

SESSION 1: THE NEW BUYER JOURNEY

The Butterfly Project

8 Days Of Transformation
And Growth



The New Buyer Journey – The Cyclonic Buyer Journey™

A Session With Eric Keiles And Mike Lieberman



@erickeiles

Session One Agenda

- Why has marketing and sales changed?
- The funnel is dead!
- Introduction to the Cyclonic Buyer Journey
- It's a twister!
- The eight cyclones
- Tactics and metrics
- Compounding effect for success
- Conclude

23%

23%

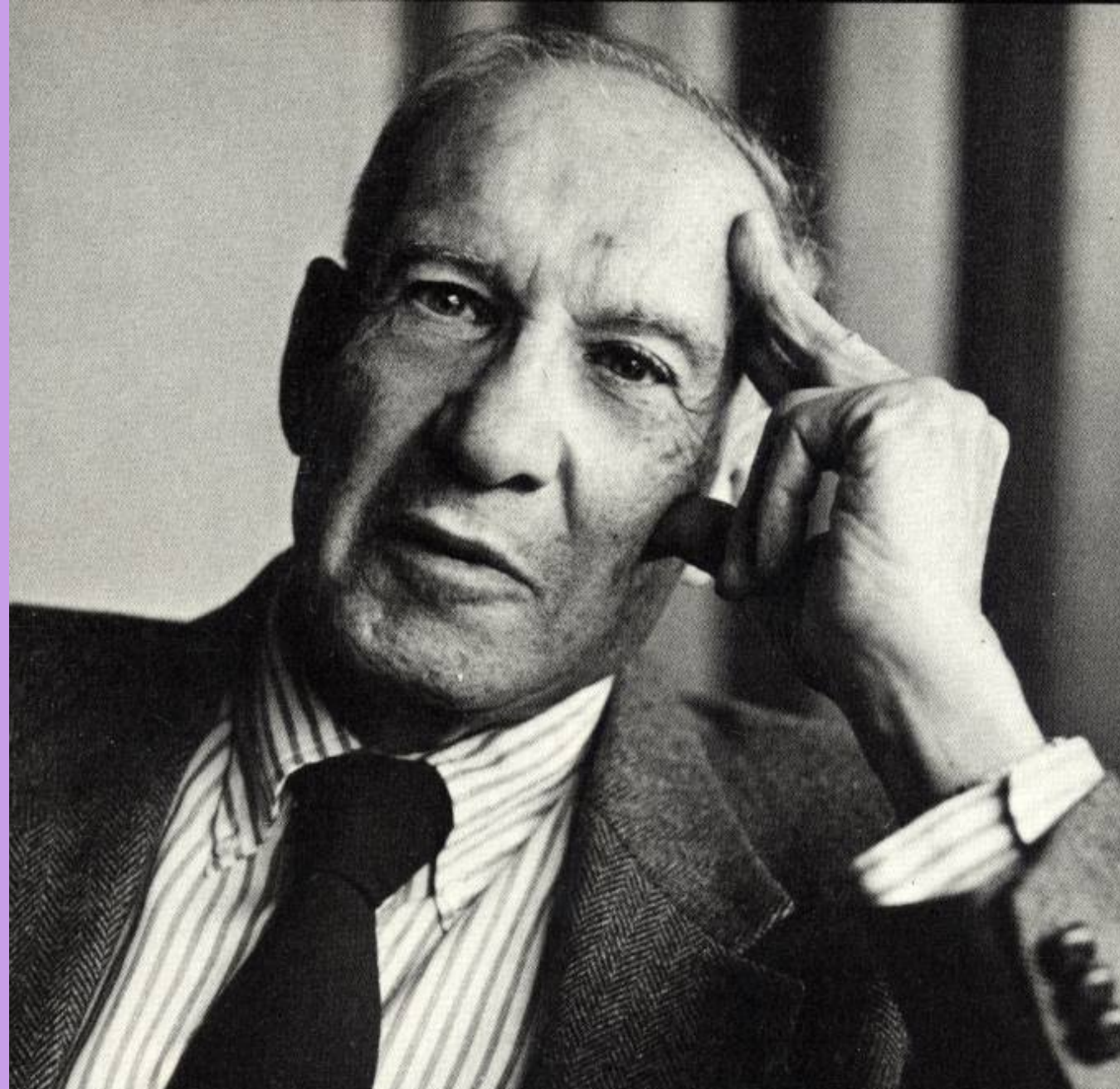
In a recent HubSpot survey, only 23% of companies reported they were achieving their revenue goals.

But Why?



