

Advance Your Internet Selling Power

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20+ years of digital selling

B2C

Omni-Channel



B2B

Software & Services



Who is in the audience today?

1. **Entrepreneurs** looking for ideas
2. **Students** preparing for job interviews
3. **Professionals** enhancing their toolbox
4. Just here for the party

Today's agenda

(1) Buyer personas

(2) Influencers and decision makers

(3) Sales funnels

(4) Customer journey canvas

Buyer persona

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.

How? Talk to real people.

- Ask buyers to walk you through their decision, starting with the moment they decided to solve this problem.
- 20 -30 minute in-depth conversation.
- Take notes.
- Have an agenda, but be flexible to go off-script.

B2B persona



Marketing Mary



BACKGROUND

Title :

Marketing manager or Director

Organization Size :

25-200 employees

Industry :

Tech/Retail/Finance



LEARNING

Favorite Blogs / Publications :

HubSpot blog and Moz

Social Networks / Associations :

Member of Digital Doughnuts, avid Twitter user



JOB ROLE

Reports To :

CEO

Team :

Small team of 3 marketers

Responsibilities :

Generating enough leads for the sales team, managing brand communications and generating awareness product awareness.

Job Measurement :
Leads, MQLs, Traffic, Subscribers, Awareness

Tools :

CRM, wordpress, social networks, GA, Swiftpage



CHALLENGES

Too much to do, too little time, not enough resources, channel mess



GOALS

X leads/month, X traffic/month

B2C persona



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

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(4) Customer journey canvas

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 **

** Also talk to non-buyers and those who chose a competitor.

Questions to ask buyers

- **Priority initiatives:** What are the 3-5 problems or areas that you dedicate time, budget, and political capital to?
- **Success factors:** What are the tangible or intangible metrics or rewards that you associate with success?
- **Perceived barriers:** What factors could prompt you to question whether or not this solution/product can help with achieving your success factors?
- **Buying process:** What process do you follow in exploring and selecting a solution that can overcome perceived barriers and achieve your success factors?
- **Decision criteria:** What aspects of each product will you assess in evaluating alternative solutions available?
 - Include insights from buyers who chose a competitor and those who decided not to buy at all.

Today's agenda

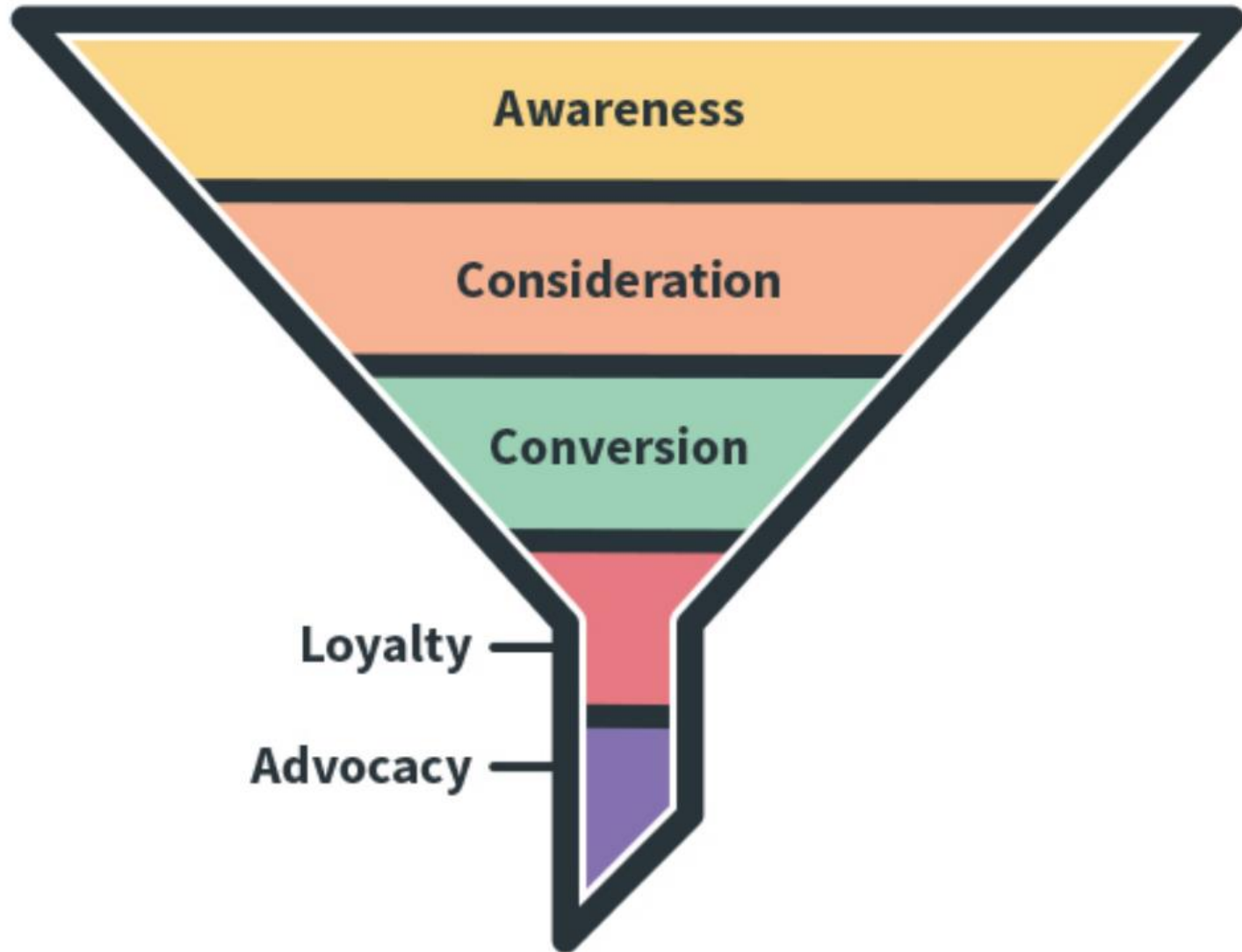
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Sales funnel example



