

# CHEAT SHEET: THE CUSTOMER JOURNEY

Get perspective on your customers' purchasing experience.

To enable a successful experience for your customers, it's important to understand the pain points and challenges they face at every step of the purchasing journey. These steps are not always linear, and some may occur simultaneously. Every customer's journey is unique and finding out how to customize to meet their persona's needs will help achieve better results.

You can facilitate your customers' actions and address their questions and concerns by offering engaging content during each phase.

## Awareness

Recognize what triggered that inspiration: what type of unmet needs does your customer have? Marketing helps customers understand their unmet needs by delivering strategically developed content.

### Recommended content breakdown:

- 73% blogs and articles
- 57% podcasts
- 56% e-books
- 54% videos

Source: Association of National Advertisers (ANA)

## Consideration

In this phase, customers evaluate and compare their purchasing options to see which businesses have what the customer is looking for and what works best for their budget. Marketing helps customers compare different options.

### Recommended content breakdown:

- 53% white papers
- 47% webinars
- 46% interactive content

Source: ANA

## Decision

This is where customers resolve concerns, ask their peers, consult experts or look up reviews, ratings and testimonials. Marketers must provide product comparisons using third-party information to substantiate the marketer's claims. In this phase, the customer chooses the seller to solve their needs. Marketers must reinforce and support the customer's decision.

### Recommended content breakdown:

- 40% case studies
- 32% in-person events
- 27% other content

Source: ANA

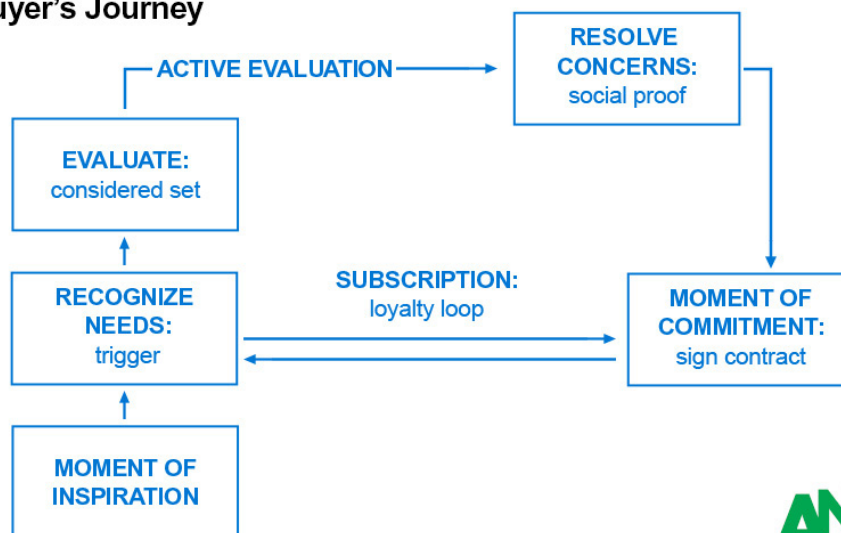
## Subscription: Loyalty loop

In this phase, the customer is evaluating their experience while the marketer is minimizing the friction, if any, and maximizing the customer's content subscription by delivering ongoing content through various channels. At this stage, the marketer may suggest the customer subscribe to the company's content streams.

Recommended content subscription-based (emails, social media channels, RSS feeds)

Source: ANA

## Buyer's Journey



## FAQ:

### What makes a successful customer's journey?

Customers generally follow three main steps for a successful process: Awareness, Considerations and Decisions. Customers need to complete the entire journey, from the "awareness" phase through the "subscription" phase for their journey to be successful.

Marketers help guide by providing a frictionless experience with tailored content delivered through the company's various content outlets, like social media, blogs and emails.

### What are the key factors that affect the customer's decisions?

- Cost
- Product complexity
- Differences between products
- How important the product or service is to the buyer
- Whether the buyer is a first-time or repeat customer

### What is the number one pain point affecting the B2B customer's journey experience?

According to a [2017 McKinsey Report](#), a lack of speedy interactions with suppliers is one of the biggest pain points for customers.

### How important are e-commerce experiences?

A [2021 Avionos Report](#) revealed that 87% of customers would pay more for a supplier with an excellent, easy-to-use e-commerce platform.

### Is the customer's journey always linear?

No. The customer's journey is circular and can incorporate multiple steps at the same time. Refer back to the loyalty loop—marketers are nurturing the customer experience by providing the customer with content through their various content channels.