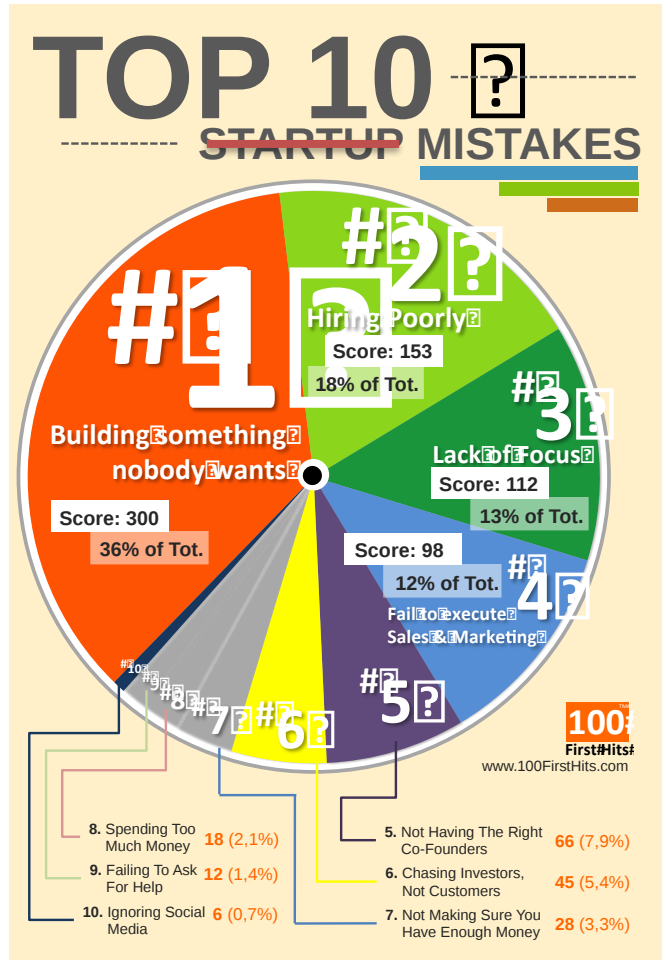


Creating Your Business' Buyer Journey – What to do and How

Hussain Shah & Subodh Nayar
July 1st, 2026



Building on What You Learn Today



In Business?

- 6-15 [Using AI Tools for Social Media](#)
- 8-13 [Building Your Value Proposition](#)
- 9-04 [Business Performance Dashboard](#)
- 9-17 [Mapping your Journey](#)

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Today's Workshop

- Step 1 What is a buyer journey?
- Step 2 How do you use a message map to design the buyer's journey
- Step 3 How you use Value Proposition Design to create a message map
- Live demo
- Martech stack discussion
- Q&A
- Key Takeaways