SSF Method

Consideration for decision making



Sidewalk

- Unaware of the problem
- Not yet ready to act



Slow Lane

- Aware of the need
- Actively seeking information
- Looking to influencers



Fast Lane

- Acutely aware
- Awake at night
- Ready to purchase if meets needs

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What is a customer journey canvas?

- 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 Template

Persona:

Type of Buyer:



User Experience

Actions				
Motivations				
Questions				
Pain Points				

Overall Satisfaction

Customer Experience	<div>Positive</div> <div>Neutral</div> <div>Negative</div>
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Recommendations

Ideas for Improvement				
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Content Mapped to the Buyer's Journey



Helpful Insight:

- eBooks
- Whitepapers
- 3rd Party Research
- Blog Posts
- Webinars



Challenging Insight

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



Product Information

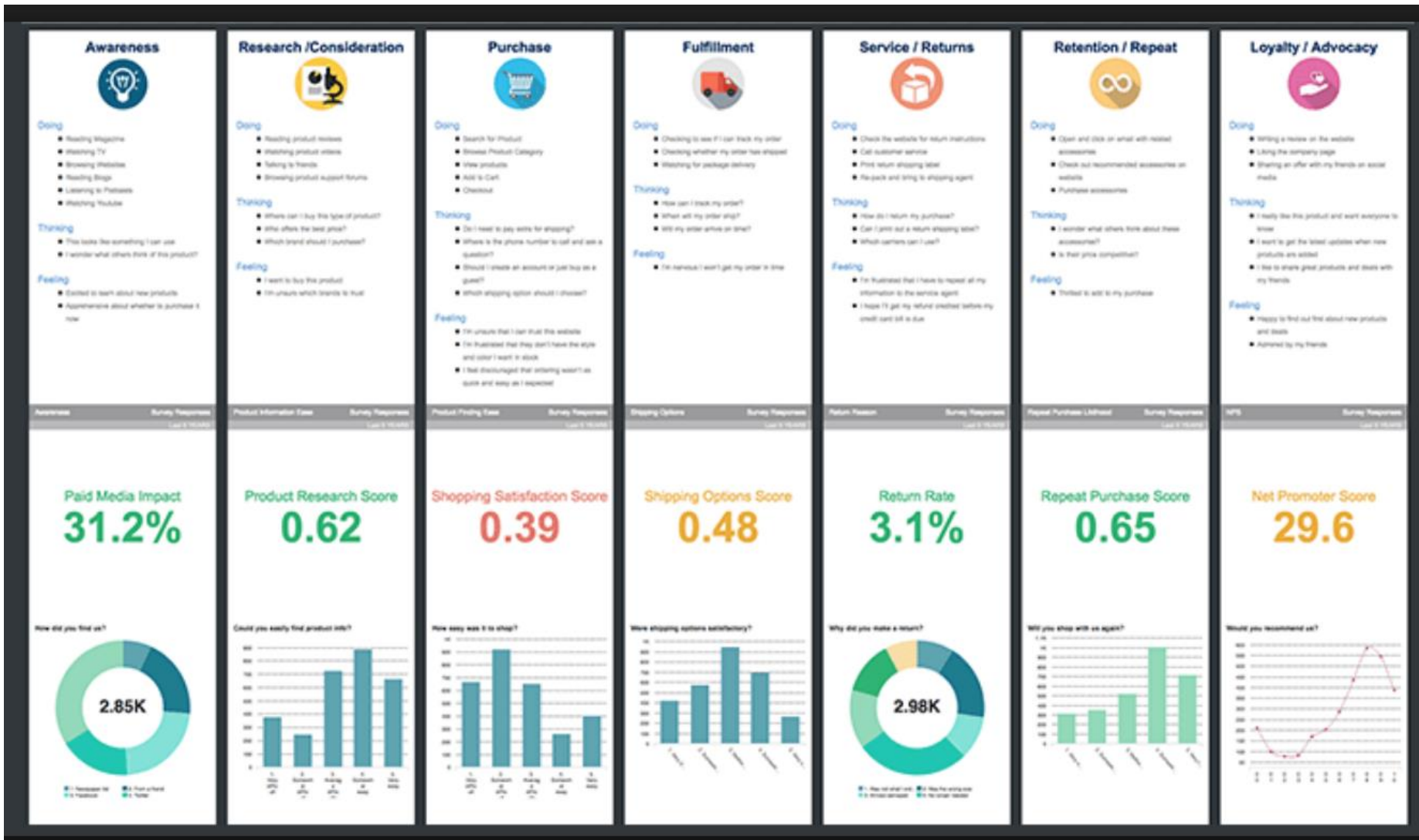
- Integration Guides
- ROI Calculator
- Data Sheets
- Solution Briefs
- Product Brochures



