

MARKETING TACTICS MAPPED AGAINST BUYER DECISION PROCESS



EP REFERENCE

This resource is best used after listening to Episode 7

BUYER DECISION PROCESS	BUSINESS PHASE	TACTICS
AWARENESS	AWARENESS	Brand Ambassador, Cinema Advertisement, Facebook Advertising, Google Ads, Influencer Marketing, Instagram Advertising, LinkedIn Advertisement, LinkedIn InMail, Magazine Advertisement, Native Content, Newspaper Advertisement, Outdoor Advertising, Podcast Ad/Sponsorship, Product Placement, Public Transport Advertisement, Radio Advertisement, Shopping Centre Boards, Snapchat Advertising, TV Advertisement, Website Banner Advertisement, YouTube Advertisement, Article (inc LinkedIn), Community Involvement, Expert or Media Source, Formal Networking Group, Google My Business, Guest Posting, Newspaper/Magazine Column, Podcast Guest, Press Release, Search Engine Optimisation, Cold Calling, Cold eMailing, Merchandise Display, Postcard/Advert Card, Unique Giveaway, Vehicle Advertising.
RESEARCH	ENGAGEMENT	Experiential Marketing, Club/Association Membership, Conference, Sponsorship, Trade Show/Expo, Facebook, Facebook Group - Not Owned, Facebook Group - Own, Instagram, LinkedIn, LinkedIn Group - Not Owned, LinkedIn Group - Own, Online Forum/Group, Snapchat, Speaking Engagement, Blog, Book, Chatbot, Coaching/Mentoring, Competition, Course, Demonstration, Digital Magazine, Direct Mail, Door Knocking, eBook, Facebook Messenger, Free Consultation, Free Workshop, Infographic, Mobile Application, Newsletter, Open Day, Own Event, Paid Consultation, Paid Workshop, Podcast, Slides/Powerpoint, Strategy Session, Survey/Research, Video, Webinar, Website.
EVALUATION		
DECISION	CONVERSION	Business Directory, EDM Advertising, Facebook Retargeting, Facebook Sponsored Post, Google Retargeting, Group Buying Site, Formal Referral, Google My Business Posts, Google Review, List Swapping, Pinterest, Testimonial, Twitter, Brochure/Catalogue, Case Study, eMail, eMail Automation, Remarketing, Telemarketing.
PURCHASE		
POST-PURCHASE EVALUATION	LOYALTY	Customer Referral Program, Loyalty Cards, Members Only Community, Personalisation, Text Messages, VIP Program, WhatsApp.



These marketing tactics are groups and aligned by where they can have the most impact or are best suited. Don't forget, however, that with the right commitment, some creativity, discussion, and execution, any of these tactics could be executed at any point of the buyer decision process. This is not gospel but, instead, a push for you in the right direction.

- Daniel Oyston



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