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%
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
DAY 4 - THE NEW BUYER JOURNEY
DAY 4 - THE NEW BUYER JOURNEY

Sales Funnel

- Awareness
- Interest
- Decision

The Basics Of A Sales Funnel

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
DAY 4 - THE NEW BUYER JOURNEY

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The Basics Of A Sales Funnel

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.”
“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
DAY 4 - THE NEW BUYER JOURNEY
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

Marketing
1. Pre-Awareness
2. Awareness
3. Education
4. Consideration
5. Evaluation

Sales
6. Rationalization
7. Decision

Service
8. Delivery
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)
Build Your Own Tactics Map
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
Pre-Awareness Stage

44.82%

39.0%

83.01%

$1.5M

Pre-Awareness
Awareness

42 DAY 4 - THE NEW BUYER JOURNEY
43 DAY 4 - THE NEW BUYER JOURNEY

EDUCATION
Consideration
Evaluation
Rationalization

Day 4 - The New Buyer Journey
Decision
Ongoing Delivery

**NET PROMOTER SCORE**
- Last Week: 34 (Δ11.75% Last Month 30)

**NUMBER OF CUSTOMER ADVOCATES**
- Last Month (Jul): 45 (Δ3.44% Last Month 43)

**% CUSTOMERS PURCHASE MULTIPLE SERVICE LINES**
- Month To Date: 29.27% (Δ28% Previous: 22.81%)

**RENEWAL RATE**
- Month To Date: 81.74% (Δ1.00% Last Month 80.74%)

**AVERAGE # OF MONTHLY REFERRAL BASED LEADS**
- This Month (Aug): 162 (Δ35% Previous: 249)
Now For The Good Stuff!
“1+1=3”
<table>
<thead>
<tr>
<th>Stage</th>
<th>Current State</th>
<th>Future State</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Awareness</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Sectors</td>
<td>1</td>
<td>2</td>
<td>+1</td>
</tr>
<tr>
<td><strong>Awareness</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Traffic</td>
<td>68000</td>
<td>74800</td>
<td>+10%</td>
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<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CTA Conversion Rate</td>
<td>1.50%</td>
<td>2.00%</td>
<td>+.5%</td>
</tr>
<tr>
<td><strong>Consideration</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MQL to SQL</td>
<td>33%</td>
<td>40%</td>
<td>+7%</td>
</tr>
<tr>
<td><strong>Evaluation</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Sale Ops to Proposals</td>
<td>50%</td>
<td>60%</td>
<td>+10%</td>
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<tr>
<td><strong>Rationalization</strong></td>
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<td></td>
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<tr>
<td>Sales Cycle Days</td>
<td>90</td>
<td>80</td>
<td>-10%</td>
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<tr>
<td><strong>Decision</strong></td>
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<td></td>
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<tr>
<td>Close Rate</td>
<td>20</td>
<td>30</td>
<td>+10%</td>
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<td><strong>Ongoing Delivery</strong></td>
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<td>Reorder Rate</td>
<td>10%</td>
<td>15%</td>
<td>+5%</td>
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<td><strong>Total Revenue</strong></td>
<td>$314,721.00</td>
<td>$926,538.62</td>
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*+$34,000 average ticket
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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 objective 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, influencer, user)
- **Geographic area(s):**
- **Place in the buyer journey:**
  - (e.g., pre-awareness, consideration)

### BACKGROUND AND IDENTIFIERS

- **Professional background:**
  - (e.g., worked their way up from an entry level role)
- **Attributes and traits:**
  - (e.g., influenced by peers, product shortens, etc.)
- **Sources of information:**
  - (e.g., magazines, websites, presentations, LinkedIn, etc.)

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**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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