

# E-COMMERCE AND THE BUYER'S JOURNEY

THE BUYER'S JOURNEY is the oldest trick in the book. Well, more like the oldest floppy disk in an ancient Dell desktop computer—but it'd be a mistake to deem the buyer's journey irrelevant.

This old-fashioned concept still makes a significant impact on modern industries like e-commerce. By using organic and paid digital marketing strategies to address different parts of the buyer's journey, your e-commerce businesses can bring in more leads and convert more customers.

**67% OF THE BUYER'S JOURNEY** is now completed digitally

**72% OF BUYERS** will turn to Google during the research stage

Marketers who align content to specific stages of the buyer's journey yield

**73% HIGHER CONVERSION RATES**

## 1. AWARENESS

The buyer recognizes that they have a problem. They turn to the internet—blogs, articles, e-commerce sites—to find a solution.

For example, the buyer asks their child what they want for their birthday—and their kid wants Dippin' Dots. The buyer starts Googling if Dippin' Dots are even a thing anymore. (They are.)



**81% OF SHOPPERS** conduct online research before buying



### BUSINESSES SHOULD UTILIZE

#### BLOG POSTS

September 25, 2017

Educates readers about their problem & shows your business as reliable and knowledgeable

BY: The Best Writer Ever

Are you planning a last minute party and need to get a delivery quick? Here are some tips on how to plan ahead and what you can

#### SOCIAL MEDIA

Grabs the attention of the buyer & makes them aware of your brand and the potential solutions you offer

24-HOUR DELIVERY!



**HALF OF SHOPPERS SPEND AT LEAST 75%**

of their total shopping time conducting online research



## 2. CONSIDERATION

The buyer is exploring solutions and discovering what's out there. You need to differentiate your brand from competitors.

Say you're a skincare e-commerce site. If someone is trying to figure out the best way to get rid of acne, they might have stopped by your site. Did you make an impact?



### BUSINESSES SHOULD UTILIZE

#### REMARKETING LISTS FOR SEARCH ADS (RLSA)

Retarget visitors through search ads

Cost effective since you're targeting those familiar with your brand

#### DOWNLOADABLE CONTENT

Go for more technical and solution-based content, since this shows that you're an expert in the industry



#### TARGETED EMAIL CAMPAIGNS

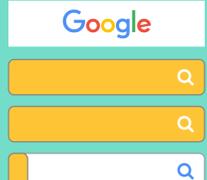
Inbox x Sep 25 ☆

Unsubscribe

Reminds and educates the buyer about your brand, which can help trigger action



**83% OF CONSUMERS** require some degree of customer support while making an online purchase



**70% OF BUYERS RETURN TO GOOGLE**

at least 2-3 times during their research

## 3. DECISION

The buyer is near the end of the funnel. They're doing their research, weighing their options, and getting ready to convert.

Imagine you own an alpaca rental business. Buyers in the decision phase want to know why your business is the right choice—and you have to convince them.



#### BLOG POST

#### TWITTER POST

#### FACEBOOK POST

Scheduled: Tomorrow @ 12:00 PM



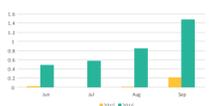
A connected marketing and sales funnel enabled by marketing automation drives a

**14.5% INCREASE IN SALES PRODUCTIVITY**

### BUSINESSES SHOULD UTILIZE

#### CASE STUDIES

Shows exactly how your business makes an impact; make sure to use powerful metrics and create a strong narrative



#### TESTIMONIALS & REVIEWS

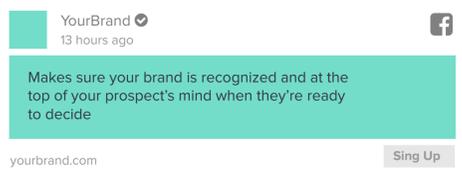
★★★★☆

Establishes authenticity with words from real customers and clients

Sep 25



#### REMARKETING SOCIAL MEDIA ADS



## SOURCES

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