Step 1 – Articulating Your Typical Buyer's Journey

Buyer Journey Framework



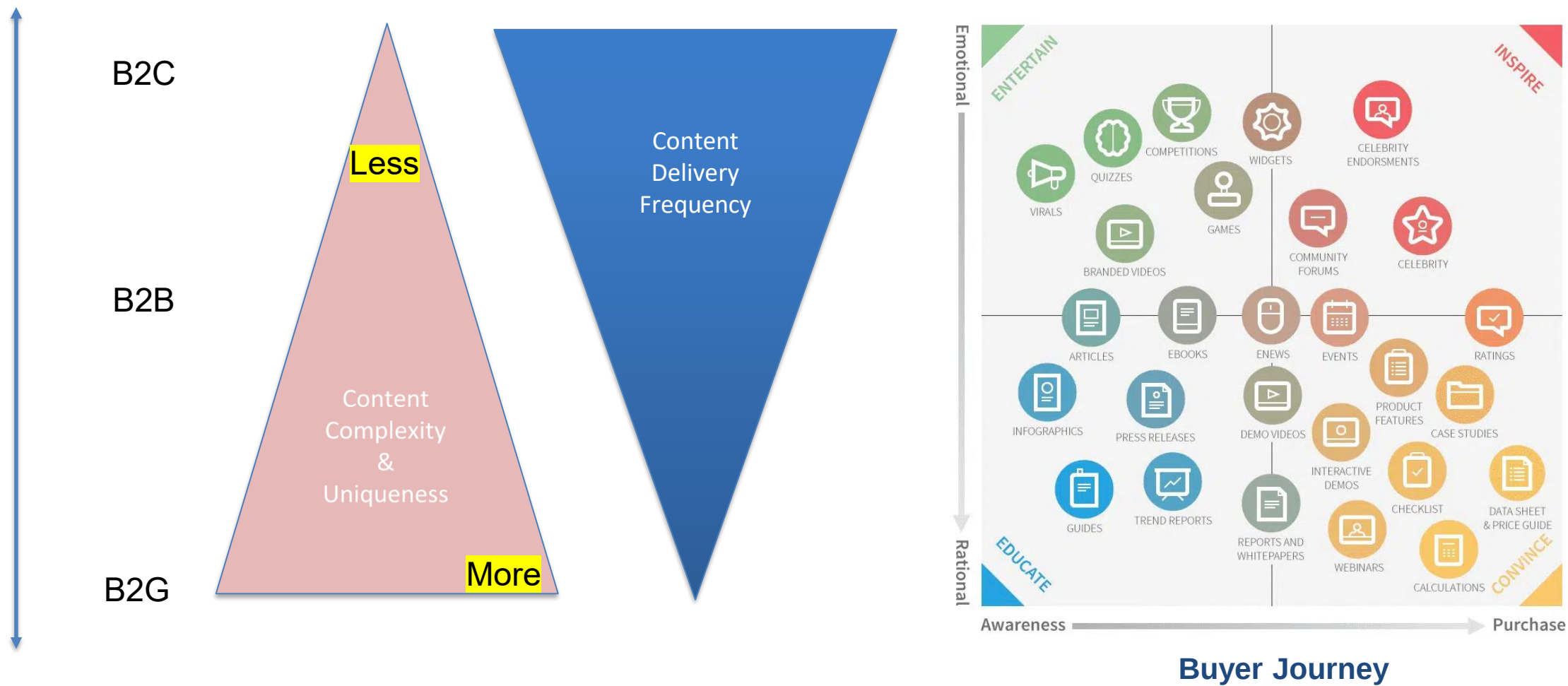
Source: <https://upboard.io/>

The Buyer Journey Takeaway

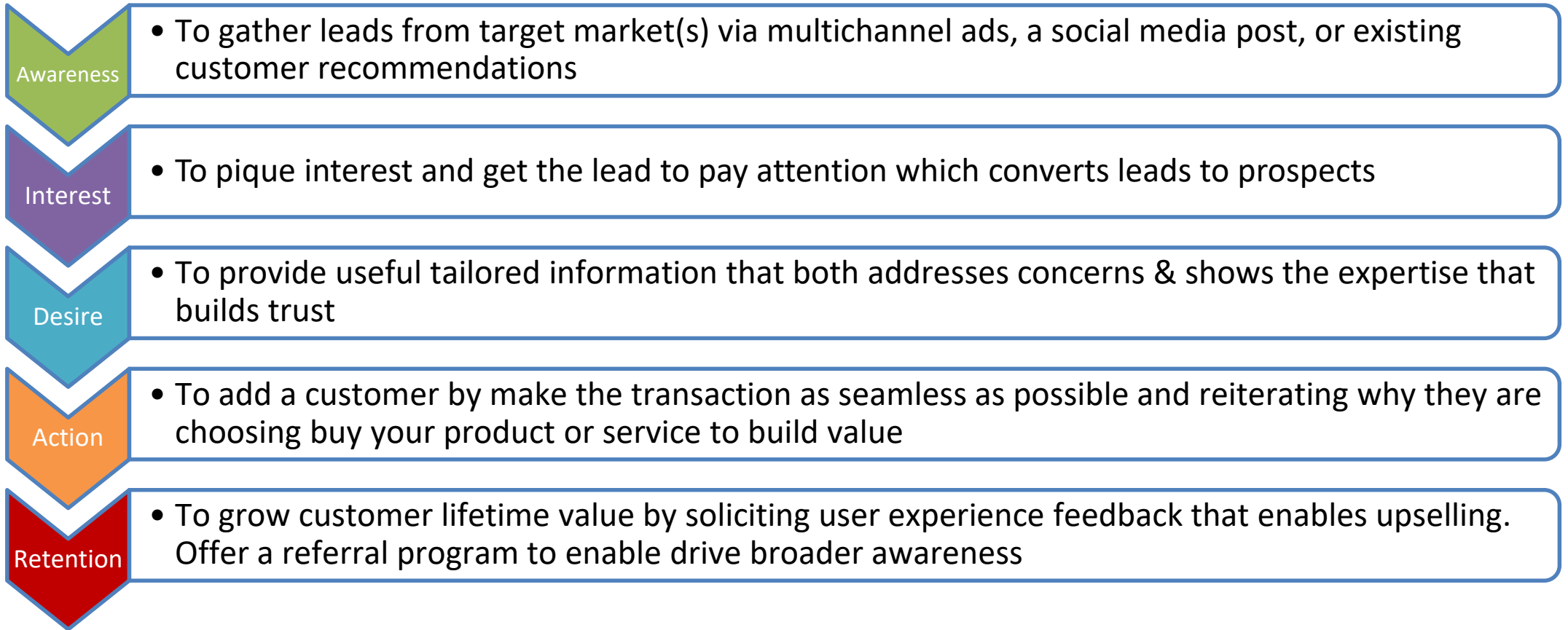
- Framework to explain the cognitive steps a customer takes when determining whether to purchase a product, and the steps an organization needs to take to navigate the customer towards purchasing the product or service being offered.
- Guidance on the best places and the best medium to communicate the value of the product or service to potential customers using AIDA an acronym whose letters stand for: Awareness, Interest, Desire, and Action.
 - Attention: The way the organization creates awareness among the customers of their product or service.
 - Interest: Strategies that are used to maintain consumer interest once it has been attained.
 - Desire: Once interest has been attained and kept, the organization is now tasked with making the product desirable to the customers.
 - Action: Action is where the customer purchases the product or service being offered or engages in the action that is desired by the organization.
- Retention – Increasing the lifetime value of the customer through repeat purchase and referrals

