

10-14-15

Why Customers Buy: Online Promo Moves the Purchase Process.

Online promotion warms up the customer, and keeps you in the forefront by assuring that:

- **The customer has heard of your company**
- **You are a legitimate player**
- **You have what they need**

Here's what the purchase process looks like, and what you must do at each phase to build customer relationships:



Need recognition:

The customer realizes that they need something that they don't have, and they'll have to purchase it from somewhere. Their next activity is online search.

Online Research:

The customer begins and completes the online search for options, which match their search criteria: what comes up on the screen when they type in what they are looking for (search terms.) You'll match their criteria with great SEO.

Consideration of options:

Of the results of the customer's online search, they will judge which option most closely matches their search criteria. What does your website say about you, and at what volume does this match the customer's current need? You'll meet this hurdle with great website content.

Purchase decision:

The customer has chosen one supplier, you. You'll make it easy to reach you and to buy from you, with readily available contact info, prompt response time and great sales enablement tools to close the deal.

Post-purchase activity:

You've acquired the customer, now what? Can you win them over with service, and does your follow up activity reinforce the decision to buy from you? What other services do you talk about with the customer to help them grow their business to the next phase? Make sure you meet the challenge of this critical phase, with amazing ongoing customer service, and with a plan for cross-sell/upsell activities, which match the customer's next need recognition.

Keep your promotion activity current, and you'll keep moving forward alongside the customer!