"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

Peter F. Drucker (1909 - 2005), Author and Teacher



Migrate Your Thinking
From Old School To New School

The Funnel Is Dead



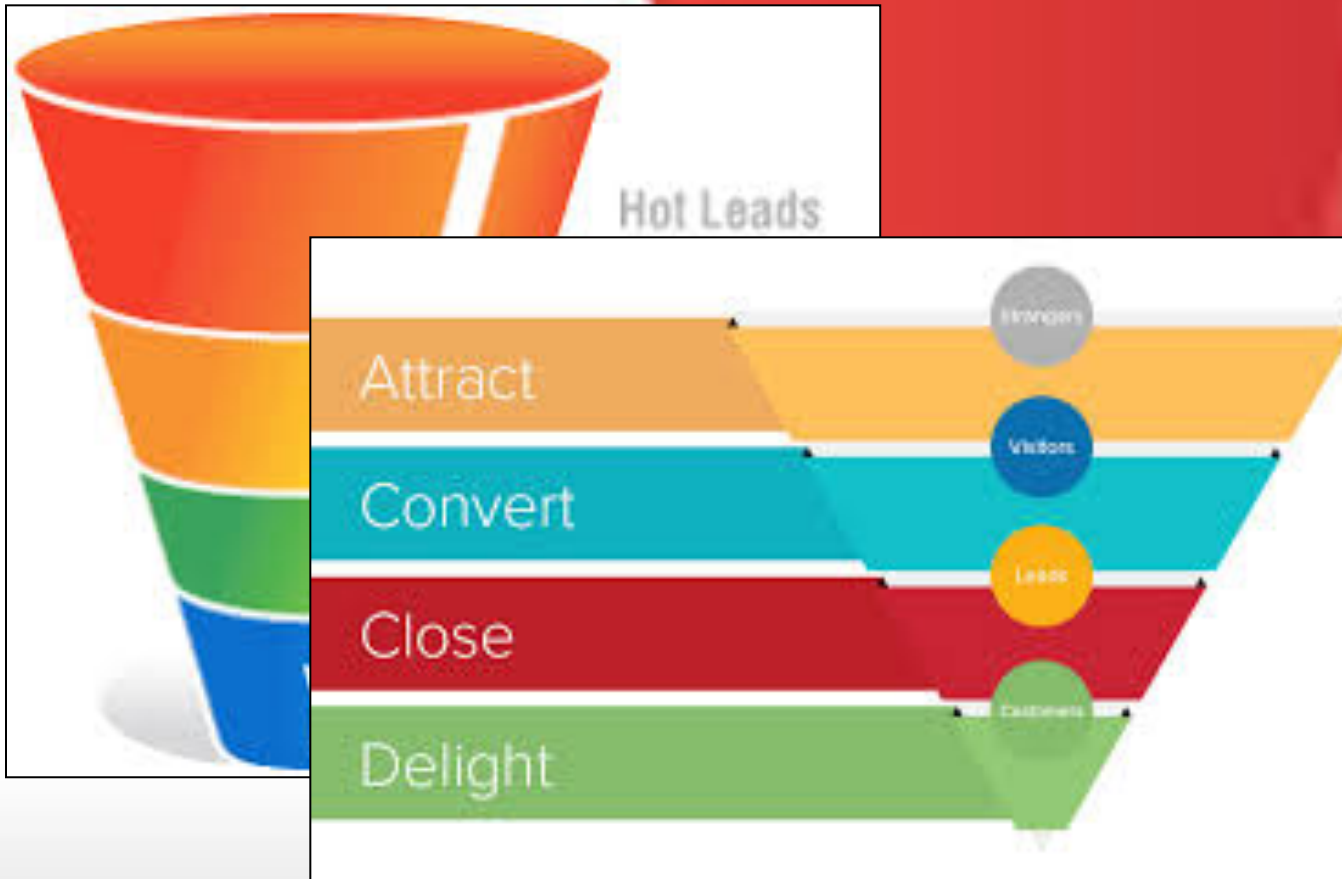
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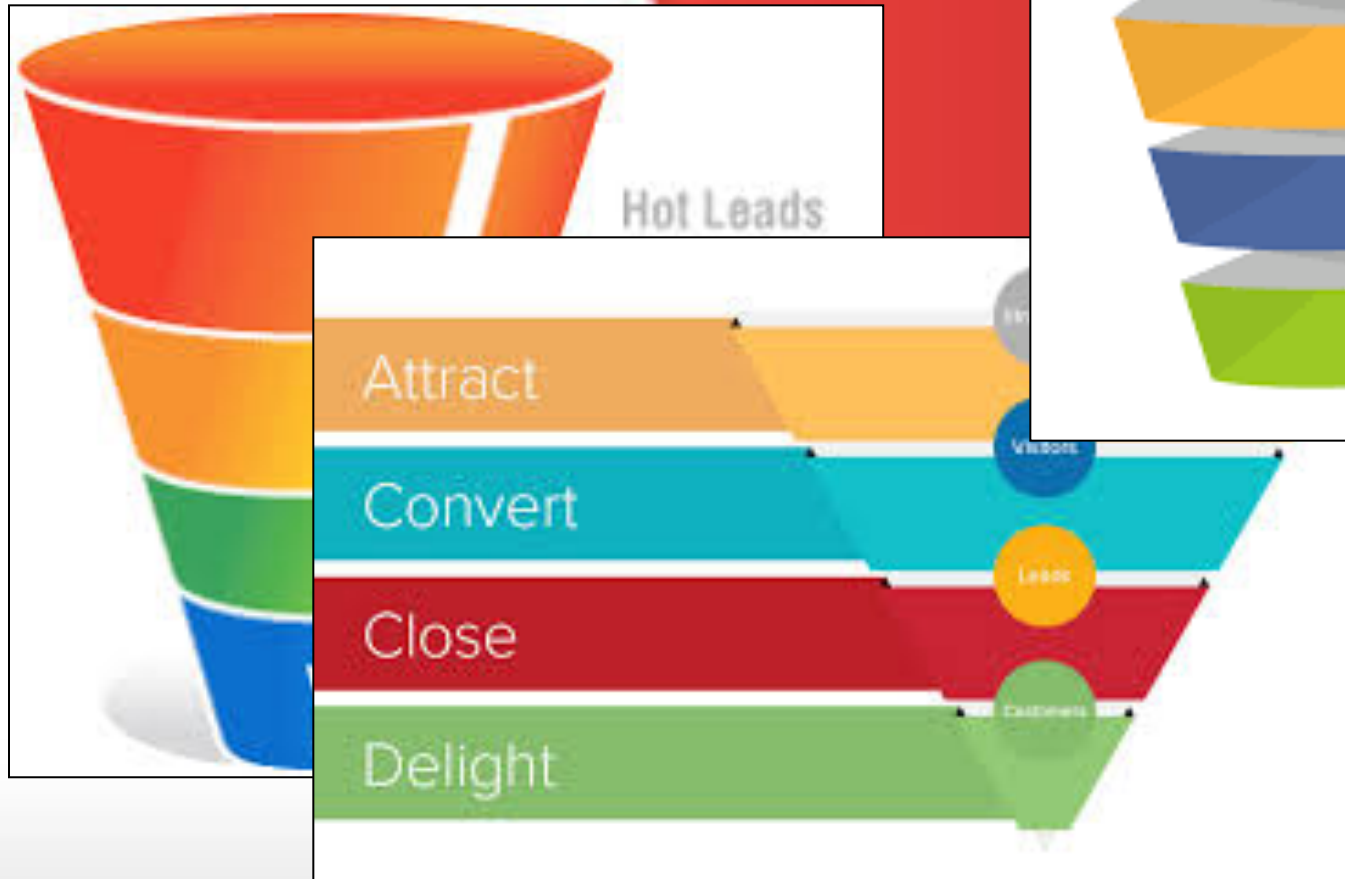
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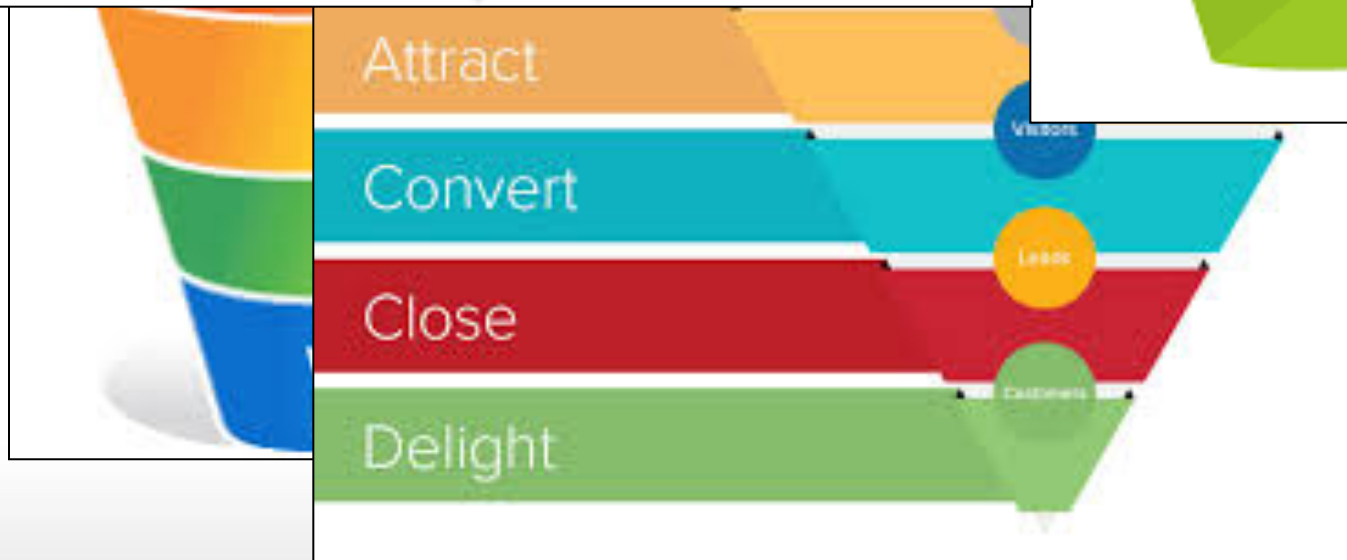
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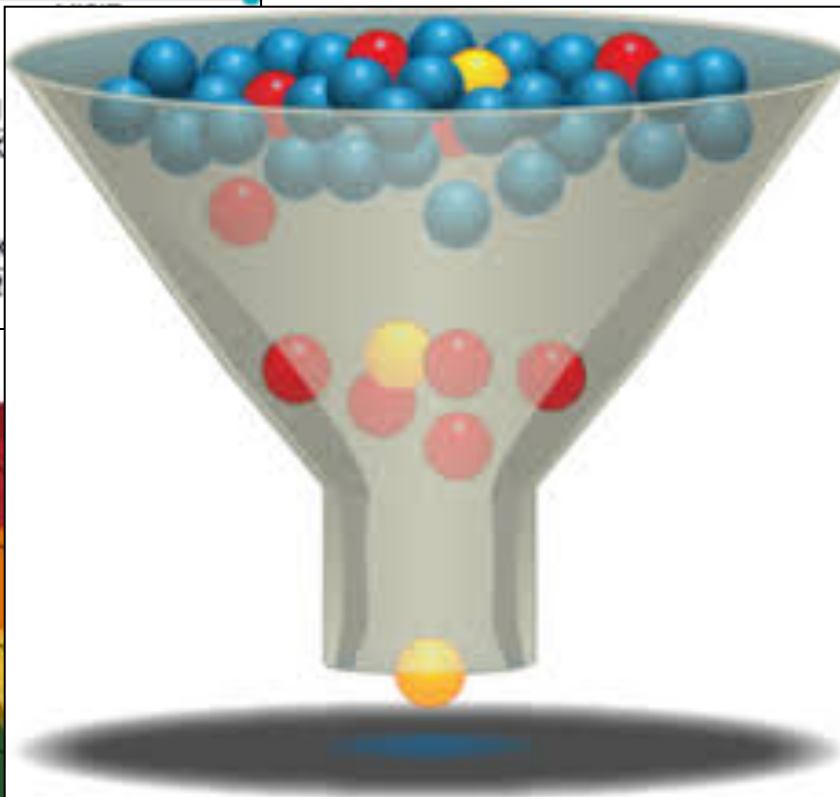
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- A** **Lead Generation**
Creating engagement through different mediums of promotion.
- B** **Lead Nurturing**
Open a channel of communication with prospective buyers.
- C** **Conversion To Potential**
Sending out proposals to those interested in your products and services.
- D** **Project Closure**
Sealing the deal with those that agree to buy what you offer.
- E** **Retention**
Ensuring that your converted customers keep coming back to you in the future.