Step 2 – Defining Message Map for your Buyers' Journey

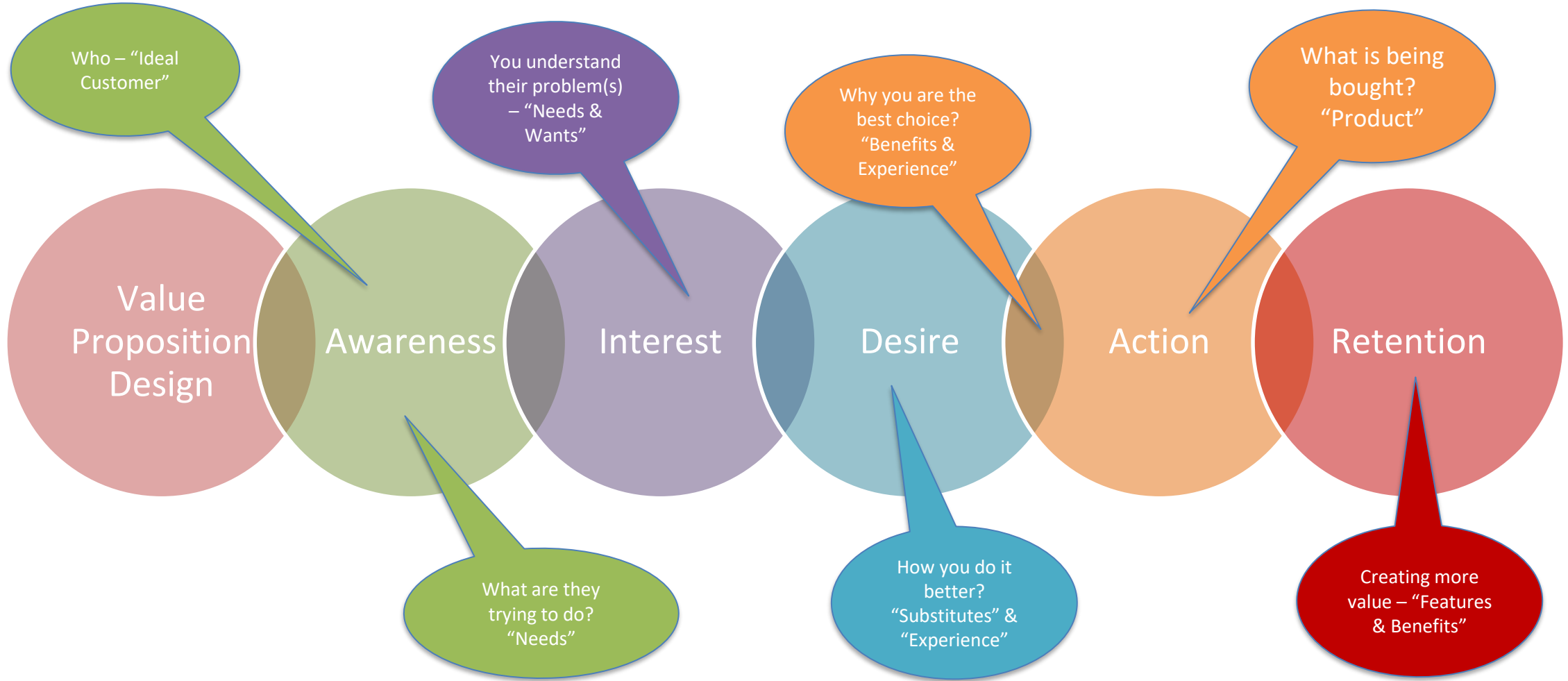
Message Map – Defining the What, When & Why for your Buyer's Journey



