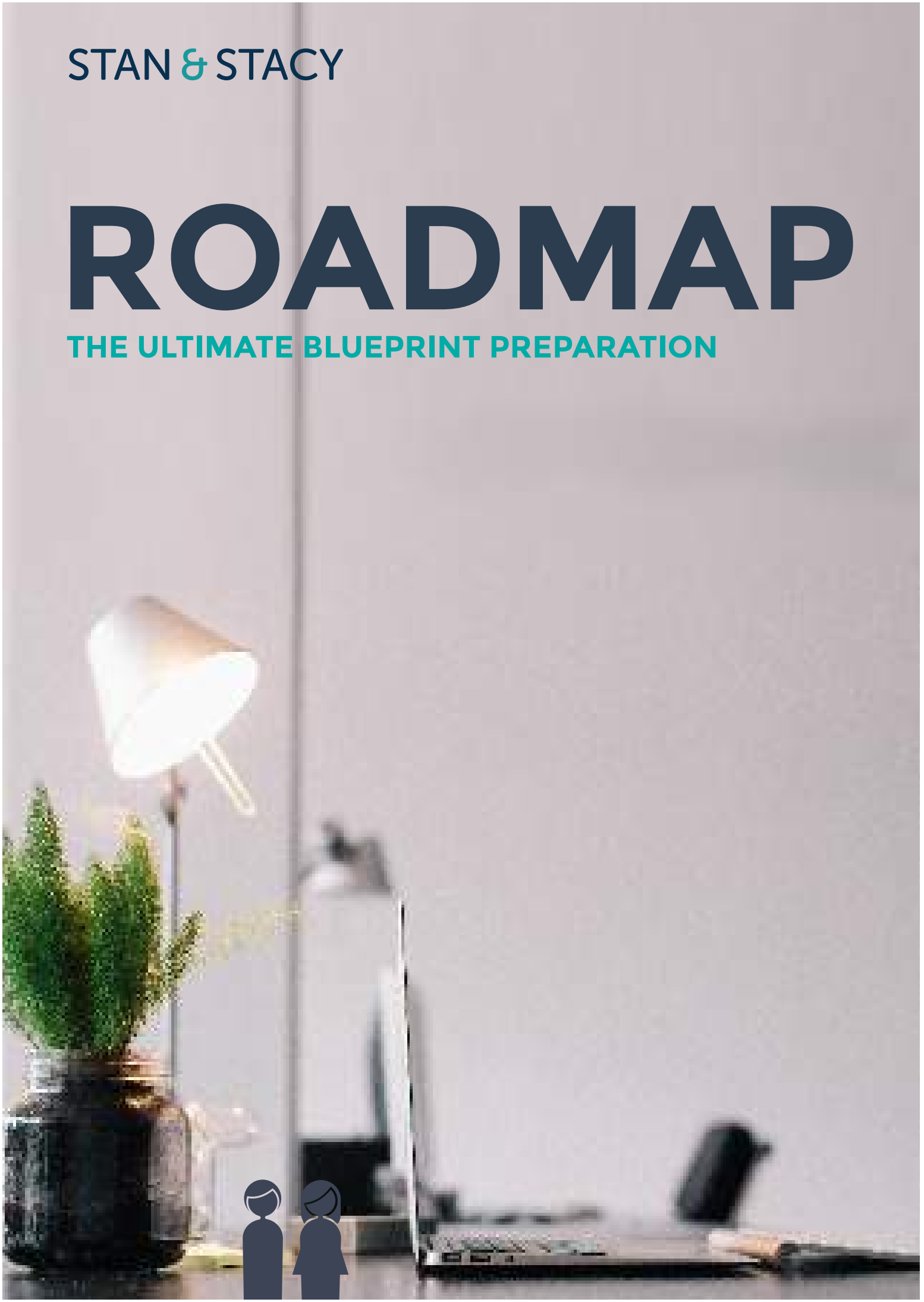
STAN & STACY

ROADMAP

THE ULTIMATE BLUEPRINT PREPARATION



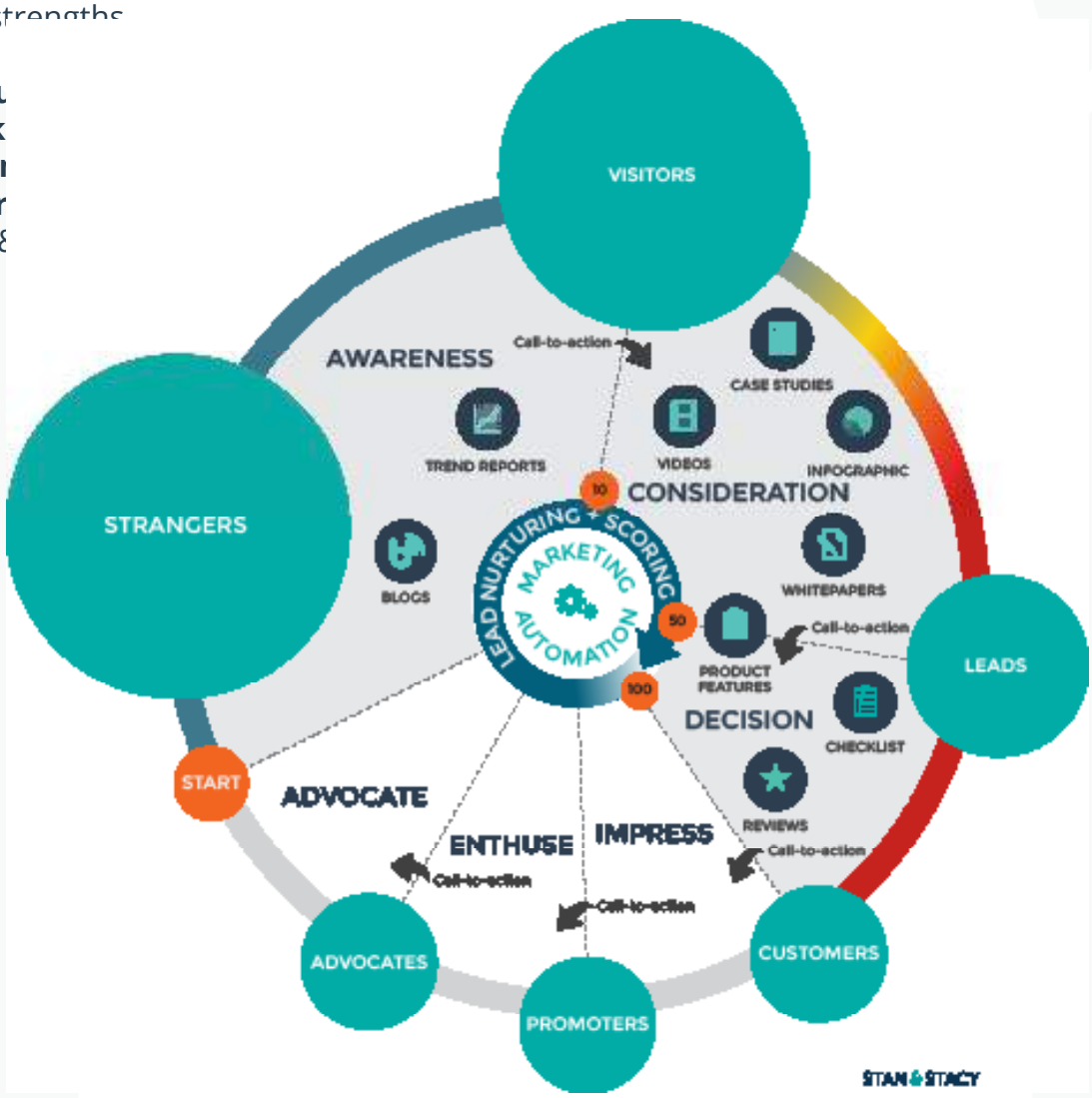
'A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP'

INTRODUCTION

Inbound marketing forms the basis for today's lead generation strategies – strategies in which buyers take centre stage in all that your company does. A critical aspect of this strategy is the fact that buyers' behaviour is constantly shifting and changing. Nowadays, eighty per cent of consumers and businesses research and compare products online before making a purchasing decision.