The Basics Of A Sales Funnel



Awareness

Interest

Decision



Stranger



Customer

Source: Google Images



Awareness

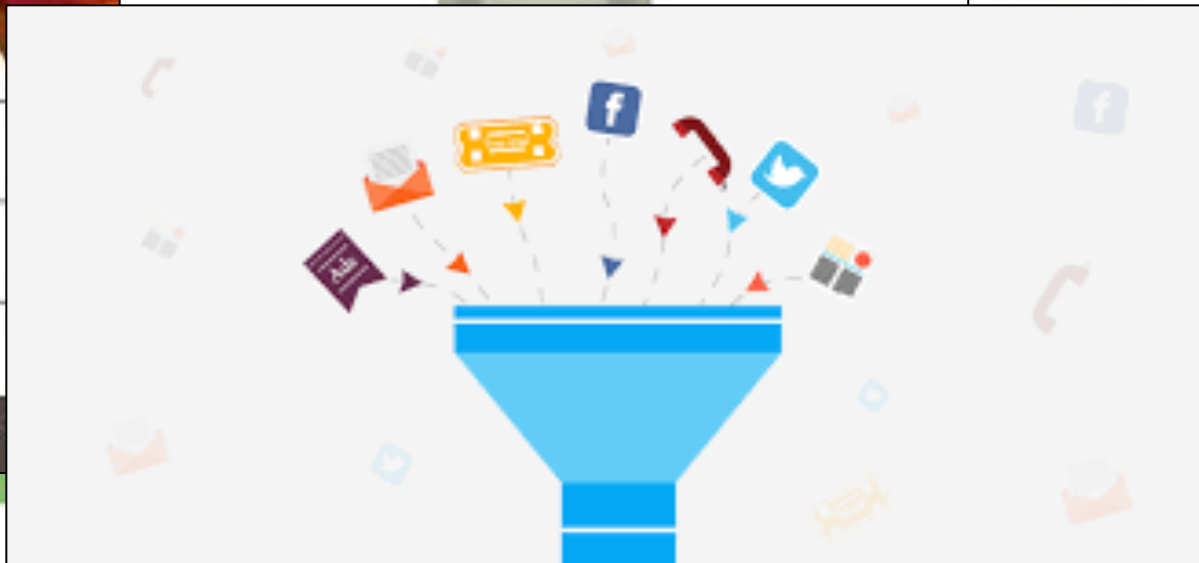
Interest

Decision



- A** Lead Generation
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The Basics Of A Sales



Stranger

↓

↓

↓

Customer

Source: Google Images

In an article, Jared Dodson of Lenati pointed out that:

“The new sales funnel is not a funnel at all;
it is a complex web of individual buyer’s
paths intersecting at various sales and
marketing touch points.”

AdAge

“People say the sales funnel is changing – that, in today's digital world, the way customers buy is **no longer a simple path from awareness to prospect to sale.**”

That's just not true. The sales funnel isn't changing – **it's completely and utterly dead.** It's been brutally turned upside down, inside out, with little left to identify it as the clean, straightforward process it once was.”



“Research revealed that the customer journey is not rigidly linear, as depicted in the sales funnel model, but rather circular. It is a network of touch points, decisions and opportunities that are either appropriated or rejected by the buyer.”

