Building a Results-Driven
Buying Journey
with AI
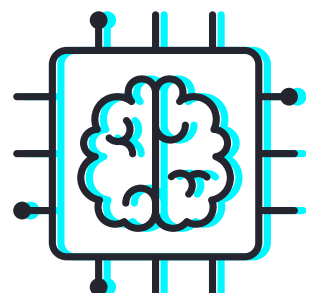
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Introduction

First off, thanks for joining us in our mission to build better buying journeys. If you're here it's probably because you're looking to unlock growth opportunities for your website, accelerate revenue, and ultimately influence your users into that final purchase decision.

If not... hey, then you might have a case of PDF Diogenes syndrome 😅

Today's Digital Buying Environment

In the digital world, information is readily available and the pace is fast. People can easily access the information they need, making it harder for sales and marketing teams to influence them. This means that we marketers need to adapt to evolving and varying buyer dynamics, as well as changing digital buying behaviors. The buying journey is more complex than we might think, and as sellers and marketers, we need to navigate these complexities to succeed.

Artificial Intelligence (AI) has revolutionized the way businesses approach the buying journey. By using AI, companies can gain valuable insights into their customers' behavior and preferences, allowing them to personalize their marketing and sales efforts. But not everybody has embraced AI equally.

Well, we're here to demystify this technology and help you build more efficient buying journeys to attract and retain your customers.
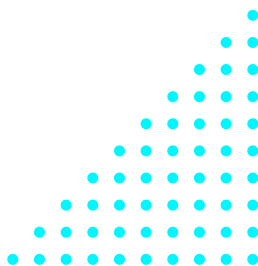
70% of Buyers' Journeys are Completed Online

By using AI, you are able to adapt the website experience for each visitor based on their intent. That is, their actual stage in the buying process. As a result, you will:

- Convert more leads
- Generate more revenue
- Delight your users

But first, let's get the foundations right.

Our Magic Formula to Optimize Your Buying Journey

1. TAKE THIS 5 MIN QUIZ

By answering some simple questions about your website you can gain a deeper understanding of your buying journey more and focus your attention on the stages that require it the most.

2. DISCOVER IMPROVEMENT OPPORTUNITIES

With the results of the quiz, you can now act on those optimization opportunities.

- Option 1: Book a free consultation to get an in-depth breakdown of how to build a result-driven buying journey. This is not a sales call, it's a conversation.

- Option 2: Do a self-service review by reading this buying-journey guide. We'll break down each stage of the buying journey so you know what to focus on and what changes to implement.

3. OPTIMIZE & GET RESULTS!

Now that you know what changes to implement, it's time to execute and optimize. As you satisfy customers, optimize the user experience, and take action, you will have a result-driven journey.

Not getting the results you want? Continue to review these steps to complete optimization. You can always book a call with our experts.
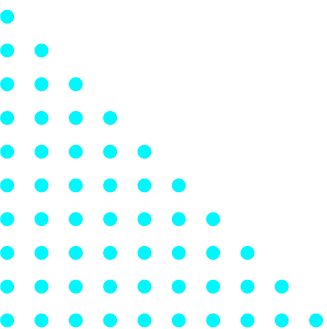
The Awareness Stage

You have a limited amount of time to capture the visitor's attention. You can take the opportunity to be a part of your audience's buying journey. Focus on helping rather than selling by becoming familiar with who the buyer is and the journey they take on their path to purchase.

The Technical Basics

- Reduce page load time
- Your bounce rate should be below 60%
- Use power words
- Optimize SEO
- Multi-device-friendly & responsive design
- Get the right kind of traffic to your website and analyze it

Message Pain Fit

- Headline: How to get [result] without [problem]
- Use the problem in the title like 'No more [problem]', 'Improve [problem]', 'Want less [problem]?'
- Guide attention with imagery

Solution

- Share your product's value proposition
- Explain the solution as the exact opposite of the problem
- How do customers describe the solution? Use their wording
- Introduce the antidote to your customers' pains
- Show how the product can fix it

Clarify The Problem

- What problem is solved?
- How do customers describe the problem?
- What are specific terms they used to describe the problem?
- What is the cost of not fixing the problem?
- Why can't they fix the problem themselves?

Conversion Goal Specifics

- Low commitment conversion goal
- Show problem & solution expertise
- Publish your point of view
- Show options to solve the problem
- Critique their current way of doing things
- Critique other solutions in the Market

Conversion Goal Assets

- White paper
- Ebook
- Introduction video
- eGuides
- Analyst report

The Consideration Stage

At this point, the user will be focused on finding different options on the market and analyzing comparisons between them. This is the moment you can be proud of your product. The visitor should not miss any additional value.

