



# Applying DIGITAL ADVERTISING to a Customer Buyer's Journey

## AWARENESS

### STAGE 01

#### Main Goal:

Create a Clear Digital Presence to Stay Competitive

- **PPC Advertising**
  - Definition: PPC (pay-per-click) is an advertising method where you place an ad on a search engine platform and you pay the host (Google, for example) each time someone clicks on your ad.
  - Search engines will show your ads to the people who are searching for your product or service in real-time.

- **Branded Advertising**

- Branding ads help your brand gain exposure to your ideal audience before they're in the market for your product or service.

- **Analytics Tool (Google Analytics)**

- You can identify your target customers' behaviors using analytics tools to develop appropriate ads for your specific audience.

## CONSIDERATION

### STAGE 02

#### Main Goal:

Let Your Audience Know Your Competitive Differentiators

- **Digital Advertising**

- Select ad platforms that allow you to showcase your unique differentiators through their audience behavior targeting capabilities such as Facebook, LinkedIn, Google, etc.

- **Content Strategy**

- Customers are researching to compare prices, services/products, online reviews, and much more. Fulfill their needs and build trust in this stage by addressing their concerns, showcasing your expertise, and providing information they're looking through a robust content strategy.
- Highlight key factors that set you apart from your competition. They could be price, customer service, customer reviews, or anything else that is essential to your customers.

## DECISION

### STAGE 03

#### Main Goal:

Convert Leads Into Buyers

- The average number of necessary touchpoints to convert leads vary by business and industry. Assess how many touchpoints are needed with your leads as they move through their buyer's journey, and adjust as necessary.
- Assess your customers' behaviors and choose platforms that match those behaviors closely. This step can be search-based, educational branding, or retargeting efforts.
- Include content marketing efforts that educate your audience on your brand's differentiators, benefits, and relevant promotions or guarantees.

## RETENTION

### STAGE 04

#### Main Goal:

Turn Your Customers Into Loyal Customers

- Keep your customers engaged with your brand through updates, industry news, and promotions. Automate this process if possible.
- Continue improving your targeting strategy by evaluating your sales funnel.
- Using CRM and/or analytics tools, you can gain more insights into your customer's journey such as an analysis of their first contacts, engagements, conversions, drop-offs, and more.