



Understanding the Buyer's Journey and How it Connects with Your Lead Magnet

WITH DESTINI COPP

ABOUT DESTINI

Dr. Destini Copp is a marketing consultant with more than 25 years of experience in marketing and online education. A multi-passionate entrepreneur, she makes it her mission to help coaches, consultants and experts succeed in online marketing and growing their online course business.

estinicopp.com/



**DON'T MISS OUT ON THE
NEXT BLOGGER
BREAKTHROUGH SUMMIT**

Join our Newsletter
bloggerbreakthrough.com

SUBSCRIBE TODAY!

[Apple Podcasts](#)

[Spotify](#)

[Stitcher](#)

bloggerbreakthrough.com/bbp061

[00:00:06.290] - Liz Stapleton, Host

Your list without a lead magnet won't do a lot of good if it's not related to your offer. Which means understanding the buyer's journey from your blog post to a purchase.

[00:00:15.810] - Liz

Hi, I'm Liz Stapleton, host of the Blogger Breakthrough Summit and welcome to the podcast. In today's episode, Destiny Copp is taking us through the Buyers Journey to help you create better lead magnets.

[00:00:26.220] - Destini Copp

So let's jump right in and you may be asking, what is a lead magnet? And simply put, a lead magnet is a valuable piece of content that you give your audience for free, in exchange for their name and their email address. So your goal is to build your email list and you may have more than one lead magnet. These are also referred to as maybe opt-ins. For example, when you go to somebody's blog post, they may have a special opt-in for that particular blog post that is different from the main lead magnet on the front page of their website.

[00:01:04.180] - Destini

In this training today, we're going to focus on your main lead magnet, and we are going to make your lead magnet irresistible so that they have to sign up for your list when they come to your website. Maybe they're coming from social media. Maybe you're in a Facebook group where you're sharing the link to your website. We want them to come to your, whatever landing page or whatever that you have your lead magnet on, and we want them to sign up and get on your email list.

[00:01:35.960] - Destini

So let's talk about this in a little bit more detail. So your primary lead magnet begins the process to take your prospect on what we call the buyer's journey. So in marketing, there is something called the buyer's journey. You go through it whenever you go out to make a buying decision, let's just say you're buying a new washer dryer for your house. You go through this buyer's journey to make that purchasing decision. Now, in the awareness stage of the buyer's journey, that is when your prospect becomes aware that they have an issue that they're experiencing pain.

[00:02:18.080] - Destini

And this is when they start conducting research to understand their problem. They don't really know a lot about it right now. The awareness stage is when you want your prospect or your future customer to find you, so you can start building the know, like, and trust factor. Now, after the awareness stage, buyers move into the consideration stage. So in the consideration stage, this is when your prospects, they know what their issue is and they're researching all possible solutions to solve this is particular problem.

[00:02:57.030] - Destini

So they've defined the problem, they know what the problem is and they're going out and they're looking at different ways that they can solve this problem. So think about it this way. So let's just say that you know that you need a new car and you're not really sure what kind of car that you want to buy. You don't know if you want a pick up truck or an SUV or just a sedan so you're researching all of these possible solutions to solve this problem. That means you're in the consideration stage.

[00:03:36.560] - Destini

Okay. And then at some point, you're going to move into the decision stage. Now, in the decision stage, this is when your prospects, they know how they're going to solve their problem, and they're researching all possible brands and vendors that can solve this problem, and will make a purchase decision. So in this particular stage, taking our vehicle issue as an example, you need a new vehicle.

[00:04:04.070] - Destini

At this stage, let's just say you know that you want an SUV, okay. And you know you want a specific kind of SUV. Maybe you want a GMC Yukon. In this case, you are going out, and there's a lot of different dealerships in your area that sell these type of cars. Maybe you want a new one or a used

one. So you're going out and you're researching all the possible brands and vendors that can solve this issue, and you are going to be making a purchase decision soon. That means that's why they call it the decision stage.

[00:04:42.900] - Liz

All right. Hopefully, this episode has helped you to see how important it is to think through any lead magnets you create. Be sure to join me next time when we'll be talking about creating a marketing strategy for your business that's more than a to-do list. I'll catch you then!