



Mastering the Customer Journey with Vendasta

LEARNER GUIDE

VENDASTA & THE CONQUER LOCAL ACADEMY

February 2021

PRODUCT KNOWLEDGE

GO-TO-MARKET STRATEGY

END-TO-END SOLUTIONS



The Customer Journey Learner Guide

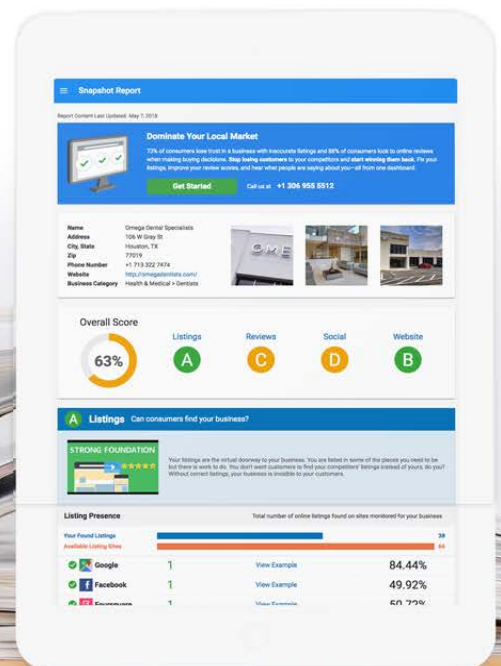
Get the most out of your Vendasta journey:

- Download this guide and supplementary resources to your desktop so you can keep track of your progress and reference materials in the future
- Build out your profile in the Conquer Local Academy, connect with like-minded learners in our community, and learn tips from our product experts
- Explore courses and products that align with your product-market fit then jump into the platform to try it yourself!

Mastering the Customer Journey goals:

- Explore the **Modern Customer Journey** and your product offering
- Learn the value-proposition of each product along the customer journey
- Understand how the customer journey, Local Business Online Toolkit, and Snapshot Report can provide you with an end-to-end solution set.

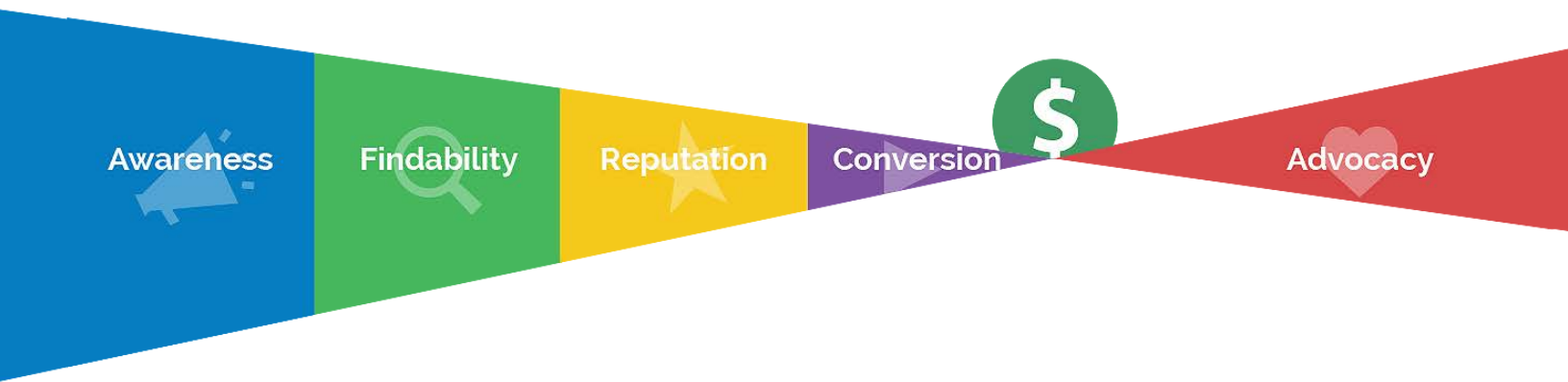
Earn your **Customer Journey Keymaster**, **Keeper of the Local Business Online Toolkit**, and **Snapshot Ninja** badges in the Conquer Local Academy by completing the courses and activities outlined in this guide!





The Customer Journey

Explore the *Modern Customer Journey* and your Vendasta product offering



The Modern Customer Journey:

Understanding the customer journey is absolutely vital whether you are a business owner, product marketer, sales expert, or manager. Nurturing your clients through every stage of the customer journey - and understanding where your product offering fits along the journey - will set you up for conversations, conversions, and positive sentiments.

Customer Journey Checklist:

Save this guide to your desktop so you can track your progress

Sign-up and set-up your profile in the [Conquer Local Academy](#)

- Earn points and badges for completing profile set-up, engaging in the community, and completing courses

Take the Academy course and earn your *Customer Journey Keymaster* badge:

[Discover Your Product Market Fit Along the Customer Journey](#)

Join the [Conquer Local group: Community Sessions](#) to learn tips from

Vendasta experts and ask questions to our support team!