Inbound marketing is a strategy that endeavours to direct potential customers and prospects to you, rather than to your competitors. It entails being found based on relevant, meaningful and useful information, which entices prospects to stay on board with you as they navigate their way along their journey. How? By providing them exactly what they need at each stage of their journey. Inbound marketing also involves establishing thought leadership, organic visibility and social reach. Hence, it also entails developing a mindset based on your own knowledge, expertise, experience and strengths.

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Buyer Personas and the Buyer's Journey

The diagram on the previous page illustrates how Stan & Stacy views the inbound marketing automation process. We also refer to this as the *buyer's journey*. The buyer's journey also forms the basis for creating *buyer personas*. Buyer personas and the buyer's journey help you create the right content and communicate this effectively using *marketing automation*. As you may already have gleaned, buyer personas, the buyer's journey and marketing automation are all inextricably linked. Allow us to briefly explain each component. After you've read our explanation, you'll understand these terms better – terms that we'll be elaborating on during later preparatory work.

The Buyer's Journey

The buyer's journey is the path that potential customers or prospects follow before making a final purchasing decision. The model illustrated on the previous page shows that the buyer's journey consists of several phases. *Awareness*, *consideration* and *decision* are the three most important phases. Potential customers or prospects are converted from website visitors into leads and ultimately into paying customers.

Buyer Personas

A buyer persona is a detailed profile of a fictitious buyer based on his or her behaviour patterns and objectives. It plays an important, if not essential, role for every marketing department when performing target group analyses. Personas are customer profiles that help predict consumer behaviour – their emotions, buying patterns, etc. They help you as a marketing professional understand your target group more intimately.

Marketing Automation

To make your buyer personas' journey as smooth as possible, we recommend taking full advantage of all that marketing automation has to offer. By listening intently to your target group's needs and requirements, you'll be able to deploy marketing automation to gradually refine your customers' profiles. This will ultimately result in the ability to automate this dialogue fully. Despite the importance of marketing automation, we'll be concentrating more on the remaining two elements (buyer personas and the buyer's journey) in the blueprint.

APPROACH

We've devised an approach that enables us to successfully and effectively create a blueprint and its associated buyer personas. In a series of workshops, Stan & Stacy will help you find the right answer to the following question:

'How can I inform the buyer persona about my products or services at the right moment in the buyer's journey and using which medium?'

Stan & Stacy has adopted the following framework for creating buyer personas that will correspond most closely to your target group(s). This framework is made up of the following phases:

Phase I

Workshop 1
The first workshop serves as a kick-off for the blueprint project. We're curious about uncovering the current state of your company's marketing affairs. How are you currently tackling marketing and who are your direct and indirect competitors?

During the workshop, we'll determine:

- how your company is tackling its marketing
- who your competitors are and
- WHY?, i.e. why you're doing what you do

Workshop 2
In the second workshop, we'll get to grips with buyer personas and the buyer's journey. We'll be using our buyer persona template for this purpose.

During the workshop, we'll:

- determine exactly what buyer personas are and what the buyer's journey entails
- create your company's buyer personas by completing Stan & Stacy's buyer persona questionnaire ('internal truth')
- map out the three phases of the buyer's journey – using Post-it® notes – from *awareness* through *consideration* to *decision*.

Phase II

Customer Interviews
To gain a better insight into your buyer personas, we'll then conduct ten interviews for each persona. Two of these ten interviews will be conducted in person at one of your customers' premises and the remaining eight will be conducted by one of our interviewers by telephone.

What we'll be expecting from you in this phase:

- a list of customers (10 per buyer persona) – using the template supplied after Workshop 1
- consent from your customers to call and/or email them inviting them for an interview

Phase III

Workshop 3
The third workshop compares the results from the two previous workshops with the results from the customer interviews. We'll then create a profile for primary and secondary buyer personas based on the insights gained from this comparison. Next, we'll draft the buyer's journey and story for each of these profiles.

- We'll be using the insights gained to draft a preview document. This will illustrate what you'll be able to expect from the actual blueprint.

