Advance Your Internet Selling Power

Laurie Barkman
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

Awareness Stage

Consideration Stage

Decision Stage
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

GENERATES TRAFFIC
Website Visitor
No barrier to consumption.
Blog Post, Press Release, Web Page

GENERATES LEADS
TOFU
Low barrier to consumption.
Cheat Sheet, White Paper, Guide, How-To, Short Videos

GENERATES PROSPECTS
MOFU
Moderate barrier to consumption.
Longer Videos, eBooks, Subscriptions, Case Studies, Assessments

GENERATES CUSTOMERS
BOFU
High barrier to consumption.
Executive Summary, Demos, Brochures

Source: Kuno Creative
**Unaware**

- What is it? Who are you?
  - Awareness
    - Blogs, Ads, Web Banners, PR (Customer stories), Articles (Industry Trends), Analyst Papers, Flash Demos

**Interest Established**

- Who needs it and why?
  - Educational
    - eBook (or buyers guide), Web Portal, Analyst Papers, Blogs, Independent Articles, Industry White Papers, Webinars, Events
  - What are the consequences of not having it?

**Problem Acknowledged**

- What are my options?
  - Validation
    - Webinars, Podcasts, Seminars, Multimedia, 10 Reasons, Trials, Customer References, Demos

**Looking For Solution**

- Why should I choose you?
  - Sales
    - Presentations, Topic Sheets, Product White Papers, Customer Stories, Competitive Intelligence

Source: HubSpot
People can jump from one channel to the other while going through the buying and customer phases.
Questions?
Thank you