It's Time To Smash The Old Funnel

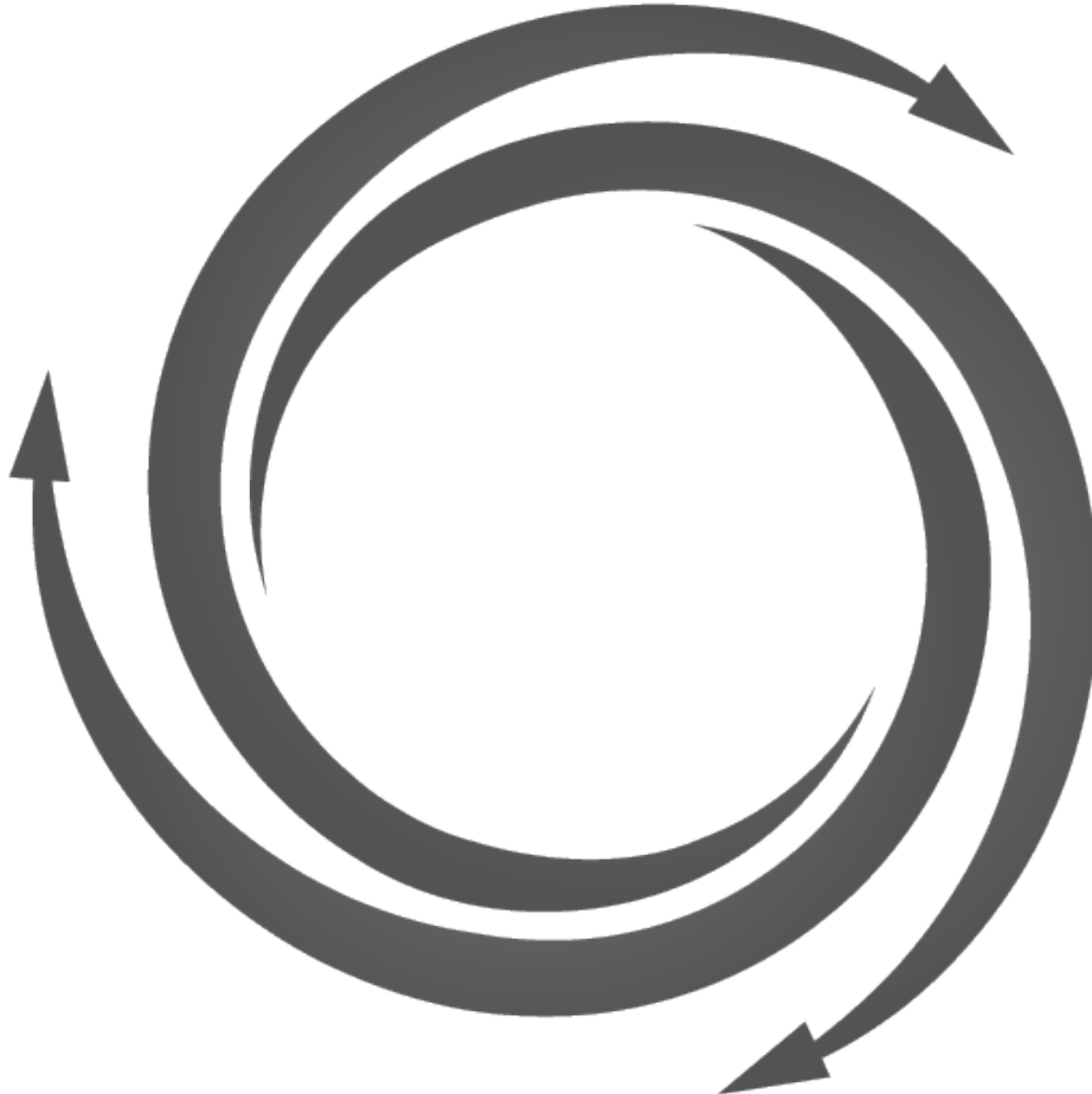
Introducing The Cyclonic Buyer Journey™

This Is What Buyers
Feel Like Today



This Is What Buyers
Feel Like Today







The Cyclonic Buyer Journey™



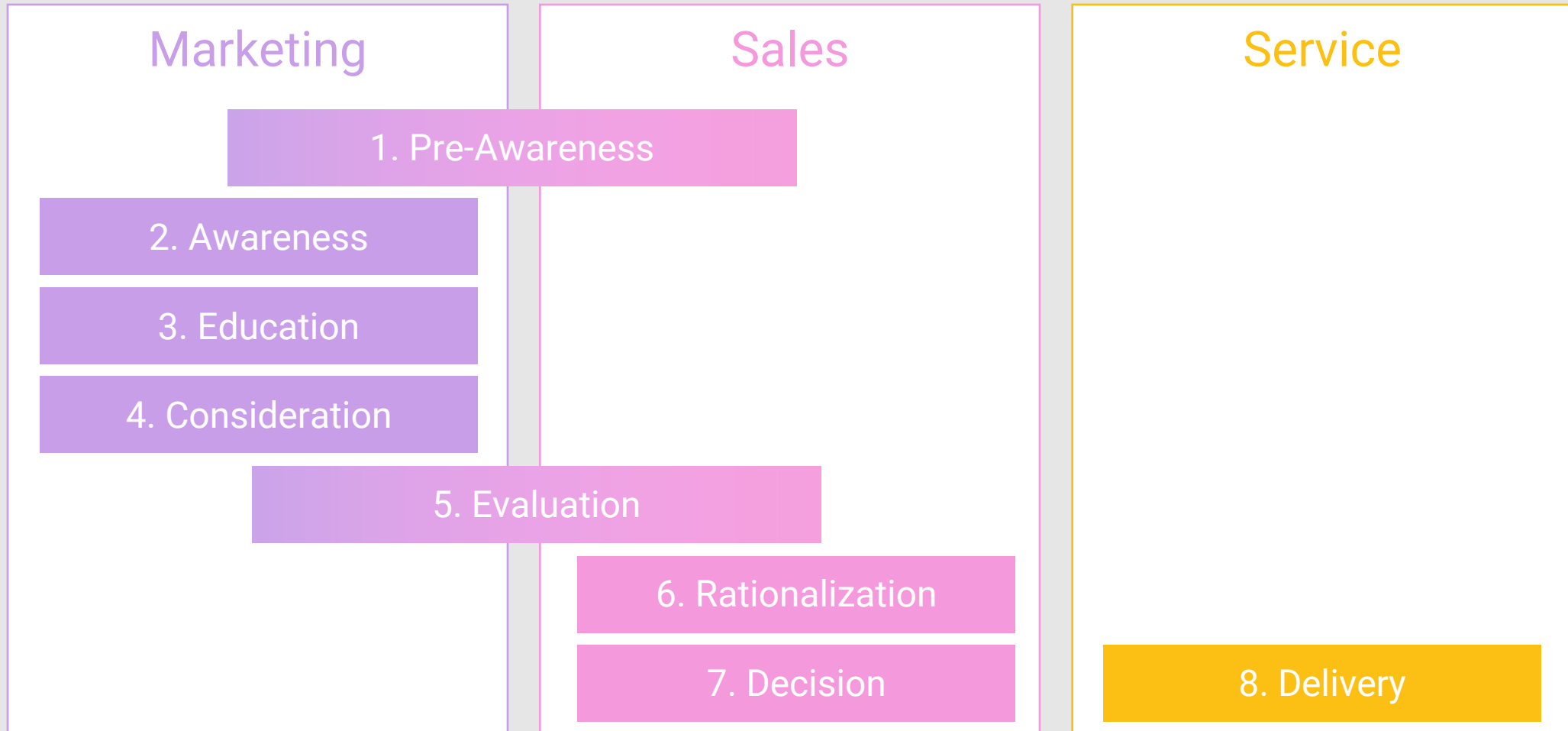
The Cyclonic Buyer Journey™



8 Stages

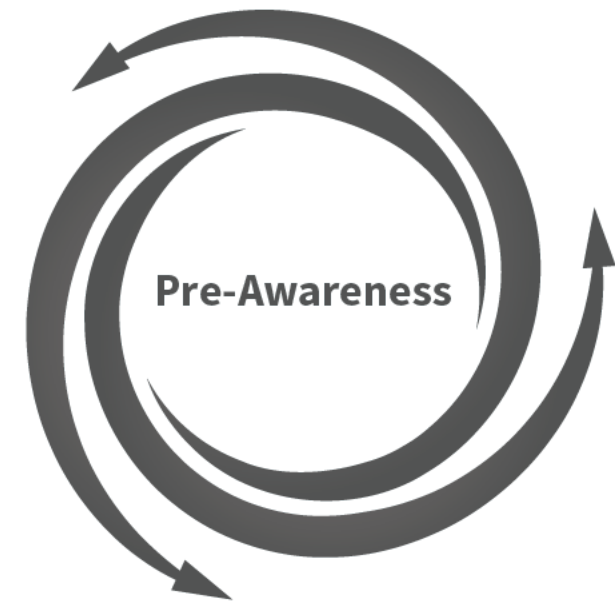
1. Pre-Awareness
2. Awareness
3. Education
4. Consideration
5. Evaluation
6. Rationalization
7. Decision
8. Ongoing Delivery

The Buyer Journey Stages



Pre-Awareness Tactics

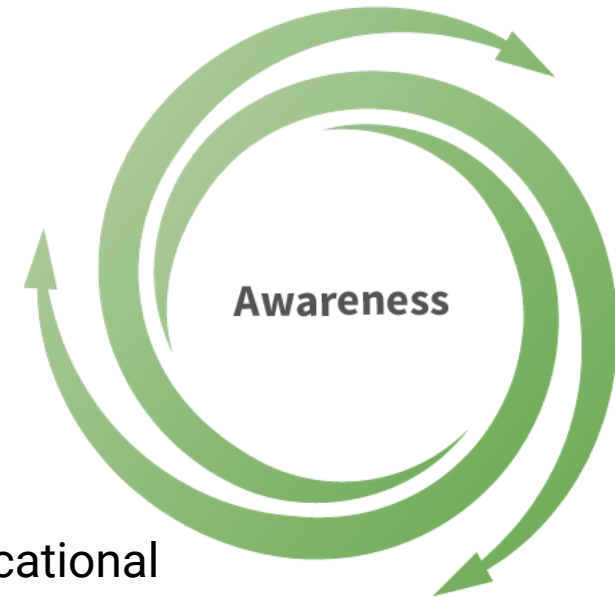
- Account-based marketing
(includes data cleansing and appending; connecting emails and engagement content; social and ongoing nurturing)
- Cold email marketing campaigns
(purchased list or acquired list)
- Paid social media advertising
- Social media content creation and publication
- Banner advertising
- Retargeting banner ads
- Content syndication
- Affiliate marketing campaigns
- Influencer marketing
- Content publication on targeted sites/properties
- Events, trade shows and conferences (including speaking)
- Plus, the traditional (but not recommended) print, mail and cold-calling campaigns



Awareness Tactics

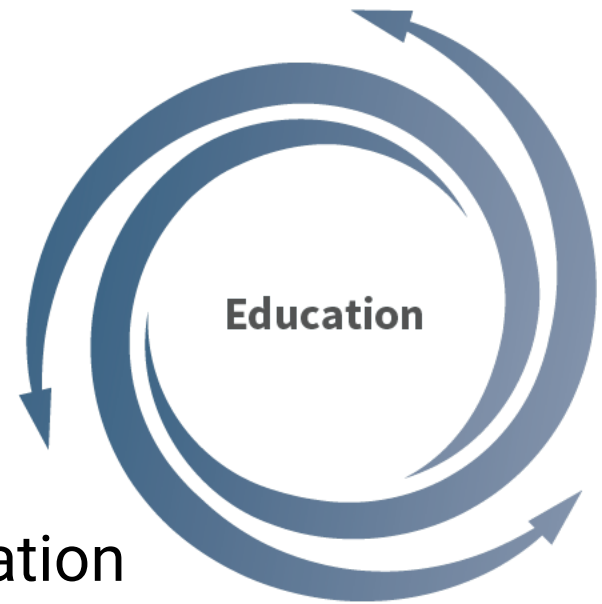
- Organic search engine optimization
- Paid Google Ads on search engines
- Website design
- Website pillar pages (for search)
- Conversion rate optimization
- Visitor experience optimization on the website
- Content publication

- Social media marketing
- Content marketing
(production of disruptive, educational and compelling content – persona-appropriate varieties and formats, with an emphasis on video, podcasts and interactive content)
- Events, trade shows and conferences
- Blogging and guest blogging



