

Understanding the 3 Stages of the Customer Journey Before Going D2C

Every stage of the customer journey has different goals. This means that each stage must be engaged with a specific approach and content in order to be successful. Therefore, brands that are considering going direct-to-consumer (D2C) must understand consumer pain points and mindsets for every stage, if they are to offer appropriate and compelling product experiences.



Discovery



Google is the most popular source for brand discovery around the world and a majority of product searches start on Amazon. However, consumers use a number of sites for research and shopping, that's why brands must have a strong omnichannel presence to be easily found.

Once discovered, brands also ensure they make a positive enough impression to push consumers on to the next stage.



Goal

- To hook consumers and get a small opt-in

Approach

- Introduce the product as "The" solution for the consumer need without giving a sales pitch

Content

- Blogs
- Social media posts
- Infographics
- Videos (educational)
- Podcasts

Consideration



81% of shoppers research online



61% of consumers read product reviews

In the consideration stage, consumers have a shortlist of prospects and need specific information to make the best choice. They rely heavily on product content to help them decide, since they can't touch or try on products. This is why brands must strive to make their product content accurate, complete, rich and up-to-date.

To stand out, brands must educate consumers and showcase their products' unique selling points, while highlighting what the competition lacks.

Goal

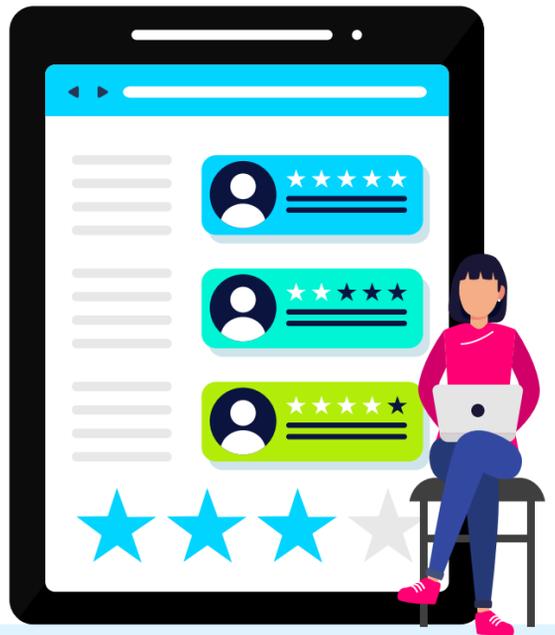
- To extend engagement and nurture a lead by building a relationship while establishing authority and trust

Approach

- Demonstrate how your product works and educate on why it's the best solution

Content

- E-books and whitepapers
- Reports, guides and case studies
- Templates and tool kits
- Email courses, quizzes and assessments
- Webinars and Videos (How-tos)

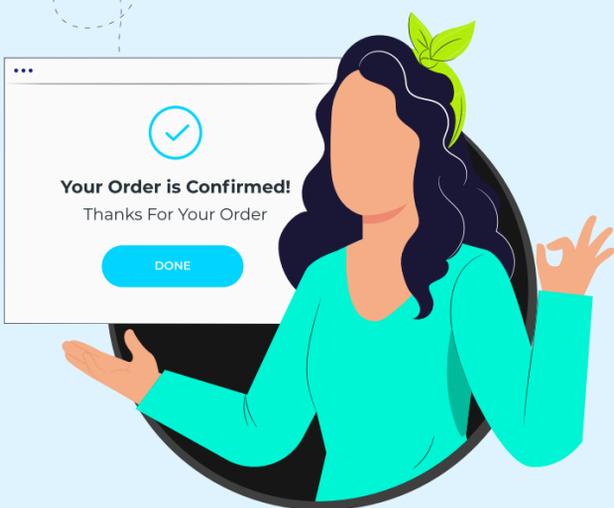


Purchase



More than **50%** of shoppers often or sometimes feel "buyer's remorse" after a purchase

To prevent buyer's remorse, brands must make consumers feel secure and supported.



Goal

- To convince consumers that they've made the perfect choice, secure the sale and avoid returns

Approach

- Provide accurate product literature, incentives and customer support

Content

- Detailed specifications and features
- Consultations and free trials
- Cross-sell and upsell
- Email and support
- Promos, discounts, contests and giveaways
- Videos (Demos and testimonials)

About Contentserv

Contentserv's software solutions enable manufacturers, brands and retailers to deliver rich, personalized and highly converting product experiences that delight customers, improve time to value and boost ROI.

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