Objections to Solve

- What objections do prospects have?
- Unanswered questions that could stop a purchase
- Include a FAQ
- Question 1: Does it include X
- Question 2: What do I get with this
- Question 3: Is it better than (tool/method currently using)
- Make sure you include all of the answers so you don't miss out on conversions

Show The Results

- Show users what they can get
- What is the outcome of fixing the problem
- What key metrics do you move and by how much
- A step-by-step explainer on how they can get the results they need and want

Build Credibility and Trust

- Highlight reviews and testimonials
- Show the likelihood of your success
- Can they rely on your company to get the job done
- Show them that you have done it before
- Before & After Cases
- Show ROI in previous cases

Summary of Capabilities

- Easy-to-understand summary of your capabilities
- This should aid users in their research, providing critical information
- Make sure that your content addresses both the average person interested in your brand and the final decision-maker (if they're different people)

A Killer 'About us' Page

- Your audience wants to know whom they are working with
- Nobody likes secrets
- Tell visitors what they want to know
- Be honest
- List credentials
- Don't disrespect competitors
- Know your audience

Conversion Goal Assets

- Case studies
- Solution comparison
- Best practices
- Product information
- Watch Online Demo
- Buying Guide
- How-To Videos
- Calculators

The Decision Stage

In order to provide the best service, you should step into your customer's shoes. Understand the source of the problem and think about how your product or service will solve their problem or improve it.

If your customer succeeds, you will too.

It's Time to Convert

- Make contact by communicating the benefits they will receive from signing up.
- Provide an incentive
- Provide competitor-comparison content, highlighting the additional value

Things to Avoid

- Generic call-to-actions
- Long forms to complete
- Communication issues about what they can expect
- Too long demo times
- Forcing the client to use limited options. Different bundles are more attractive

Conversion Goal Assets

- Call to action: Use their language
- Communicate the benefits they receive by signing up 'Start your free trial' vs. 'Try for free for 14 days', 'Schedule a demo' vs. 'Book a free consultation'; 'Read for free' vs 'Get started', 'Create a meal plan' vs 'Try now'

Unlocking The Power Of Intent Data

Data is the backbone of marketing strategies. With the increasing amount of information available online, you can leverage data to better understand your target audience and create a more effective buying journey.

One form of data that has gained significant importance in recent years is intent data. Intent data is the information collected from a user's online behavior, providing you with valuable insights regarding their interests, needs, and intentions, indicating their level of engagement and readiness to buy.

It can be classified into different types, such as first-party, third-party, and behavioral intent data. First-party intent data is collected directly from a business's own website or marketing channels, while third-party intent data is gathered from external sources, such as data providers or publishers. Behavioral intent data, on the other hand, is collected from a user's online behavior, such as their browsing history, search queries, or social media activity.

- Website behavior data is one of the most common sources of intent data, as it provides information about how users interact with a website, what pages they visit, and what actions they take.

- Search history data, on the other hand, provides information about what users search for online and what topics they are interested in.

- Social media activity data will give you insights into how users engage with your brand on social media platforms, such as likes, comments, and shares.
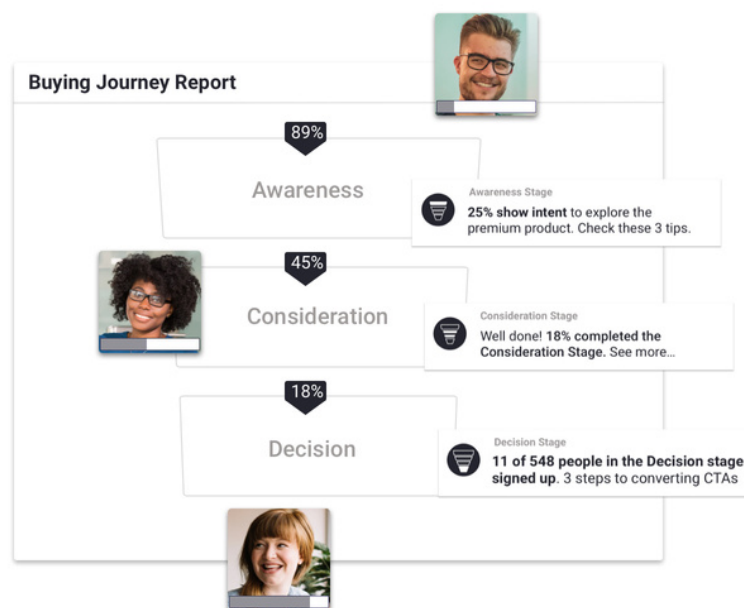
The Intersection Detween AI and Intent Data

AI can be used to analyze intent data in a variety of ways. For example, machine learning algorithms can be used to identify patterns in customer behavior, allowing you to create more accurate and personalized customer profiles. This can help to identify your customer's needs and preferences, so you can create more relevant and targeted marketing campaigns.