Workshop 4
In the fourth workshop, we'll present our findings from both workshops and the interviews, in the form of a preview document.

During the workshop, we'll:

- compare internal truth (Workshop 2) and external truth (interviews)
- examine the preview document

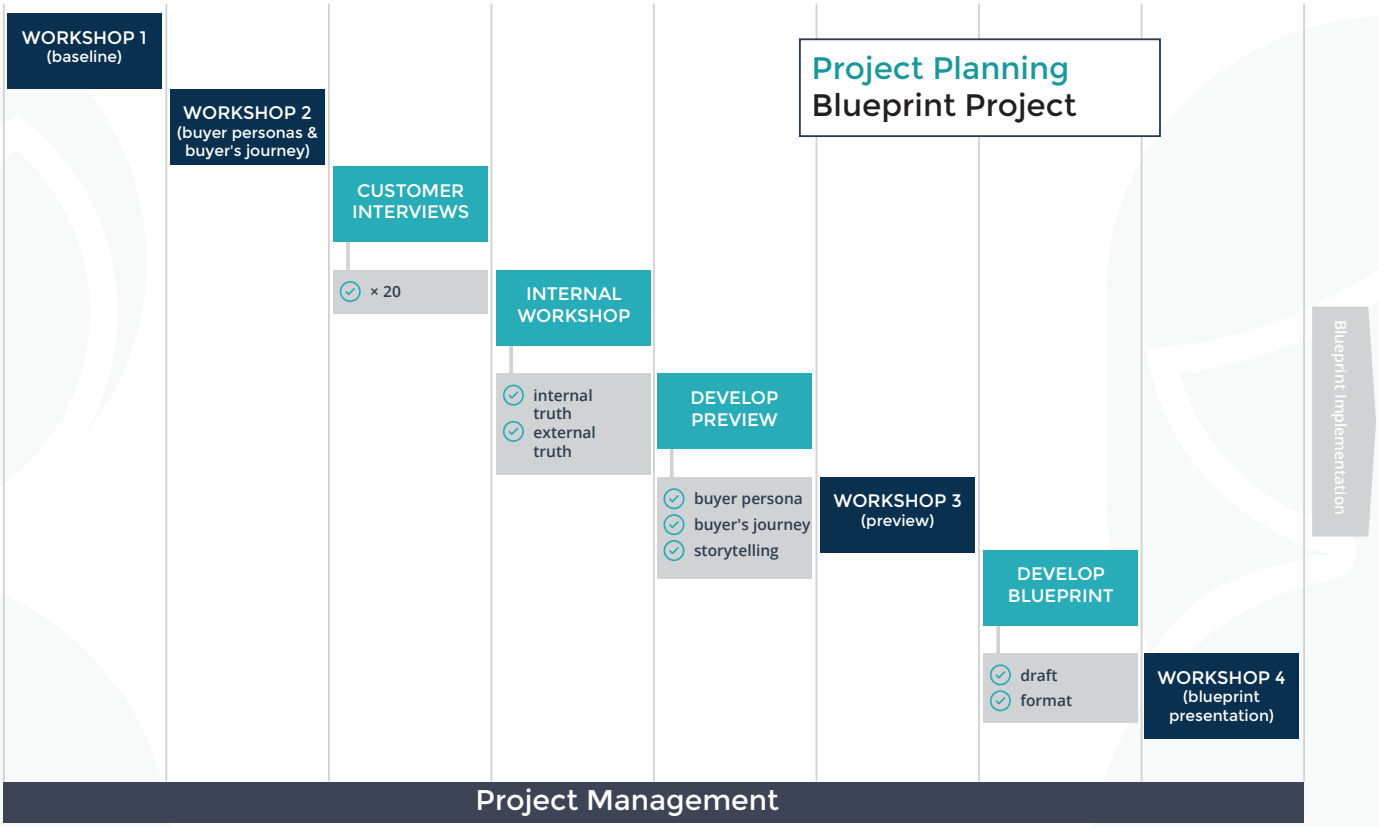
Phase IV

Blueprint

The final phase involves developing the blueprint itself. This entails supplementing all the input from the phases listed above with the following:

- lead-nurturing flow
- marketing automation software comparisons
- current online marketing analyses
- competitor analyses
- buyer's journey inc. content types and topics

PLANNING



Guido Bruijn | Project Manager

Blueprint Project Planning

BEFORE WE START:

We attach great importance to proper preparation. 'Well begun is half done.' For workshops to run as smoothly as possible, it's important that you and your co-workers are up to speed with the topics being handled. This will also lead to vastly improved workshop results.