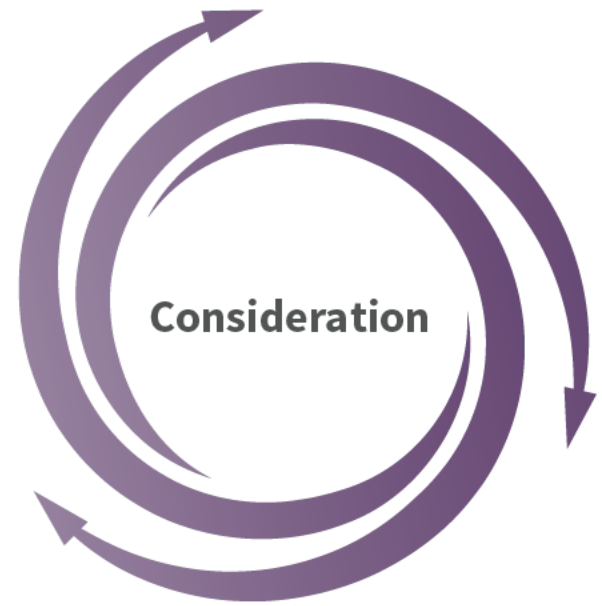
Education Tactics

- Content marketing – very heavy in this stage
- Podcasting
- Video marketing
- Infographics
- Lead nurturing
- Email marketing
- Website design
- Website pillar pages (for education)
- Chat for education and questions
- Conversion rate optimization
- Webinars
- Live events (company-specific, like HubSpot's INBOUND)



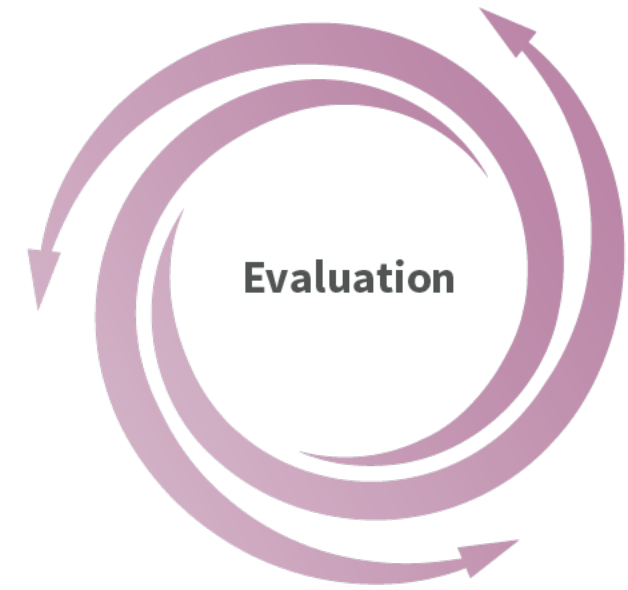
Consideration Tactics

- Influencer marketing
- Blogging and guest blogging
- Video marketing – customer stories
- Paid social media advertising
- Content publication on social media
- Content syndication
- Content marketing
(make or buy content, in-house or outsourced content)
- Case studies and success stories
- Advocacy (people telling other people)
- Lead scoring



Evaluation Tactics

- Website design
- Content marketing
(evaluation content; comparisons; proposal templates; questions to ask)
- Case studies and success stories
- Lead nurturing
- Email marketing
- Reviews
- Sales process design
- Content for the sales team
- Email templates for the sales team
- Sales training
- Sales coaching



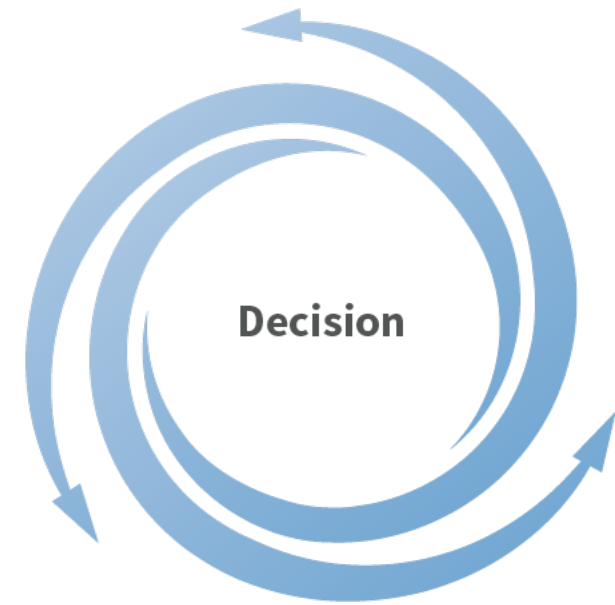
Rationalization Tactics

- Sales process
- Sales collateral/content
- Sales email templates
- Advocacy
- References
- Reference reel – video
- ROI models
- Delivery content



Decision Tactics

- Sales process
- Proposals
- Recommendations decks
- Contracts/agreements



Ongoing Delivery Tactics

- Advocacy, references
- Customer surveys
- Active referral program
- Email marketing
- Social media
- Knowledge base creation for customer service
- Upsell and cross-sell customer marketing programs
- Customer service communication (email templates)





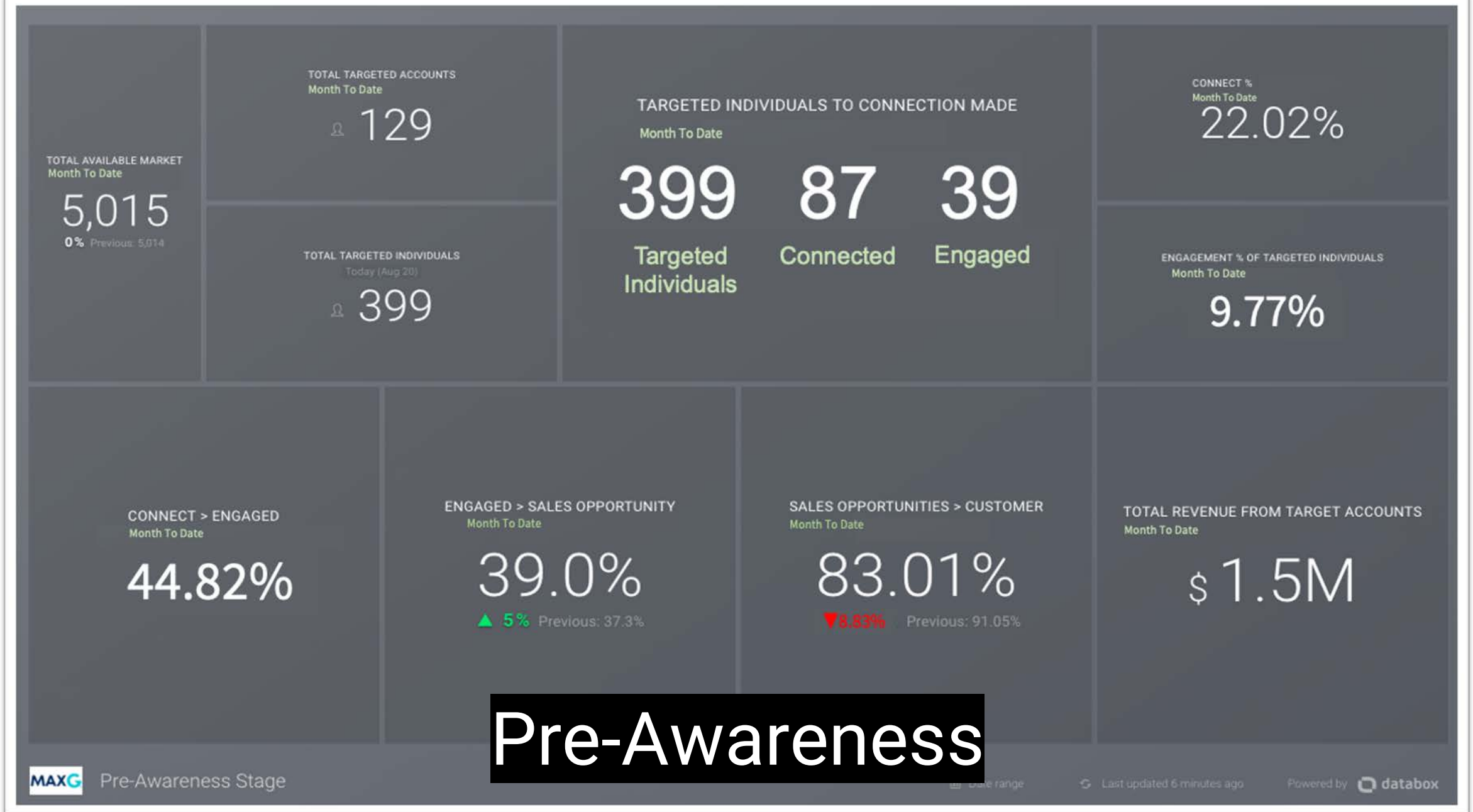
Leveraging The Data-Driven Buyer Journey For Revenue Generation

