

Buyer Journey Playbook

Staying Connected at Every Stage with Direct Mail Marketing Solutions

Guiding Buyers on the Road to a Sale

What would happen if brands stopped chasing sales and instead focused on buyer behavior?

- Who are they?
- What are they searching for?
- How can your product or service benefit them?
- How close are they to making a decision?
- What do they need from you in order to close the sale?

[Seventy-seven percent](#) of brands believe the buyer experience to be a key competitive differentiator in their success. And companies that excel at nurturing prospective customers [generate](#) 50% more sales-ready leads at 33% lower cost.

Success in a crowded marketplace correlates with how well you know potential buyers and how to engage them, from the first interaction to the first purchase and beyond. It's all about creating a seamless experience along the buyer journey with a mix of online solutions and programmatic direct mail – and here's your playbook for success.



Understanding the Buyer Journey

From a marketer's perspective, a buyer journey is akin to a road trip, with the purchase serving as the destination. Efficient navigation involves mapping out a plan to connect with them at each destination (or stage) along the way:

- Awareness
- Consideration
- Decision
- Retention
- Advocacy

Buyers have different needs and expectations at each stage. By understanding these needs, you can tailor each marketing effort and interaction to meet them, exceed expectations and drive business growth.

For example, during the awareness phase, prospects are looking for a solution to meet their need or solve their problem, but they may not be aware of your product. Here, you might focus your efforts to increase brand visibility. In the consideration phase – where they're likely comparing your product to others on the market – you want to offer persuasive content to prove that your product is the product of choice.

But what are the best approaches to communicate with customers and prospects? A case study? eBook? Video? Postcard for direct mail remarketing?

All the above can be effective – depending on where buyers are on their journey. And by leveraging a mix of marketing channels, you can increase your odds of serving as a friendly, effective guide along the way.

STAGE 1: AWARENESS

First Impressions Matter More Than Ever

During the awareness phase of the buying process, prospects and customers become aware of a problem or need they have and may be on the lookout for solutions.

This can be a passive act – they see a product featured by an influencer or a pop-up ad that speaks to them. Or they may be actively researching solutions.

On average, a consumer receives nine touchpoints before making a purchase.

MARTECH, 2021

Whether prospects are moving into a new home and refreshing their décor, or attending a black-tie wedding and need the right attire, if your brand is not top of mind a purchase is highly unlikely.

The goal here is to attract attention, create awareness of your brand and provide information and resources that will help them best overcome their challenge.

A lasting hello

A first touchpoint during this stage can occur through various marketing channels, such as social media or search engine optimization. You want to reach them with marketing messaging and content that communicates who you are and how your products or services can benefit them, including:

- Social how-to videos
- Trend forecasts
- Product reviews
- Comparison checklists

Consider strategies like these during the awareness phase of your buyer’s journey:

Incorporate direct mail. Reach prospects with personalized postcards to introduce them to your business leveraging the power of direct mail marketing services. For example, a furniture retailer targeting new movers could benefit from a solution like LS Direct’s [Movers direct](#) mail marketing. This highly targeted direct marketing program can identify 350,000 – 500,000 new movers weekly, helping you reach them just as they’re settling in.

Share educational content. Blog posts or videos can showcase the quality, versatility or uniqueness of your product line. This is an opportunity to position your brand as a helpful resource, build trust and establish credibility.

Implement trigger programs to capture buyer information. Providing a free downloadable eBook or guide in exchange for an email address can build and nurture relationships. When a prospective customer completes a specific action on your website, a direct mail remarketing postcard can be sent in response to keep the engagement going.

Utilize intent-based programmatic direct mail. LS Direct’s [Boomerang direct](#)® solution uses predictive analytics and a proprietary blended database to help you engage shoppers most likely to convert.

By understanding your target audience’s demographics, interests and behaviors, you can create communications that speak directly to them using on-brand headlines, customized messaging and compelling visuals to pique their interest.

Reaching buyers at the awareness stage lays the foundation for building brand recognition, trust and long-term [loyalty](#).



STAGE 2: CONSIDERATION

Maybe, Maybe Not? Get More “Yesses” with Direct Mail Remarketing

Once shoppers become aware of a brand or product, they enter the consideration stage.

79% of households report reading or scanning their postal mail every day.

[DMR](#), 2023

They’ve done their research, but the search isn’t over. They’re evaluating their options, doing price comparisons, learning about the details of your product and checking out the competition.

Your job during the consideration phase:

1. Convince prospects that your brand meets their needs
2. Provide evidence that it’s their BEST option
3. Ensure they have the information they need to proceed to the purchase phase

Standing out in the crowd

Buyers are comparing your product to others in the market. To differentiate your brand, showcase its unique selling points. Provide proof points that can help them make an informed decision in your favor.

Content assets that are effective in building trust include:

- Blog posts
- Email Marketing
- Comparison guides
- Videos
- Case Studies
- Customer testimonials
- Customer reviews
- eBooks

User reviews and testimonials are especially valuable during the consideration phase. They serve as social proof, validating your product’s value and influencing potential customers’ decision-making process.

Strategies for the consideration phase often include personalized, intent-based retargeting. Use digital retargeting ads and quick-turnaround direct mail retargeting [postcards](#) to reach buyers who have already shown interest in your product or service.

For example, if a buyer downloads a product comparison guide, follow up with additional resources to reinforce the benefits of yours. Personalizing your follow-up to the buyer’s specific needs can increase chances of a conversion and boost your direct mail marketing ROI.