Before Workshop 1

Workshop 1 will create a baseline for marketing automation purposes. It will also serve as a kick-off for the blueprint project as a whole. In the workshop, we'll examine the following in greater depth:

- unique selling points (USPs) & value proposition
- competition
- WHY? (see Appendix 1)
- products & services
- pricing
- branding
- current lead generation inc. call-to-action, online/offline campaigns, website, etc.
- Google Analytics dashboard export for previous six to twelve months

After Workshop 1

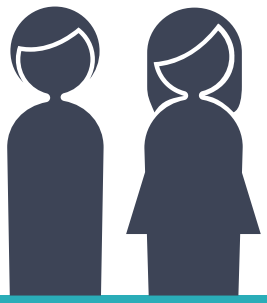
- supply your style guide / brand book to us by email at guido@stanandstacy.com

Before Workshop 2

You'll have received the buyer persona training course information as an attachment to the email with the subject line *'Blueprint Starter Pack'*. This contains everything you'll need to know about buyer personas and the buyer's journey. Read this document carefully before Workshop 2 and create a buyer persona as part of the exercise at the end of the training course.

After Workshop 1

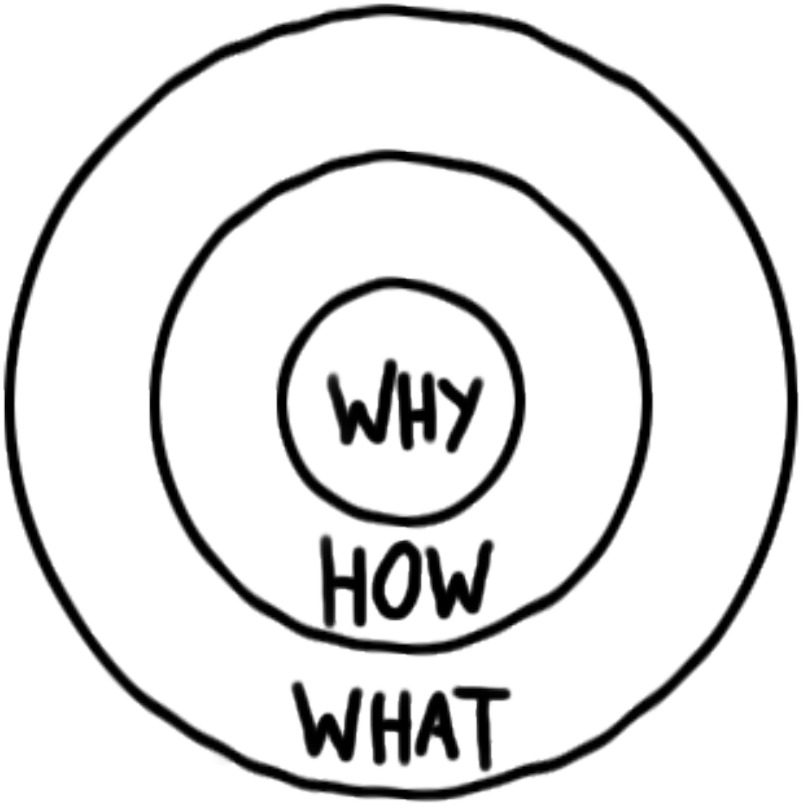
- supply customer interview contact* details to us by email at guido@stanandstacy.com