Each Stage Of The Cyclonic Buyer Journey
Has Its Own Set Of Metrics

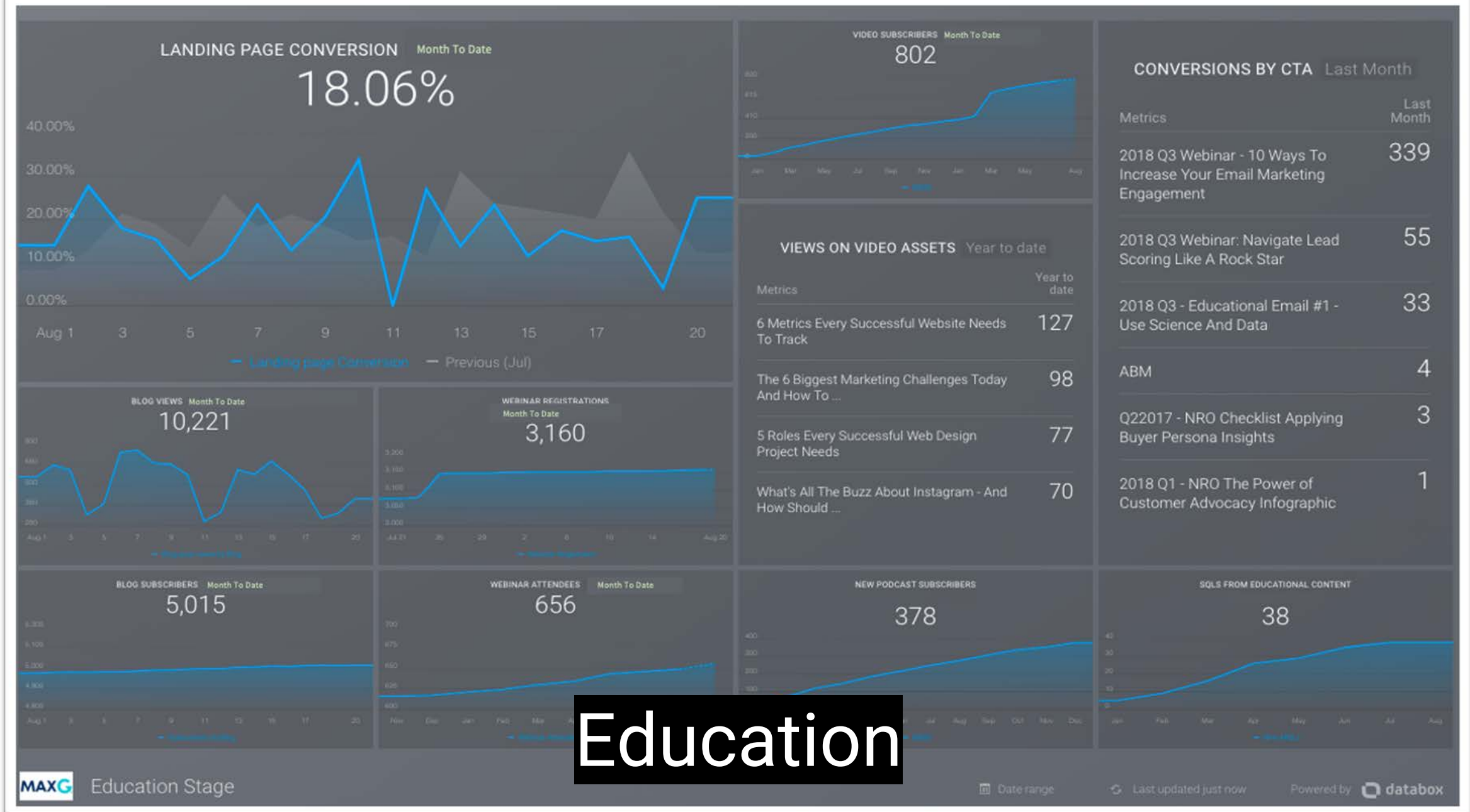


8 Stages

1. Pre-Awareness
2. Awareness
3. Education
4. Consideration
5. Evaluation
6. Rationalization
7. Decision
8. Ongoing Delivery











Evaluation

AVERAGE DAYS FROM VERBAL TO SIGNED AGREEMENT

Month To Date

17 ▼ 19%
Previous: 21



% OF DEALS REQUESTING REFERENCES

Month To Date

15.05%

▼ 1.10% Last Month 16.15%

RATIONALIZATION > YES

Month To Date

95.77%

▲ 2.20% Last Month 93.57%

PROPOSAL SUBMITTED

Year To Date

56

▼ 18% Previous: 68

AVERAGE TIME VIEWING PROPOSAL (MINUTES)

Month To Date

38

▼ 25% Previous: 51

AVERAGE # OF PEOPLE VIEWING PROPOSALS

Month To Date

4

▼ 20% Previous: 5

Rationalization



Rationalization Stage

Last updated just now

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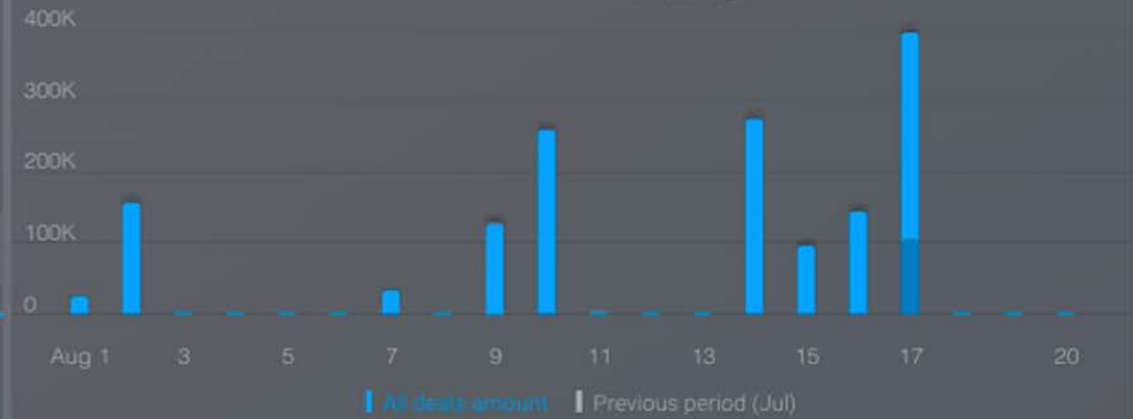
PROPOSALS > AGREEMENTS SUBMITTED Month To Date

23.18%



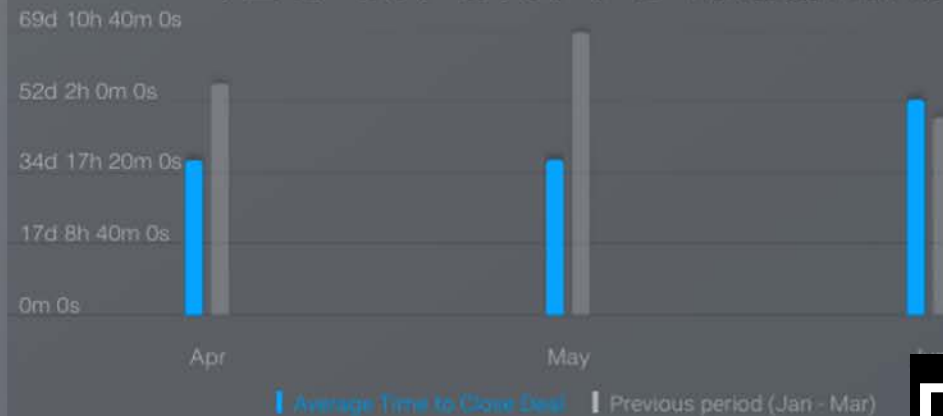
AVERAGE REVENUE PER NEW CUSTOMER Month To Date