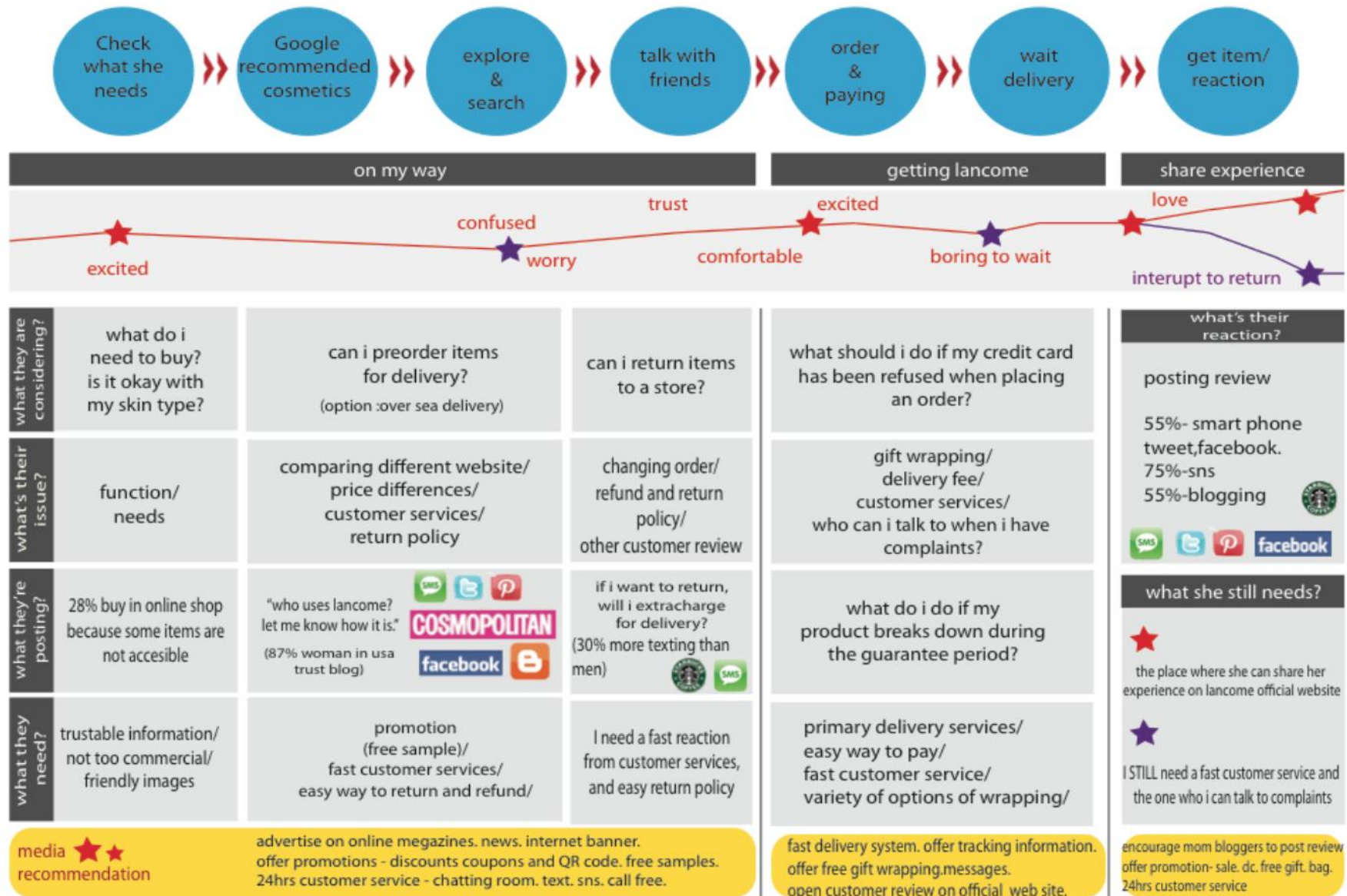
STARBUCKS®

Customer Journey Map





LANCÔME PARIS BRAND EXPERIENCE JOURNEY



Summary

- Start with buyer personas as the foundation of your internet selling strategy.
- Understand who influences decisions.
- Map the customer journey and sales touchpoints to provide value and consider readiness factors.
- Get started and modify as you go...

Whether your budget is \$0.00 or \$100,000,000

- Talk to customers
- Tailor your selling strategy
- Test and learn
- Measure & celebrate
- Double down on wins
- Be honest about what didn't work

Thank you



/lauriebarkman

B2B marketing persona components

- **Photo & Name**

Use a fictional name and photo to help you visualize your user.

- **Job Title**

Identify their role in their company.

- **Background**

You need some insight to this user. What are their characteristics? What are some of their daily habits? These will help gain a deeper understanding of your user to better understand their behaviors.

- **Motivators**

You need to know what it is they're trying to accomplish in their role. Map out their typical responsibilities, goals, and core objectives.

- **Needs**

What it is they require to accomplish their tasks and reach their goals? This information will help you outline the core functions and features you need for your website.

- **Challenges / Pain Points**

What are some of their most frustrating challenges they face while trying to accomplish their goals and objectives in their role?

- **Deterrences**

What would prevent them from purchasing? Why would they go with other vendors instead of yours?

B2C marketing persona components

- **Photo & Name**
Use a fictional name and photo to help you visualize your buyer.
- **Personal Background**
Though your personas are fictional, they are based on quantitative and qualitative research. Identify their age, marital status, location, education, career information, or any other information that allows you to better empathize with your target.
