

# Digital Tactics to Reach Window Buyers at Each Stage of Their Journey



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The buyer's journey usually isn't a straight line. It meanders from awareness and thoughtful consideration to neglect and resistance before circling back to awareness again. Big purchases don't happen on a whim; they're the result of time and research.

As a window company, it's important to stay in front of potential customers at each stage of the purchasing journey with specific messaging. Such an undertaking requires a lot of forethought: What do interested buyers want (or need) to hear in each particular stage — awareness, consideration, and finally, decision?

In today's digital-first world, consumers hold all the power in the brand-buyer relationship. They'll find the information they need about your company and its services before ever clicking or calling for an appointment. That's why understanding the journey is so critical as you seek to solidify connections and convert leads into sales.

Besides, not all customers have the same needs. Some have moved into an established home and want to infuse new life into it with window upgrades. Others are building their dream homes from scratch and won't stop searching until they find the perfect windows for their desired look. Whether the reason is aesthetics, energy, or environmental, you'll want a variety of content pieces that speak to those specific audience segments.



## Let the Journey Begin

There are three main stages in a buyer's journey: awareness, consideration, and decision. Each stage has a mix of marketing tactics that should be utilized to increase the chances of a successful conversion. Let's explore each stage and the specific marketing tools that help push leads down your sales pipeline.



### STAGE 1: AWARENESS

The buyer realizes they need something. This could be a problem that must be solved ("My window broke in the storm last night") or simply a desire for a product or service ("Boy, I'd sure love a new bay window for the kitchen"). At this stage of the journey, the buyer starts performing research and exploring options. Will they be able to find you among the crowd of eager competitors?

Here's where developing a thorough search engine optimization (SEO) plan is critical. During discovery, you'll want to be sure you have the informational and educational content that potential customers are looking for. Identify and infuse as many of these keywords and phrases

into your on-site content as possible to improve your rankings and drive traffic. Once you determine the landing pages that will have the most impact, track data with analytics and make adjustments as necessary.

Because buyers are hungry for information at this stage of the journey, it's important to have materials that meet this demand. Educational blogs, how-to videos, and social media posts are great avenues for delivering the content that consumers crave. When you're casting a wide net and trying to capture as many qualified leads as possible, it's smart to have marketing content on various channels.



## STAGE 2: CONSIDERATION

Once the buyer identifies a need and starts reflecting on their options, they've entered the consideration stage. Are you one of the window companies they're thinking about? If you have a good SEO strategy in place and plenty of educational material on your website and social media platforms, you're likely in the running. But now is not the time to relax in your pursuit of new business; there's still plenty of work to be done.

Planning out touchpoints is a good tactic. It might take 11 (or more) "touches" before a potential buyer becomes a paying customer, so patience is required. Develop an email campaign that gets sent out at time-specific intervals (e.g., three days after visiting your webpage and again one week after the first email message) so you remain top of mind.

Remember, you're working to keep the buyer engaged and interested. It still could take a while for them to select your brand and buy your products, but you must remain in the conversation if you hope to close the deal. Continue using social media to build on your brand awareness and position yourself as the best option available.



## STAGE 3: DECISION

Congratulations! Once an interested stranger and then a curious prospect, the buyer has chosen your window company, and you have a new customer! How do you make sure their experience meets expectations? You need to keep the lines of communication open. Just because the sale is finalized doesn't mean your work to retain the customer is over. It never ends.

In order to delight the customer and keep them satisfied, it's imperative to thank them via email and/or loyalty programs. Offer enticing discounts for repeat or referral business. Offer a live chat (or chatbot) feature on your website so customers can easily track down answers to questions or get clarity around any concerns.

Nurturing that customer relationship well past the point of purchase is proven to increase customer lifetime value and lead to more positive reviews. When you provide a seamless customer experience that exceeds expectations, those customers become brand advocates.

## Getting More Leads with a Comprehensive Marketing Strategy

If you want to take your digital presence to the next level to push audiences to the decision phase and beyond, look no further than CMG Local Solutions. We specialize in marketing tactics for each stage of the buyer's journey, and we can craft a cohesive digital strategy that identifies more qualified leads and inspires more of those leads to choose you as their trusted window provider.

When you partner with us, we'll work together to create a robust social media strategy, craft emotionally compelling ads, and get the right message in front of the right people at the right time. It's both an art and a science, and we're here to help make it easy.

If you want to immediately increase brand awareness, drive heavy traffic to your website, and generate leads to elevate your business in a competitive industry, don't delay. [Connect with CMG Local Solutions](#) today and find out just how quickly we can straighten out your digital marketing approach so customers come to you.