1.51M ▲ 526%
Previous: 0.24M



AVERAGE LENGTH OF THE SALES CYCLE Month To Date

42d 6h 5m 7s ▼ 28%
Previous: 58d 9h 24m 19s



NEW REVENUE VS. NEW REVENUE GOAL Month To Date

\$54.7k ▼ 14%
Previous: \$63.7K

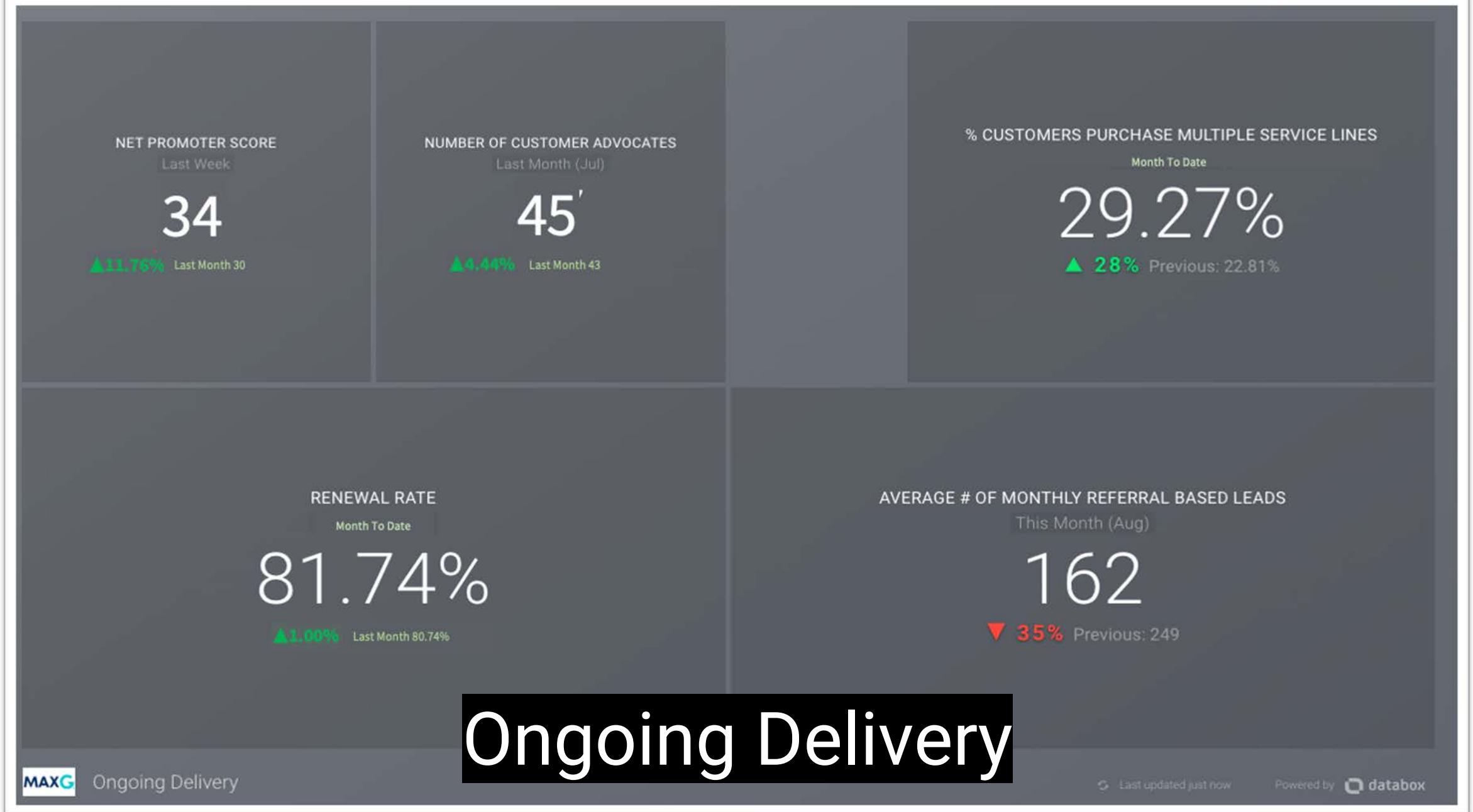


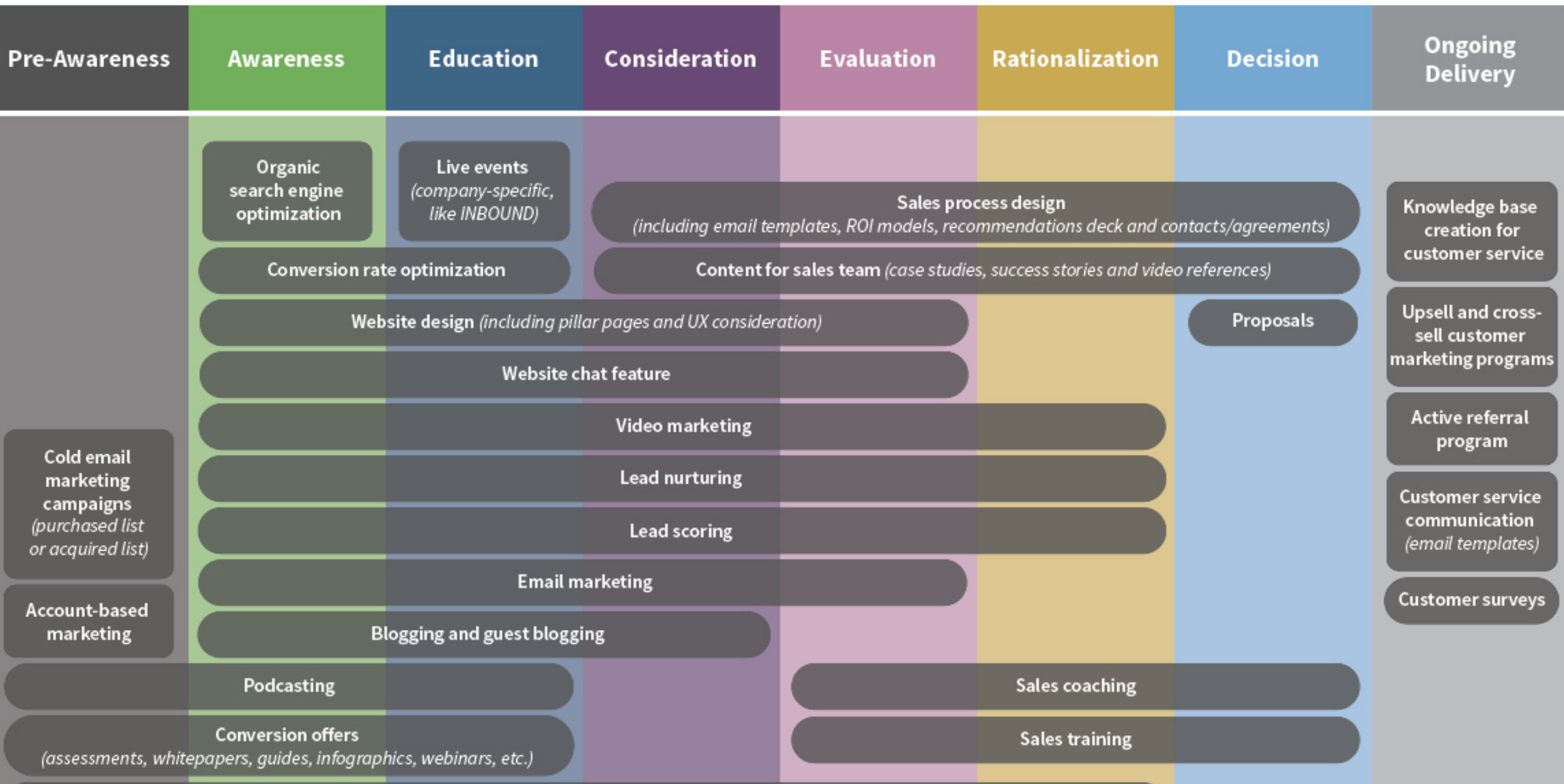
Decision Stage

Decision

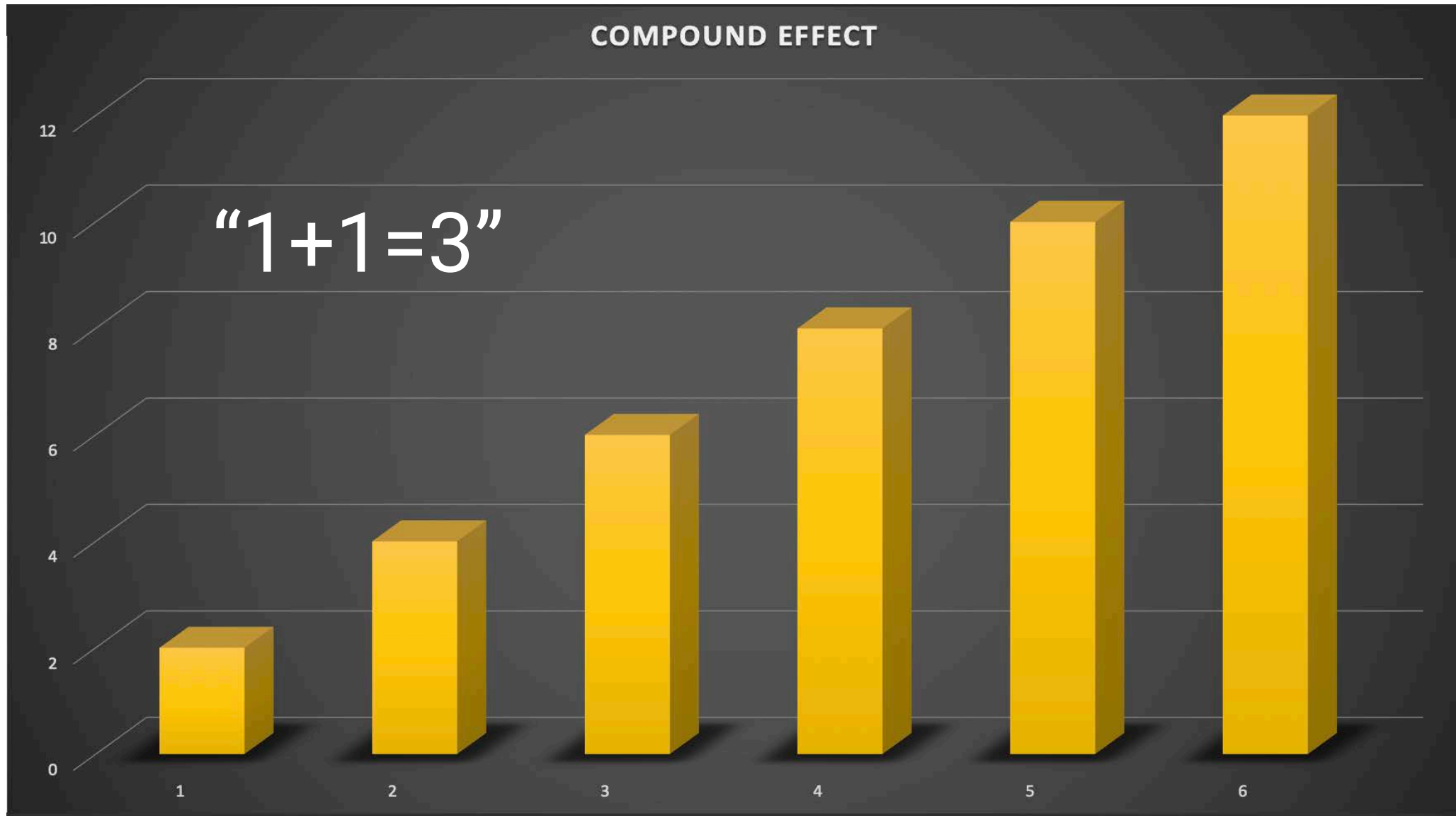
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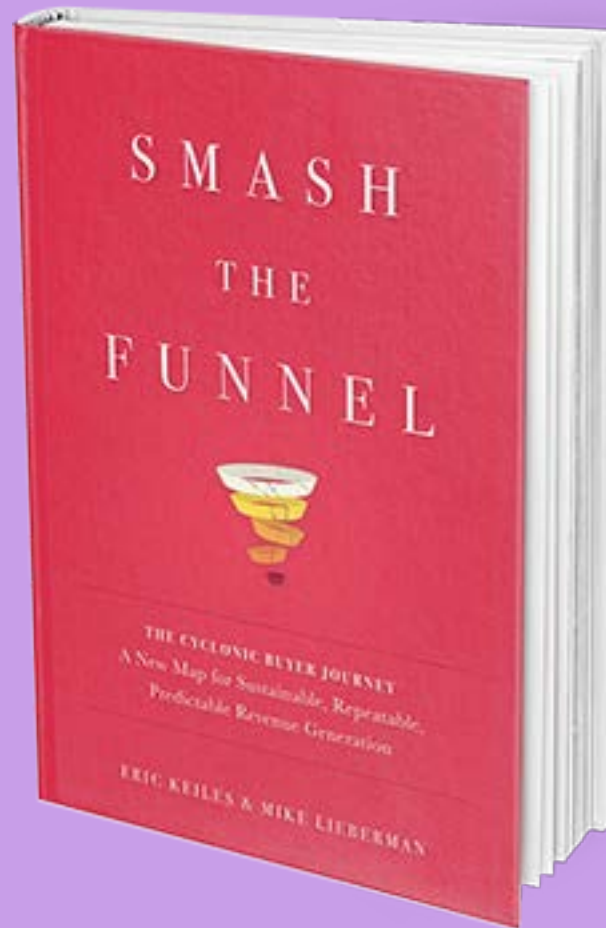
Now For The Good Stuff!



			Annualized					Annualized	
			Current State					Future State	
Pre-Awareness					Pre-Awareness				
	Target Sectors	1	1			Target Sectors	1	2	▲ +1
Awareness					Awareness				
	Website Traffic	68000	68000			Website Traffic	68000	74800	▲ +10%
Education					Education				
	CTA Conversion Rate	1.50%	1020			CTA Conversion Rate	2.00%	1496	▲ +.5%
Consideration					Consideration				
	MQL to SQL	33%	337			MQL to SQL	40%	598	▲ +7%
Evaluation					Evaluation				
	Sale Ops to Proposals	50%	168			Sale Ops to Proposals	60%	359	▲ +10%
Rationalization					Rationalization				
	Sales Cycle Days	90	42			Sales Cycle Days	80	79	▲ -10
Decision					Decision				
	Close Rate	20	8			Close Rate	30	24	▲ +10%
Ongoing Delivery					Ongoing Delivery				
	Reorder Rate	10%	9			Reorder Rate	15%	27	▲ +5%
	Total Revenue		\$ 314,721.00			Total Revenue		\$ 926,538.62	
	*\$34,000 average ticket					*\$34,000 average ticket			

		Annualized Current State					Annualized Future State		
Pre-Awareness					Pre-Awareness				
	Target Sectors	1	1			Target Sectors	1	2	▲ +1
Awareness					Awareness				
	Website Traffic	68000	68000			Website Traffic	68000	74800	▲ +10%
Education					Education				