The Customer Journey

Learn the value proposition of each product along the customer journey

A product for every step of the journey:

What do you - or will you - include in your digital marketing stack? Perhaps your area of expertise is in social marketing and you want to expand your product mix to include managing online reviews and / or listings. Vendasta has a product for every step of the customer journey.



Advertising Intelligence Do your potential customers know about you?

Digital Ads are a vital component of any digital marketing strategy. Gathering accurate, meaningful, and timely data on ad campaigns is arguably more important.



Listing Builder Can customers find you? Track the performance of your

Google my Business listings and unlock valuable information on customer visits. Sync, update, and check the accuracy of all online listings in one dashboard.



Reputation Management Do customers trust you? Connect multiple accounts, manage reviews, and gather insights on your online listings that will have an immediate impact your online reputation.

Customer Voice allows businesses to send completely customize emails or SMS messages to customers to bolster positive and authentic reviews.



Website Will customers convert to sales? With our one-click ecommerce web developer you'll be able to create a free, DIY online store that allows you to capitalize on point-of-purchase and stay connected to your purchasing community.



Social Marketing Do customers like you? Social Marketing allows you to schedule content for all your social networks at once, generate new leads, and interact with your existing client-base using one user-friendly, innovative tool.



The Customer Journey

Understand how Customer Journey, Local Business Online Toolkit, and Snapshot Report work together to provide customer solutions

Start the Conversation with the Snapshot Report:

The Snapshot Report is *the* tool sales people use to fuel their prospecting process. It creates pages of insights for your prospects - with just a few clicks - that you can use to fuel the conversation with your leads. It's easy to use and can be embedded seamlessly on your website.

Each section of the Snapshot Report corresponds to the customer journey along with all the freemium products you can use to solve each unique problem.



Snapshot Report Checklist:

Take the Academy course and earn your *Snapshot Ninja* badge:

[Become a Snapshot Ninja](#)

Post in the [Conquer Local Community Sessions Group](#) in the Conquer Local Academy about how you might start the conversation with a prospect using the Snapshot Report. Would you embed the widget on your website and let leads self-select and come to you? Would you use the tool to target *like* businesses in your niche and deliver your expert talk track? Are you not sure where to start? Post in the group and see what tips and tricks you can learn and share with others.



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Three out of four B2B buyers want to self-educate rather than talk to sales representations to learn about products.

— Resource: [Forrester](#)

The upgrade path from freemium to premium

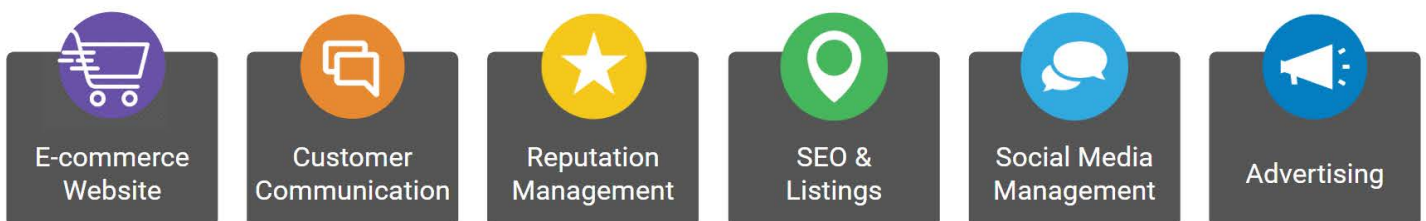
This guide briefly introduced you to our freemium solutions available to your customers at every step of the customer journey; from Listing Builder to Social Marketing. With each of these freemium products there is a clear upgrade path to the premium product. This is the Product-Led approach you learned about in the course: [Discover Your Product Market Fit Along the Customer Journey](#). The key is to allow your customers to *try before they buy* to ensure they find value in both your product and your expertise before they upgrade to a paid product.

The Local Business Online Toolkit

The toolkit is a recommended *freemium* product package you can easily add to your digital marketing stack. The toolkit was designed as an end-to-end solution for local businesses to get their business operating and thriving online.

Local Business Online Toolkit Checklist

Take the Academy course and earn your *Keeper of the Local Business Online Toolkit* badge: [Protect Local With the Local Business Online Toolkit](#)





The Customer Journey

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How do all these resources work together to bring value to your customers?

The customer journey, Snapshot Report, and Local Business Online Toolkit arm you with everything you need to prospect, engage, and upsell a customers. The Snapshot Report starts the conversation, the freemium products found in the toolkit nurtures and drives the conversation, and the Executive Report shows proof of performance.

