

# How Timing Your Message Influences the Customer Journey

By GARY RITKES | President of SproutLoud



Learn more at  
[sproutloud.com](https://sproutloud.com)

The SproutLoud logo, featuring the word 'sproutloud' in a white, lowercase, sans-serif font. Above the 'o' in 'sprout' are three small green leaves. The logo is set against a dark blue circular background with overlapping light green and yellow circles.

sproutloud

Chances are some of your Channel Partners are still measuring marketing success by counting sales when ads run. Today, that's simply not enough.

If your [Local Marketing Strategy](#) doesn't prioritize actively — and consistently — intervening in the customer journey to influence the buying decision, you're missing opportunities to dramatically impact sales.

And the first step to influencing the customer's buying decision is *knowing your customer*.

From your Channel Partners' vantagepoint, they already know their customers. Your Partners — entrepreneurs and small business owners — are experts on the products they sell, the folks who frequent their stores and the communities where they live and work. But understanding the customer today has become increasingly more complex. And the idea that “my customers are just like me” tends to be pervasive among underperforming Partners struggling to meet sales goals.

Savvy marketers go beyond the demographics of age, gender and location to strategically identify target customers by:



Actively gathering data and feedback directly from customers and potential customers.



Developing robust and detailed customer personas.



Using analytics to understand customer behavior — online and offline.

So, do you need to turn your Channel Partners into savvy marketers? Not necessarily. While it's important to offer your Partners the Local Marketing tools and support they need to be successful, major Brands also know they need to let their Partners do what they do best: **Sell**.

This is why Brands take advantage of innovations in SproutLoud's Channel Marketing Automation Platform, which makes it easy for Partners to focus on selling instead of marketing and for Brands to take more control of timing the Local Marketing message.

When you're [armed with insight](#), you're ready to strategically examine the customer journey at three critical points:



### Awareness:

When the potential customer realizes she may need or want a type of product or service.



### Consideration:

When the customer is weighing pros and cons and defining what she wants.



### Decision:

When the customer concludes that your product or service is just what she's looking for.

As customers move from *Awareness* of a need to *Consideration* of a particular type of product, they'll search online to learn as much as they can about the product, pricing and what other people are saying about it. Aligning your message to customer behavior at this point is crucial. Brands can influence their Partner networks to adopt key Local Marketing tactics designed to achieve this. By offering Co-Op funds or increasing the percentage of Co-Op offers, Brands make it easier for Partners to opt into key Local Marketing tactics, including:



#### DYNAMIC LOCAL DISPLAY (DISPLAY ADS)

targeting your customers down to the ZIP code with online banner ads and localized messaging across multiple ad exchanges with premium local websites. Display Ads plant seeds so customers think of your Brand first. This delivers better qualified leads of customers who are ready to buy.



#### LOCAL MICROSITES

enabling national Brands to be present when consumers are searching for specific local products or services online.



## REPUTATION MANAGEMENT

making it easy to monitor what customers and potential customers are saying in real-time about your Brand and your Partners across Social Media and review sites.

---



## DIRECTORY LISTINGS

ensuring that once a potential customer finds you online, your NAP information (company name, address and phone number) is accurate and consistent. When a customer can't find you due to NAP errors, it's like handing over a sale to your competitors on a silver platter.

---



## PAY-PER-CLICK ADS — OR PAID SEARCH

getting your ads seen above your competitors at exactly the right moment: when potential customers are searching online. Brands can set the budget and timing, while your Channel Marketing Automation Platform handles the more complex details, like bid management, campaign optimization and post-buy performance analysis and reporting.

---



## FACEBOOK ADS

reaching potential customers just when they're searching and discussing keywords related to your product. Hyperlocal targeting can identify the right audiences at the right time based on where they live and do business as well as their demographics, interests, online behaviors and connections.

Deploying the right tactic at the right time to the right person ultimately guides the customer to the decision to buy. With a solid understanding of who your customers are and how to influence their behavior during the buying journey, Brands and their Partner networks are in a better position to actively generate more traffic, leads and sales.

To learn more about how SproutLoud makes it easy for Brands and their Partner networks to strategically deploy the right tactic to the right audience, [request a demo](#) or call us toll-free at 888-274-3802.

---

Learn more at  
**sproutloud.com**

→ T 888-274-3802 (Toll-free)



sproutloud

Learn how to accelerate  
local Channel Sales →

////////////////////////////////////  
Read:  
Everything You've Been Told  
About Channel Marketing  
Is Wrong →