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Rationalization					Rationalization				
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Decision					Decision				
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Ongoing Delivery					Ongoing Delivery				
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	Total Revenue		\$ 314,721.00			Total Revenue		\$ 926,538.62	
	*\$34,000 average ticket					*\$34,000 average ticket			

300% Increase In Results!



Daily Giveaway

Get excited! You've automatically been entered to win 1 of 30 *Smash The Funnel* audiobooks!

PERSONA DEVELOPMENT

Fill in the following information for your primary persona. The goal is to bring the persona to life in a way that allows you to understand their wants and needs, so be as detailed and specific as possible. Repeat the exercise for each target persona.

DEMOGRAPHICS	
Title(s)	
Age range	
Male/female split	
Number of years in the industry	
Role in the buying process (e.g., decision-maker, influencer, user)	
Geographic area(s)	
Place in the buyer journey (e.g., Pre-Awareness, Consideration)	
BACKGROUND AND IDENTIFIERS	
Professional background (e.g., worked his/her way up from an analyst role)	
Attributes and traits (e.g., influenced by peers, prefers short content, excited by new technology, afraid of change, etc.)	
Sources of information (e.g., magazines, websites, associations, LinkedIn, etc.)	

Exclusive Content


The Cyclonic Buyer Journey Framework Playbook

Thank You For Joining!

Tune in tomorrow for:

Session 2: The 4 Pillars Of Digital
Revenue Growth: Strategy, Tactics,
Analytics And Technology –

Plus The Power Of E-Commerce For B2B Businesses

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