

Mapping the Marketing Tech Stack to the Buyer's Journey

The best way to understand your buyers is to leverage your marketing technology stack and map it to the buyer's journey.

STAGE 1: AWARENESS

In the awareness stage, buyers are just starting to realize they have a problem. The technologies that are best suited here will be the ones that can help buyers understand the problems they face.

Solutions like **Marketing Automation Platforms** (marketing emails, campaigns, lead scoring) and **Social Media** (posting your content) that allow your organization to deliver content that explains the problems your company solves are best suited in this stage.

STAGE 2: CONSIDERATION

The buyer is acutely aware of a problem and is now actively seeking ways to cure it.

The trifecta of **CRM-MAP-Sales Enablement** along with **Account-Based Marketing** technologies will reveal everything there is to know about a buyer and how to interact with them – the content they engage with, how they've gone from unknown to lead, and the ability to create hyper-personalized pieces.

STAGE 3: DECISION

In the decision stage it is critical that you have a complete understanding of who the buyer is, what issues resonate with them, and the driving factors in their decision.

An integration of **CRM, MAP** and a **Sales Enablement** solution is the key to having all of this information available. The Sales Enablement platform is the bridge between the CRM and MAP ensures information flows freely between Marketing and Sales.

In the decision stage the winner is usually the organization that truly knows their buyer and their pain points. Leveraging the right technologies is an important way to achieve that knowledge.

Building the right marketing technology stack is hard – and it will be different for every organization – but when done correctly it unleashes invaluable insights about your buyers and their journeys.

See how industry-leaders built their technology stack:

www.seismic.com/tech-stack-ebook

