

Buyer's journey

STAGE

AWARENESS

RESEARCH

EVALUATION

ACTIVATION

MAINTENANCE

DESCRIPTION

PERSPECTIVE



Testing
resource

ACTIVITIES

AWARENESS

GOAL

Identify the channels the buyer is most likely already using to acquire marketing and/or industry knowledge. Use these channels to help the buyer pinpoint their needs and educate them on the technology and solutions available to help make their job easier and improve their results. Calls to action should drive the buyer to the ddm-published content (such as the website).

OPPORTUNITIES FOR MOVEMENT

Purpose of content

Marketing channels



Sales Channels

Testing
resource

CONSIDERATIONS

Below are some considerations related to the awareness stage.

RESEARCH

GOAL

Bring the buyer to ddm-published content that showcases possible solutions and introduces them to what we do and who we are. Calls to action should encourage the buyer to reach out to ddm and request more information or schedule a call.

OPPORTUNITIES FOR MOVEMENT

Purpose of content

Marketing channels



Sales Channels

Testing
resource

CONSIDERATIONS

Below are some considerations related to the awareness stage.

EVALUATION

GOAL

Acquire as much information about the buyer and their problem as possible. Prove to the buyer that ddm is the best solution and has the insights, skills, and experience needed to solve their identified need. Calls to action should give personal contact information, move the buyer through the proposal request process, and encourage them to accept the provided proposal.

OPPORTUNITIES FOR MOVEMENT

Purpose of content

Marketing channels



Sales Channels

Testing
resource

CONSIDERATIONS

Below are some considerations related to the awareness stage.

ACTIVATION

GOAL

Provide excellent service to the buyer throughout the contracted project. Keep the client in the activation phase of the buyer's journey as long as possible. Calls to action should encourage the buyer to leverage additional ddm resources as new needs and opportunities arise.

OPPORTUNITIES FOR MOVEMENT

Purpose of content

Marketing channels



Sales Channels

Testing
resource

CONSIDERATIONS

Below are some considerations related to the awareness stage.

MAINTENANCE

GOAL

Continue providing high-quality service and communications to keep ddm top-of-mind when another project arises. Calls to action should direct the buyer to start a conversation with their account lead to discuss any new ideas or projects.

OPPORTUNITIES FOR MOVEMENT

Purpose of content

Marketing channels



Sales Channels

Testing
resource

CONSIDERATIONS

Below are some considerations related to the awareness stage.