Advance Your Internet Selling Power

January 23, 2018

Carnegie Mellon University CONNECTS Series
Laurie Barkman, MBA TPR ’99
20+ years of “multi-marketing”

B2C
Omni-Channel

AMERICAN EAGLE OUTFITTERS

B2B
Software & Services

Burns White
ATTORNEYS AT LAW

The Art Institutes™
America’s Leader in Creative Education

JazzHR™
Who is in the audience today?

A. Entrepreneurs looking for ideas to grow their business.
B. Students preparing for job interviews.
C. Professionals enhancing their toolbox.
D. Just here for the food.
Today’s agenda

(1) Buyer personas

(2) Influencers and decision makers

(3) SSF marketing funnels

(4) Customer journey map
Buyer Personas
Define who you are trying to reach

• Characteristics that describe the companies or individuals you want as customers.
• Composite picture of the real people who buy, or might buy, products or services like yours.
Why Buyer Personas matter

• Crowded advertising space
• Democratized tools for ads
• Marketing stack sophistication
• Ultra targeted communications
Start broad, then drill-down
First, identify broad buying groups

1. End Consumer
   - Men purchasing for themselves

2. Wholesale Accounts
   - Women or men buying as gifts
Define major elements for each persona

- Location (+ excluding)
- Age range
- Gender
- Interests
- Education level
- Job title
- Income level
- Relationship status
- Language
- Favorite websites
- **Buying motivation**
- **Buying concerns**
For established businesses

- Conduct interviews
- Facebook insights
- Google Analytics Audience reports

For new businesses

- Conduct interviews
- Evaluate competition
- Traffic: SimilarWeb or Compete
- Visit competitor blogs and social media pages
Alex

Lives In: Canada, United States

Age: 25 - 40

Gender: Male

Interests: Fitness and Wellness, Shopping and Fashion, Sports and Outdoors, Technology

Education Level: College Graduate

Job Title: Finance, Financial Advisor, Financial Analyst or Financial Adviser

Income: 45k-75k

Relationship Status: Single

Interested In: Women

Language Spoken: English
Today’s agenda

(1) Buyer personas

(2) Influencers and decision makers

(3) SSF marketing funnels

(4) Customer journey map
Pay no attention to that man behind the curtain.
Four types of buyers
All yield influence

• **Technical Buyer** – screen out and evaluate suppliers products and services

• **User Buyer** – use and benefit from the suppliers offering

• **Economic Buyer** – ultimately approve the purchase of the suppliers products and services

• **Coach** – can guide and inform you
Learn about buying motivations and concerns

• Priority initiatives
• Success factors
• Perceived barriers
• Buying process
• Decision criteria
Today’s agenda

(1) Buyer personas

(2) Influencers and decision makers

(3) SSF marketing funnels

(4) Customer journey map
SSF Method
Create different marketing funnels for different decision making lanes.

Sidewalk
- Unaware of the problem you can solve.
- Experiencing the problem, but not yet ready to act.
- Far from being ready to buy anything from you.

Slow Lane
- Aware of the need.
- Starting to look, want to find a solution before it gets worse.
- Want to make an informed choice.
- Actively seeking information and looking up to authority figures to show them the way.

Fast Lane
- Acutely aware of the need.
- Keeping them awake at night
- Ready to purchase a solution, as long as it meets their needs and overcomes their objections.

Inc. 2016; SSF attributed to Scott Oldford of INFINITUS. Images from Freepik.
Today’s agenda

(1) Customer targets and personas

(2) Influencers and decision makers

(3) SSF marketing funnels

(4) Customer journey map
What is a customer journey map?

• Visual representation of steps and perceptions that a specific customer goes through over a period of time to accomplish a specific goal that may include some interactions with your company.

• Identify how customers view the process by putting interactions in the context of the customer’s goals, objectives and activities.
How to map the journey of your customers

1. Begin with a client or persona and a particular journey.
2. Develop a chronological list of the stages of the journey.
3. Develop an objective for each stage.
4. For each stage, note the steps and whether your company is involved.
5. Record customers’ expectations. Record potential obstacles and bright spots.
6. For each stage, plot the expectations versus the actual experience.
7. For each stage, what would make the life of the customer easier, and make the outcome better?
# Customer Journey Map Example

## Key Activities

**RESEARCH AND PLANNING**
- Search all options: 50%-75% from mobile
- Will get search ads: Check online reviews

**ORIGINATION**
- Calls branch: Process questions
- Branch process info: Walk-in should get greeted by teller
- Starts paper app

**SERVICING**
- Receives loan amount: Credit report
- Loan officers: Sign and check
- Unapproved: Letter provided w/ codes only (directs to call or write)

## Key Touchpoints

**MOOD**
- Negative press from disgruntled bank customers appears in Google Search
- Inaccurate content in search results

**PAINT POINTS**
- Inconsistency between online and branch channels cause confusion on website
- Paper app (need verbal consent to begin app)
- Tellers: tough to answer all incoming calls

**OPPORTUNITIES**
- Lead gen: Leverage educational videos to help evaluate alternatives
- Shopping data: Improve awareness of business across channels

## Key Pain Points

**MOOD**
- Content on website not current
- Paper app (need verbal consent to begin app)
- Process inconsistencies

**PAINT POINTS**
- Multiple phone calls and reminders
- Plan has too much paperwork
- Turnover: Required verification

## Key Opportunities

**MOOD**
- Leverage educational videos to help evaluate alternatives
- Offer ability to customize reminders (frequency and method)

**PAINT POINTS**
- Ability to send missing docs online (to the branch)
- Live agent video chat (replace in-person connection)

## Key Opportunities

**MOOD**
- Verifiable employment and banks online
- Reduce wait time to get to window at-peak times

**PAINT POINTS**
- Offer ability to customize reminders (frequency and method)
- Live agent video chat (replace in-person connection)

## Key Opportunities

**MOOD**
- Better understanding of customers financial life, comprehensive education and how they manage

**PAINT POINTS**
- There's a gap in understanding of customers financial life, comprehensive education and how they manage
Content Mapped to the Buyer’s Journey

Unawareness  Discovery  Diagnosis  Research  Evaluation  Comparison  Validation  Close

Trust

Helpful Insight:
- eBooks
- Whitepapers
- 3rd Party Research
- Blog Posts
- Webinars

Challenging Insight
- Thought Leadership Materials
- Industry Trend Analyses
- Case Studies
- Assessment Tools

Product Information
- Integration Guides
- ROI Calculator
- Data Sheets
- Solution Briefs
- Product Brochures

Source: Accent Technologies
# Customer Journey Map Template

<table>
<thead>
<tr>
<th>Stage</th>
<th>Awareness/Discovery</th>
<th>Consideration/Research</th>
<th>Decision/Purchase</th>
<th>Post-Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touchpoints</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>User Experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motivations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Questions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pain Points</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Experience</td>
<td>Positive</td>
<td>Neutral</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideas for Improvement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: QuestionPro
Summary

• Start with buyer personas as the foundation of your internet selling strategy.
• Understand who influences decisions.
• Map the buyer journey and marketing touchpoints to provide value and consideration by buyer readiness -- sidewalk, slow, and fast lanes.
• Get started and modify over time-- it’s your company’s own journey. Enjoy the ride!
Thank you

- Q&A
- Feedback survey