

Buyer funnel

Powered by:  The Alliance

Stage on the buyer's journey	Your buyer	Your options	What you will do
AWARENESS	Is unaware of your product, or perhaps even your entire business. They may have pain points that need to be addressed but they may not be actively looking for solutions. This is your chance to make a great first impression.	Word of mouth/peer referrals	Your idea 1
		Digital advertising	Your idea 2
		Television/Radio advertising	Your idea 3
		Print media	
		Social Media	
		Search Engine Marketing	
		Tradeshows	
		Paid content	
INTEREST	The potential buyer is aware that your product exists, but now you need to encourage them to contact you to register their interest, turning them into a prospect.	In-depth product feature information	Your idea 1
		Infographics	Your idea 2
		Webinars	Your idea 3
		Video content.	
		Calls-to-action	
		Contact information for sales reps	
		Email sign-up forms	
CONSIDERATION	The potential buyer is aware that your product exists, but now you need to encourage them to contact you to register their interest, turning them into a prospect.	Free trials	Your idea 1
		Salesperson contact	Your idea 2
		In-person pitch or presentation	Your idea 3
		Company accreditations (ISO etc.)	
		In-depth price and contract information	
		Testimonials	
		Case studies	
PURCHASE	The customer needs information to make a rational choice on whether the product is right for them. They will try to educate themselves, but you need to be there to guide them and provide them with the information they need.	Order process	Your idea 1
		Contract negotiation	Your idea 2
		Product delivery/installation	Your idea 3
		Initial product training	
		Packaging and documentation	

		Employee onboarding support	
RELATIONSHIP MANAGEMENT	The decision has been made and now is the time to follow through on your promises by delivering the product in a way that builds on your brand values and impresses your new client.	Ongoing product training	Your idea 1
		Email updates (new features, patches etc.)	Your idea 2
		VIP/preferred client programs	Your idea 3
		User communities	
		Technical support	
		Account management	
		Check-in calls from sales reps	
		Ongoing customer satisfaction monitoring	
		Referral programs	