

# Digital Marketing Strategies to Drive Sales at Each Stage of the Customer Journey



## DISCOVERY

In the Discovery stage you'll want the prospective customer to learn more about you, and discover and become more interested in your products, services, and solutions. Email marketing is one of the best tools during the Discovery stage, in addition to social media engagement, and content creation for the Discovery stage, for example, presenting a problem and offering a solution that your business provides.



## CONVERSION

The Conversion stage is the time to move prospective customers toward a decision to purchase. Digital marketing activities for this stage include: creating custom campaigns, such as social media ads, blogs, videos, or retargeting ads that target a specific customer need, goal, or want; emails for abandoned cart or email segmentation; and a search option or chat box on your website to answer remaining questions customers may have.



## AWARENESS

The key to connecting with potential customers at the Awareness stage is simple: make them aware of your business, your products or services, and the benefits you offer. Increase awareness through digital marketing activities such as SEO, SEM, social media engagement, paid social, paid search (Pay-Per-Click), and content creation designed for awareness.



## CONSIDERATION

At this stage, it is important to stand out from your direct competitors and become a serious consideration for potential customers. Digital marketing ideas include: email marketing, such as a welcome series or drip campaign; SEO for the Consideration stage like blogging and reviews; retargeting ads (aka remarketing ads); and content creation focused on the benefits of using your product or service.



## CUSTOMER RELATIONSHIP & RETENTION

Once you have paying customers, it may seem like your work is done. However, you would be missing an opportunity to create customer loyalty, repeat business, and word-of-mouth marketing. Activities for this stage include: email post-purchase drip campaigns and customer reviews.