

# Alfred

DIGITAL

**The Consumer Journey**

## The Modern Digital Marketing Landscape

The digital consumer journey has become much more complex over the past five years. With a multitude of content available through a plethora of channels and devices, the journey is no longer a straight line. Consumers can research every detail of the product or service before their purchase. So, it's our goal as digital marketers to give them the information they need to make an informed decision. The question is: How do we do this within the modern digital landscape?

The modern digital landscape offers an abundance of options for consumers to consume content. Facebook, Instagram, Twitter, LinkedIn, Google, Youtube, Twitch, and streaming TV are just some examples of the multitude of channels available to them. Beyond multi-channel consumption, consumers also have multiple devices to consume content on each of these channels, including mobile, desktop, laptop, SmartTV, and connected TV.

Each of these channels is oversaturated with advertising that overloads viewers with messaging and quite often, the relevancy of the ad to the consumer is very low. As digital marketers, it's our job to ensure that the content we're providing to consumers is relevant and personalized. Not only does this increase the success of our campaigns and maximize the dollars spent, but it's also a recipe for happy, satisfied consumers.

At Alfred our goal is to simplify this complex landscape for the average business owner. We invite you to turn the page and see how a typical consumer journey might play out. Feel free to contact us if you would like a custom journey and audience personas built out for your business.



# CONSUMER JOURNEY EXAMPLE



Let's pretend for this example you are selling a pair of new running shoes with advanced technology

We utilize our data networks to find Prospects most likely to purchase your product.



We find the perfect Prospect, we will call her Jane.



**THIS IS JANE.**  
**JANE IS A 28 YEAR OLD FEMALE.**

Jane has been searching the internet recently for “the best new running shoes.”

That's a great sign Jane might be interested in your product but what else has Jane been doing?

Here are some of Jane's additional behaviors/interests:

- Buys sports apparel online regularly
- Heavy CC user online
- Early adopter of new technology
- Income of \$75k+

We know Jane has a propensity to purchase products like yours online and we know she is currently in the market based on her current internet activity.



How do we get your product in front of her and get her to purchase?



## Prospect Tracked/Added to Top Funnel Database

### NATIVE ADVERTISING



Reads an article about your product on sportsillustrated.com

Jane's been in the market for a new pair of shoes and now like divine intervention there is an article on sports illustrated about the hottest new pair of running shoes (p.s. they are your shoes).



### CONNECTED TV



Sees your commercial on ESPN

Now Jane knows about your product but she's not sure it's the right product for her. Now he's watching ESPN and guess what shoe video comes on?

Now you've continued to engage Jane and gained some legitimacy through a commercial on a major network.

Awareness



## Prospect Tracked/Added to Mid Funnel Database

### PAID SOCIAL

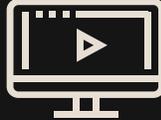


Sees a post about the benefits and value of your product on Facebook/Instagram

Now Jane is scrolling through her feed on social and sees a finger stopping post about how wonderful the newest pair of running shoes on the market is.



### ONLINE VIDEO



Sees a video about your product on youtube.com and then again on ESPN.com

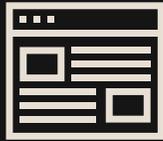
Now Jane is browsing on Youtube and ESPN and happens to see a video about your product.

**Continued Engagement**  
(benefits and value)



## Prospect Tracked/Added to Bottom Funnel Database

### DISPLAY ADVERTISING



Sees ads across her favorite sites flashing the benefits on the product and finally an offer to purchase.

Now Jane is browsing her favorite sites and she keeps seeing flashes of your product benefits and value. After seeing these flashes a few times she goes to another site and sees an offer for her to purchase the shoes.



### PAY-PER CLICK



Sees your ad on Google search with an offer to buy

Jane is now highly considering your product but she does one last Google search to see what else is out there. Your ad comes up first with an offer to buy. Jane clicks your ad and buys.

**Conversion**

(buy now)

# THANK YOU.

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