Buying Cycle Copy

If you want to sell something, it’s useful to think about how people *buy.* Not every product is the same, but generally they follow a series of steps that look like this.

No Awareness

Consumer knows nothing about you, your product or even your industry. They don’t care.

Tactic: Brand building, web site

Awareness

Copy OK as is, except change “customer” to “consumer”

Tactic: Advertising, content marketing

Active interest

Copy OK as is, except change “customer” to “consumer”

Tactic: Offers, email

Research

Copy OK as is, except change “customer” to “consumer”

Tactic: Brochure, specific content marketing

Trial Purchase

Change copy to:

Eureka! The consumer buys something. Now begins the “tender time,” when strong cultivation can build “lifetime value” … or risk losing them forever

Tactic: Welcome kit, follow up email

Final box: change it something like this:

Shared

Usage: Preferred

Exclusive

With maybe a bracket or something

Shared usage: The consumer buys your product if it’s on sale. Preferred usage: the consumer buys your product even if the competitor is cheaper, Exclusive usage: consumer will buy your product ONLY

Tactic: Loyalty programs, lifestyle marketing, newsletters

Copy on the bottom of the Buying Cycle

The goal is the match the right communication with the consumer no matter where they are in the Buying Cycle. It’s a useful schematic for building a marketing program that’s based around the consumer.