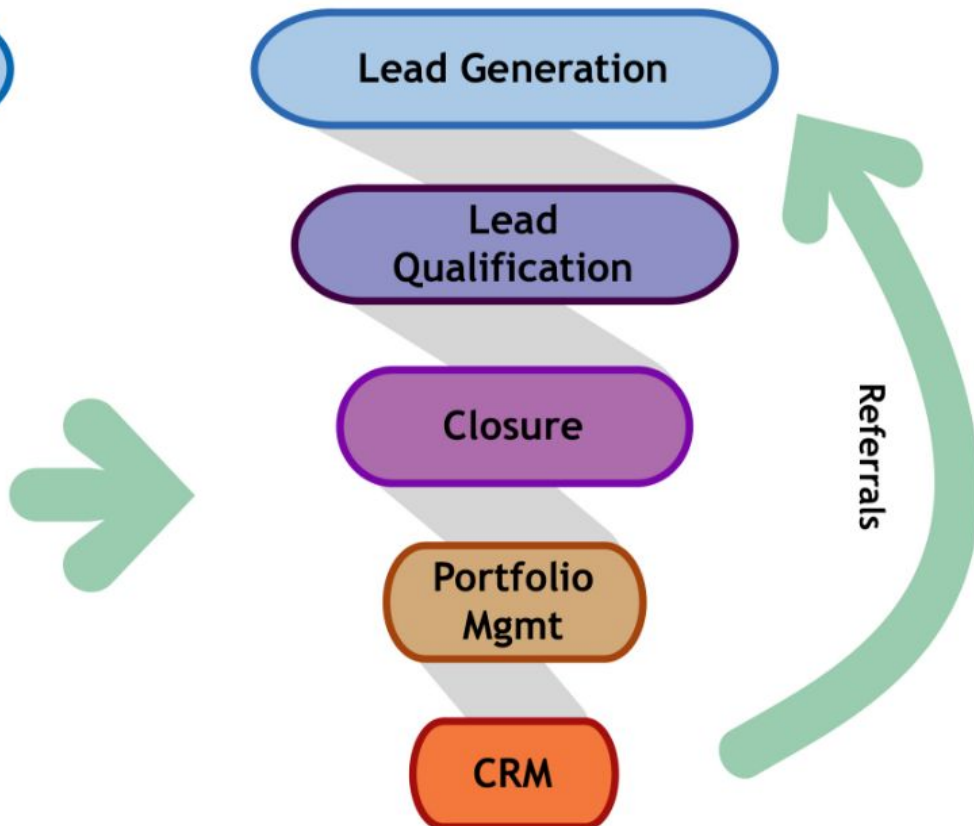
**Questions?**

**Thank you**

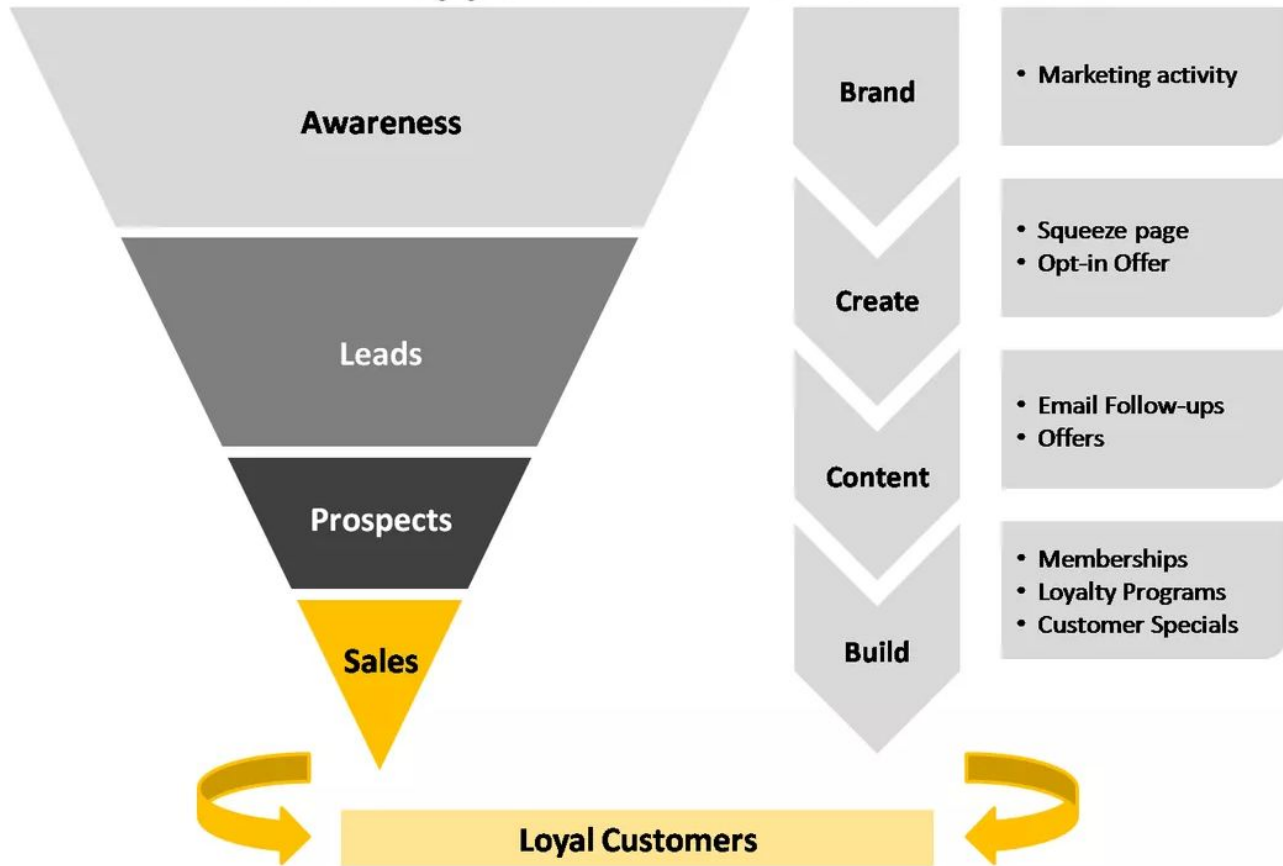
## Marketing Funnel



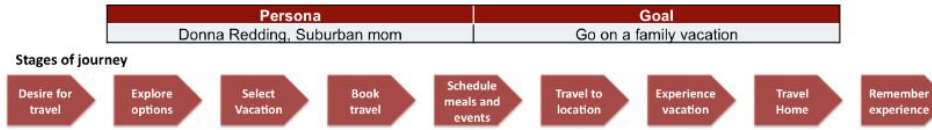
## Sales Funnel



# What Happens in Your Sales Funnel?



## Example of Customer Journey Map for Online Travel Agency



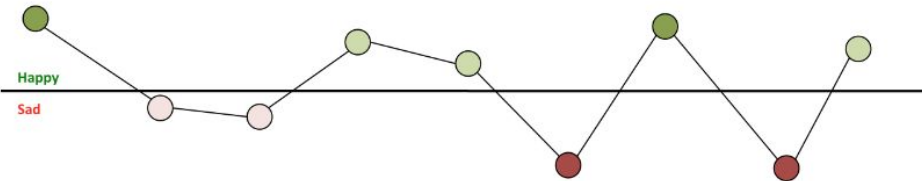
### Customer needs and activities

- |   |   |   |  |   |  |   |  |   |
|---|---|---|--|---|--|---|--|---|
| <ul style="list-style-type: none"> <li>Find out about school vacations</li> <li>Find out about family events</li> </ul> | <ul style="list-style-type: none"> <li>Discuss with family</li> <li>Discuss with friends</li> <li>Read magazines</li> <li>Review online travel sites</li> <li>Get sense of costs</li> </ul> | <ul style="list-style-type: none"> <li>Discuss with family</li> <li>Search online for details on top options</li> </ul> | <ul style="list-style-type: none"> <li>Book cheapest flight and hotel that meets needs of the entire family</li> </ul> | <ul style="list-style-type: none"> <li>Book a few reservations for dinner nearby</li> <li>Find and book a couple of interesting tours and excursions</li> </ul> | <ul style="list-style-type: none"> <li>Figure out what to pack and pack family</li> <li>Print tickets and travel information</li> <li>Plan for transportation to and from airport</li> </ul> | <ul style="list-style-type: none"> <li>Arrange for activities at hotel</li> <li>Keep track of all of things that have been scheduled</li> <li>Post fun stuff on Facebook</li> </ul> | <ul style="list-style-type: none"> <li>Pack up family</li> <li>Plan for food and meals during the trip</li> <li>Plan for transportation to and from airport</li> </ul> | <ul style="list-style-type: none"> <li>Create digital photo album</li> <li>Send pictures to friends and family</li> <li>Tell people about the good and bad parts</li> </ul> |