By offering relevant follow-up information and building trust, you increase your likelihood of buyers choosing your brand over others.

STAGE 3: DECISION

Ready to Check Out

The decision phase is where buyers are finally ready to click the purchase button. But you still need to guide them through the remaining steps to ensure a smooth and seamless process, including convenient checkout, clear product information and secure payment gateways.

At this stage, it is crucial for businesses to provide content that’s reassuring. Remember, prompt responses to buyer inquiries, order tracking capabilities and hassle-free returns can impact customer satisfaction.

60% of consumers report that they will become repeat buyers after a personalized purchasing experience.

[TWILIO](#), 2021

Securing buy-in

Your buyers are at the culmination of their journey. Strategies to reach them at the decision phase include:

- Product demonstrations
- Tutorials
- Short how-to or behind-the-scenes videos
- Product FAQs

Your marketing efforts will now ideally showcase the product in action, highlight features and address any potential concerns or questions. Product demonstrations are an effective way to give prospective customers a visual representation of real-world use cases; for example, how to style a particular piece of apparel or tips for blending new and antique furniture for a cohesive look.

Offering personalized recommendations or special offers at this stage can be a powerful way to motivate shoppers to not only purchase, but to add complementary items to their carts.

After all this hard work, you've successfully converted a prospect to a customer! But hold up, you're not done yet.

STAGE 4: RETENTION

Keep on Keeping on

After a customer makes a purchase, it's essential to maintain a strong connection and continue providing value. This is your chance to engage and retain customers, turning them into loyal brand advocates using strategies like direct mail marketing campaigns combined with digital promotion.

By analyzing customer [data](#) and feedback, you can best tailor your communications to continue satisfying their specific needs.

PRO TIP: Implementing a customer relationship management (CRM) system can help manage post-purchase interactions, ensuring that customers feel important and supported.

Keep the conversation going

So, what comes after the sale? Try a [mix of approaches](#) and communication channels such as:

- Follow-up postcards
- Personalized emails
- Surveys
- Live chat support

Say thank you. Send a thank-you postcard immediately following the purchase. You may even include an offer for a future purchase as part of your direct mail marketing campaign.

Establish a customer loyalty program. [Sixty-eight percent](#) of satisfied customers will join a loyalty program if offered. Share your appreciation for their loyalty by rewarding them with product samples, points toward a free purchase, exclusive early access to new products – there are so many options.

Gain customer insights. After making a purchase, buyers may have questions or feedback. Send a follow-up survey to collect valuable intel and make improvements for next time.

Leverage customer retention and reactivation programs. Take the opportunity to enhance your acquisition efforts by moving from a transactional sale to building a relationship. [Triggers direct](#) from LS Direct helps design loyalty and reactivation programs that deepen your relationships and increase your customers' lifetime value.

Customer retention is an ongoing process of building trust and delivering on your promises to reduce the time to the all-important second sale.

STAGE 5: ADVOCACY

Providing the Tools to Spread Good News

In this age of influencers, your new customer is primed to share their buyer experience with the world – whether that's a review, referral, TikTok video, Facebook Reel or testimonial.

That's wonderful news as word-of-mouth marketing remains the most persuasive form of marketing.

Your job at the advocacy stage is to give these buyers the tools and resources they need to actively promote your brand and products.

Word-of-mouth marketing impression results in 5x more sales than a paid media impression.

Invesp, 2024

Provide avenues for user-generated content (UGC).
How can advocates easily share their experience?
Consider creating a TikTok challenge using their purchase or inviting them to post content using a specific hashtag.

Make it easy to share their experiences. Don't make customers hunt down the link to leave an online review or rating. Make sure links are prominent on your website and emails.

Amplify, amplify, amplify. Did a buyer leave you a stellar online review? Turn the copy into a graphic and share across your social channels.

Keep in mind that UGC and influencer marketing are two different tactics. For influencers, consider sending them product samples or reaching out to explore a formal sponsorship or influencer campaign.

Word-of-mouth marketing is invaluable. When brand advocates take them time to post reviews or UGC, be sure to follow up with a response to say thanks, make them feel heard and encourage further interaction.

Embracing the Journey with Omnichannel Solutions, including Programmatic Direct Mail

By mapping out the buyer journey and blending print and digital solutions for prospecting, acquisition and retention, you can connect with prospects at every stage and build strong, lasting relationships.

Remember, the key is to put yourself in the shoes of your buyers and think about what would make their journey exceptional.

At LS Direct, we offer tailored omnichannel solutions for all your direct mail needs, helping you create effective and impactful direct mail marketing campaigns. [Reach out](#) to learn more.

Direct mail has an open rate of 90% compared to 23% for email marketing.

[Compu-Mail](#), 2022

About LS Direct

LS Direct is the leader in digitally driven direct mail. Our dynamic marketing technology provides the ability and speed to send highly personalized, intent-driven programmatic direct mail to convert prospects and website visitors, retain customers and reactivate lapsed buyers. We help our clients drive customer conversion and achieve proven incremental ROI at every stage of the buying journey. We are the trusted one-stop partner for predictive analytics, direct mail marketing solutions, creative services, printing, mailing, and business intelligence. LS Direct is a privately held company located in Suffern, NY.

To learn more, visit [LSdirect.com](https://www.LSdirect.com).



By partnering with LS Direct and sharpening our targeting capabilities, our postcard campaigns have achieved more than triple-digit incremental growth on both response rate and lift. Direct mail continues to be one of our strongest channels, has proven ROI, and gives us an ability to get directly inside prospects' homes.

Elton Graham
CMO
Gorjana