AI can also be used to automate the process of analyzing intent data. For example, natural language processing (NLP) algorithms can be used to analyze customer interactions with chatbots or customer service representatives, facilitating the identification of customers' pain points and concerns. You'll be able to improve your customer service, ultimately leading to higher customer satisfaction and loyalty.

One of the key benefits of using AI in conjunction with intent data is the ability to create a more personalized buying journey experience. By analyzing customer behavior and preferences, you can create highly targeted marketing campaigns that are more likely to resonate with your target audience. For example, if a business knows that a particular customer is interested in a specific product or service, it can create a targeted email campaign or social media ad that highlights that product or service.

AI can also be used to optimize the timing and delivery of marketing campaigns. For example, predictive analytics algorithms can be used to identify when a particular customer is most likely to make a purchase. This information can then be used to schedule marketing campaigns to coincide with that customer's buying cycle, increasing the likelihood of a successful sale.
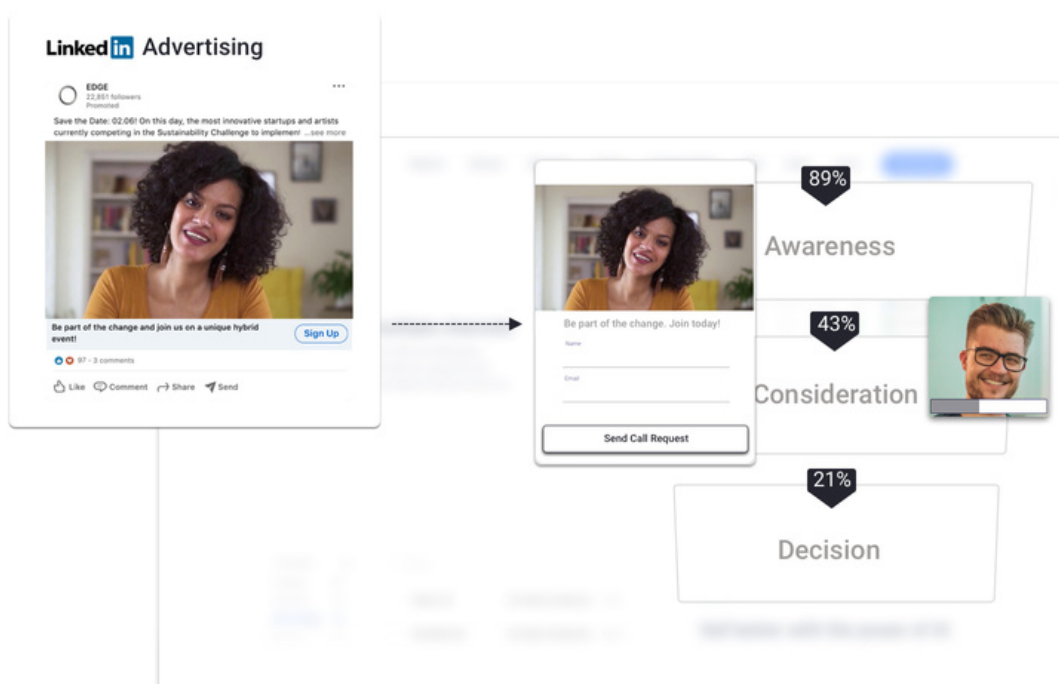
How to Use Intent Data to Optimize Your Buying Journey

- Improved Audience Targeting and Segmentation

Intent data can improve audience targeting and segmentation. By analyzing user behavior data, you can gain insights into your potential customer's interests and needs, allowing you to create more targeted and personalized marketing campaigns.

- Personalization and Customization of Marketing Messages

Personalization is becoming increasingly important in marketing, with consumers expecting a more personalized experience from the brands they interact with. Intent data can help create personalized and customized marketing messages that resonate with your target audience.

- Drive Sales Growth and Reach Prospects in the Zero Moment of Truth (ZMoT)

The Zero Moment of Truth (ZMoT) refers to the moment when a consumer researches a product or service right before making a purchase. By using intent data, you can identify users who are in the ZMoT and create marketing campaigns that target them at this critical moment.

- Improved Lead Generation and Nurturing

Intent data can also be used to improve lead generation and nurturing. By analyzing user behavior data, you can identify users most likely to be interested in your products or services and create targeted marketing campaigns to capture their attention. Pathmonk Accelerate offers a unique approach to this by showing website visitors tailored micro-experiences based on their real-time intent, increasing conversions by up to 50% on average.

- Increased ROI and Revenue Growth

Using intent data in your marketing strategy can lead to increased ROI and revenue growth by helping you make more informed decisions about where to allocate your marketing budget and resources. By analyzing user behavior data, you can gain insights into which marketing channels and campaigns are driving the most engagement and conversions.