|---|---|---|--|---|--|---|--|---|

### Expectations for online travel agency (Customer perception of experience: **Good** | Neutral | **Bad**)

- |        |  |   |   |        |  |        |  |        |
|--------|--|---|---|--------|--|--------|--|--------|
| • None | • Compare prices of different travel destinations and packages | • Compare prices of different itineraries | • Book cheapest flight that meets needs<br>• Book cheapest hotel that meets needs | • None | • Notify when flights are late<br>• Rebook flights when there is a missed connection | • None | • Notify when flights are late<br>• Rebook flights when there is a missed connection | • None |
|--------|--|---|---|--------|--|--------|--|--------|

### Emotional state of persona



### Potential opportunities for improvement

- |   |  |  |   |  |  |  |  |
|---|--|--|---|--|--|--|--|
| • Offer sample itineraries for family vacations | • Allow searches across multiple destinations, e.g., lowest cost options anywhere in Caribbean | • Provide reviews of hotels from previous families on vacation at hotels | • Explore closing "white space" with vacation scheduling that includes restaurants & excursions | • Develop proactive rebooking based on family traveler profile | • Explore closing "white space" by sending targeted offers based on family itinerary | • Develop proactive rebooking based on family traveler profile | • Provide capability to easily share photos, comments and details of itinerary |
|---|--|--|---|--|--|--|--|