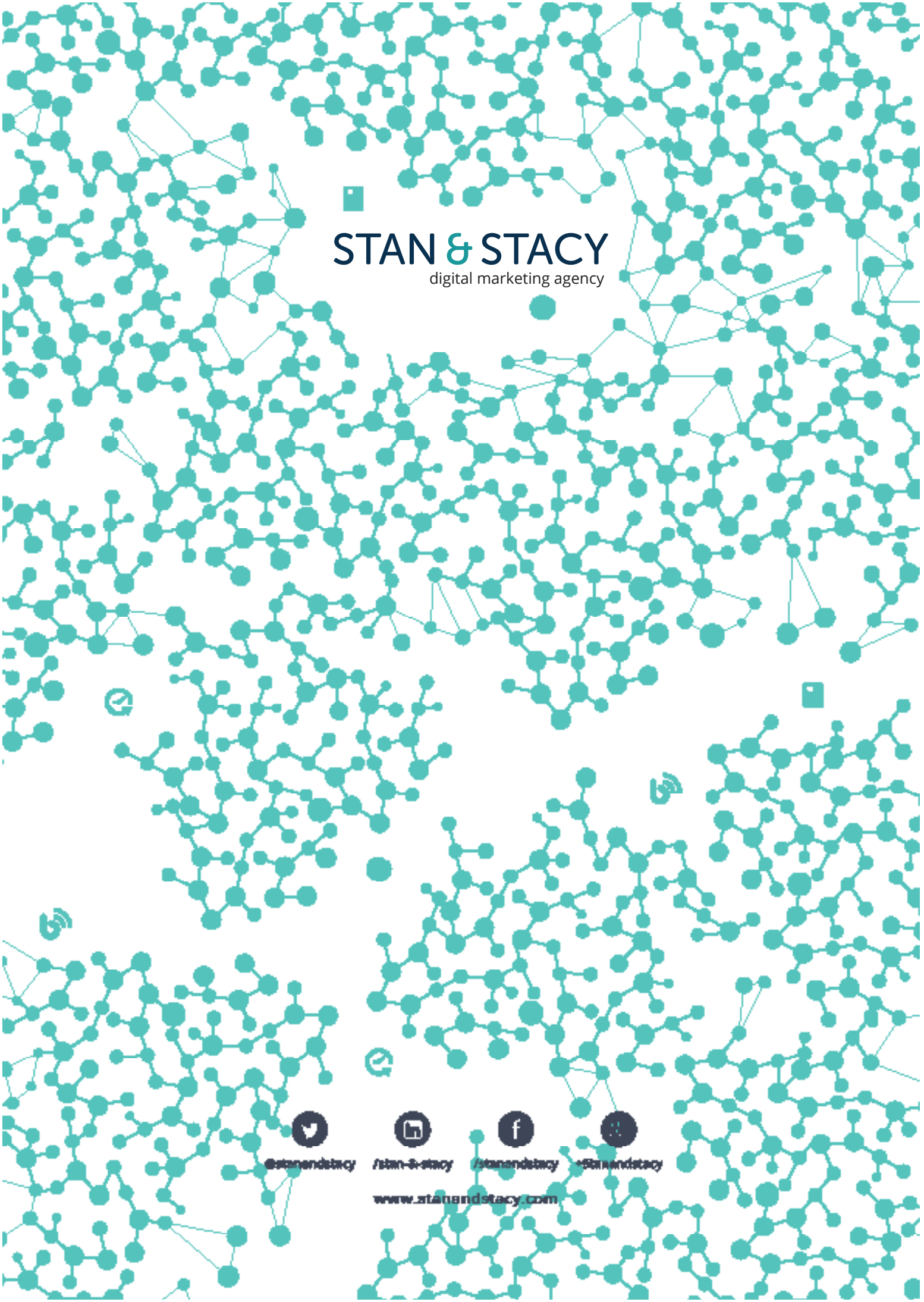


**Use the MS Excel template email attachment for this purpose*

Appendix 1 – WHY?

It's important for every organisation to determine why it exists – 'why' in the sense Simon Sinek uses this word. His vision relating to companies' success and failure is well known. The video below outlines his vision in this respect. Once you've watched his video, you'll understand what this 'WHY?' refers to and you'll be able to formulate the answer to this question for your company using Sinek's Golden Circle principle.




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