Additionally, intent data can help you define new opportunities for revenue growth. By analyzing user behavior data, you can identify emerging trends and patterns in customer behavior, allowing you to create new products or services that meet your customers' evolving needs.
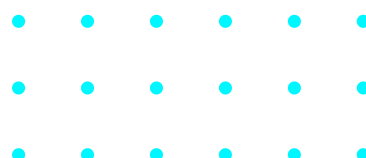
Accelerate Your Results With AI

- Tired of having a website that doesn't convert?

- Are you spending too much budget on upper-funnel strategies and not reaching your ROI goals?

- Not getting the right kind of leads to your Sales team?

Book Your Strategy Consultation

Website Visits
4 visits

Expected Deal Value
$12,000

Buying Journey Stage
Decision

Request Your Strategy Call Today!

Name
Sarah Jones

Email
sarah.jones@fedex.com

Product Of Interest
Premium

Source
LinkedIn

Send Call Request

If you replied 'yes' to any of the above questions, then we know your struggle. But don't worry, we have your back.

Pathmonk Accelerate is our AI-powered tool that personalizes based on user intent to instantly speed up your revenue generation.

Installation in under 5 minutes. Integration with all your marketing tools. And automatically get over +50% conversions, from your existing traffic, without having to change your website.

Just like that. Ready to see how it works?

TRY OUR INTERACTIVE DEMO

Conclusion

Although human-interactive sales decrease and online buying dominates, sales still need to happen. Sellers and marketers adapt in order to stay relevant and the best of us have already started.

Websites must be purpose-built to drive sales performance, supported by providing the customer with what they want and need.

And now, the time has come to bid thee farewell.

We hope you have had as much fun as we did in discovering the steps to refining your website for that ultimate buying journey.

Don't have time for a quiz or self analysis?

We understand that you're busy, you've got stuff to do and money to make. If you don't have time to take our quiz or review your buying journey you can just book a call with us directly.

Until then, happy optimizing!

Pathmonk
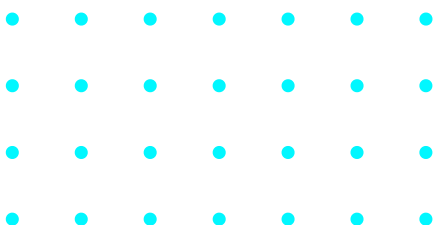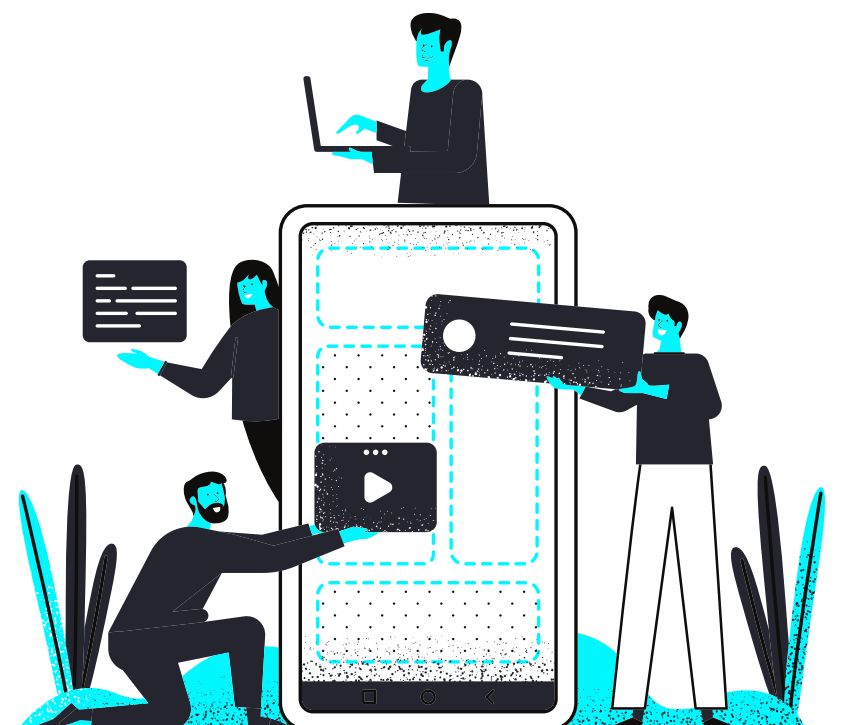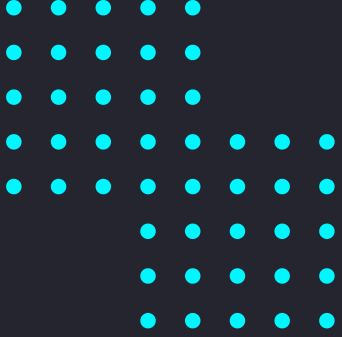
Want to start your optimization journey?

Say *sayonara baby* to websites that don't convert

TRY INTERACTIVE DEMO