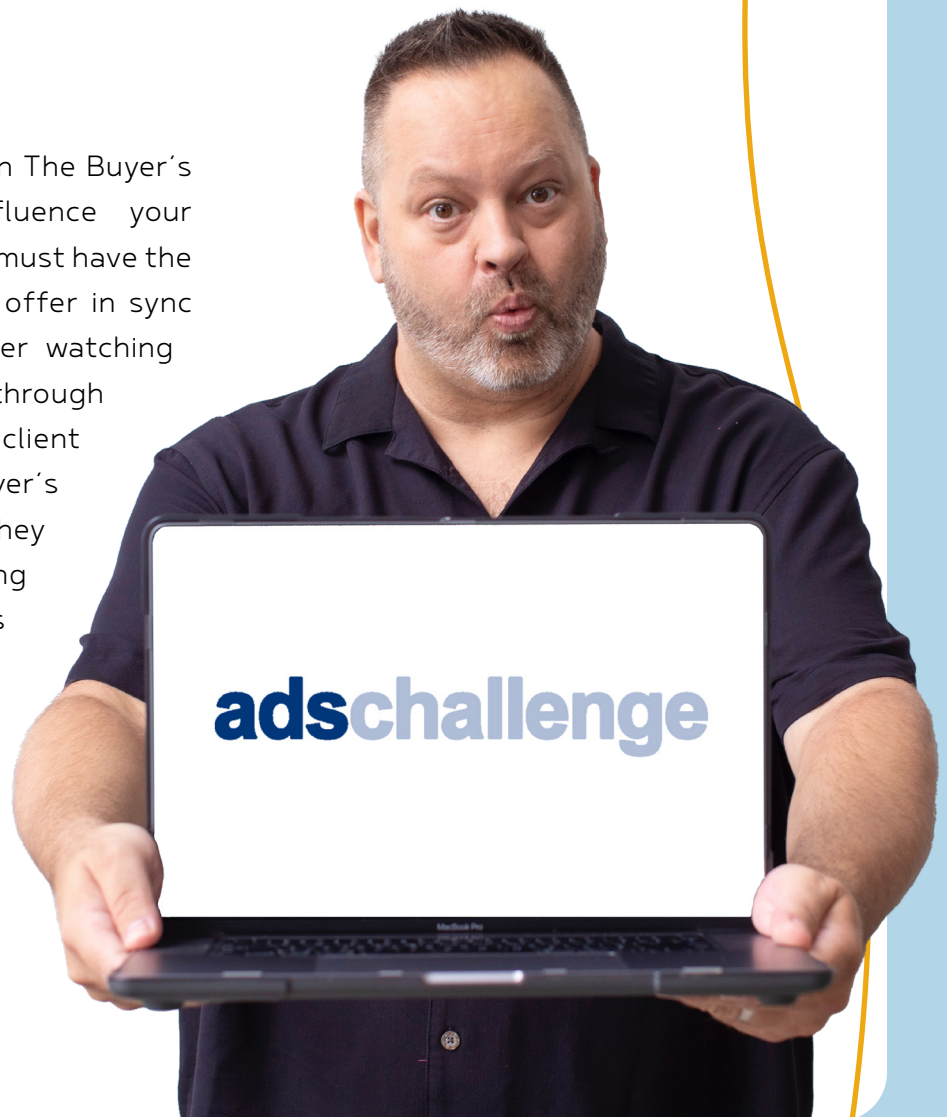


adschallenge

DAY 2

THE BUYER'S JOURNEY

Today's action item focuses on The Buyer's Journey. Remember to influence your audience to buy from you, you must have the right audience, message, and offer in sync with your Facebook ads. After watching today's challenge video, go through each of the stages that your client will go through in their buyer's journey and map out what they are thinking, saying, and doing in each stage. This allows you to be more clear with your messaging, when you fully connect with your audience and will help you fine tune your offer through your ads.



Unconscious Stage: This is the majority of everyone and your offer is not top of mind for them. This is a good stage to create awareness and referrals.

What are they thinking, saying, and doing?



Observing Stage: This is when something happens in your client's life that triggers a new event or awareness.

What are they thinking, saying, and doing?



Active Stage: This is when your client is now asking, researching, and looking more into things.

What are they thinking, saying, and doing?



Commitment Stage: This is when your client is having private conversations and is already pre-sold on an offer. This is also a stage to handle hurdles, like objections and limiting beliefs.

What are they thinking, saying, and doing?