- **A Day in the Life...**
Describe the daily routines, personality characteristics, and habits of your buyer. Be as specific and detailed as possible.
- **Finances**
By describing financial information such as: spending habits, income, and the preferred method of payment may influence your business' services, website structure, marketing campaigns, and more.
- **Online Behaviors**
Are they on social media? Do they prefer to shop online or in-store? It's important to know how tech-savvy they are to understand what features your website may need to offer, how you will communicate with them, and what channels you need to be on.
- **What They're Looking For**
What are they truly looking for? How does your product or service fit into their lives? Defining what their needs are will help you map out the type of content for your website, the layout, as well as the core functions.
- **What Influences Them**
In order to create marketing messages and roll out advertisements that are effective, it's important to understand who and where your users get their information from.
- **Hopes and Dreams**
Hopes and dreams are the things that your user wants or needs, both personally and professionally. Understanding wants and needs allows us to create more targeted content, and may even lead to the development of additional products or services as you identify gaps in your current offering.
- **Worries and Fears**
Understanding the internal and external fears of our persona will allow you to empathize with them. This will allow you to craft messages that alleviates this fear, and may even evoke an emotional connection.
- **Brand Affinities**
Which brands do they love? Understanding which brands each persona is drawn to will lend tons of insight to the types of messaging, imagery, and the other types of interactions that work with their favorite brands.
- **Quote**
With each persona, provide a short quote that captures what the persona is all about, their attitude – either in general, or towards our products or services.