Message Map Goals



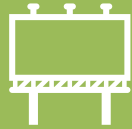
How You Create Your Message Map



Message Map Takeaway



The Message Map is the framework to apply your product(s) Value Proposition Design (VPD) for a buyer's journey from first hearing about you (Lead) to evaluating what you offer (Prospect) to becoming a repeat buyer (champion)

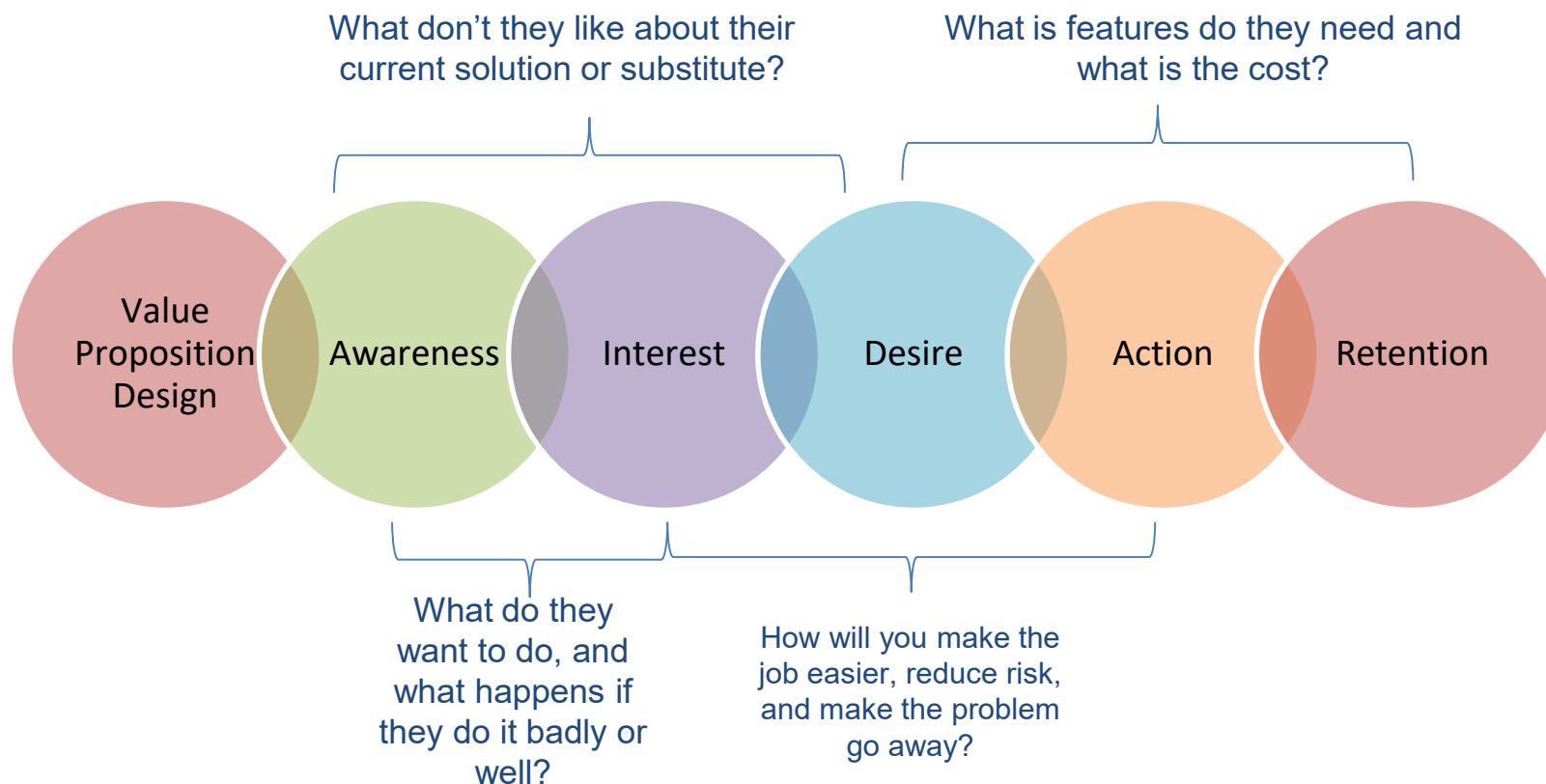


Value Proposition Design (VPD) – defines the fit between your product or service and your ideal buyer

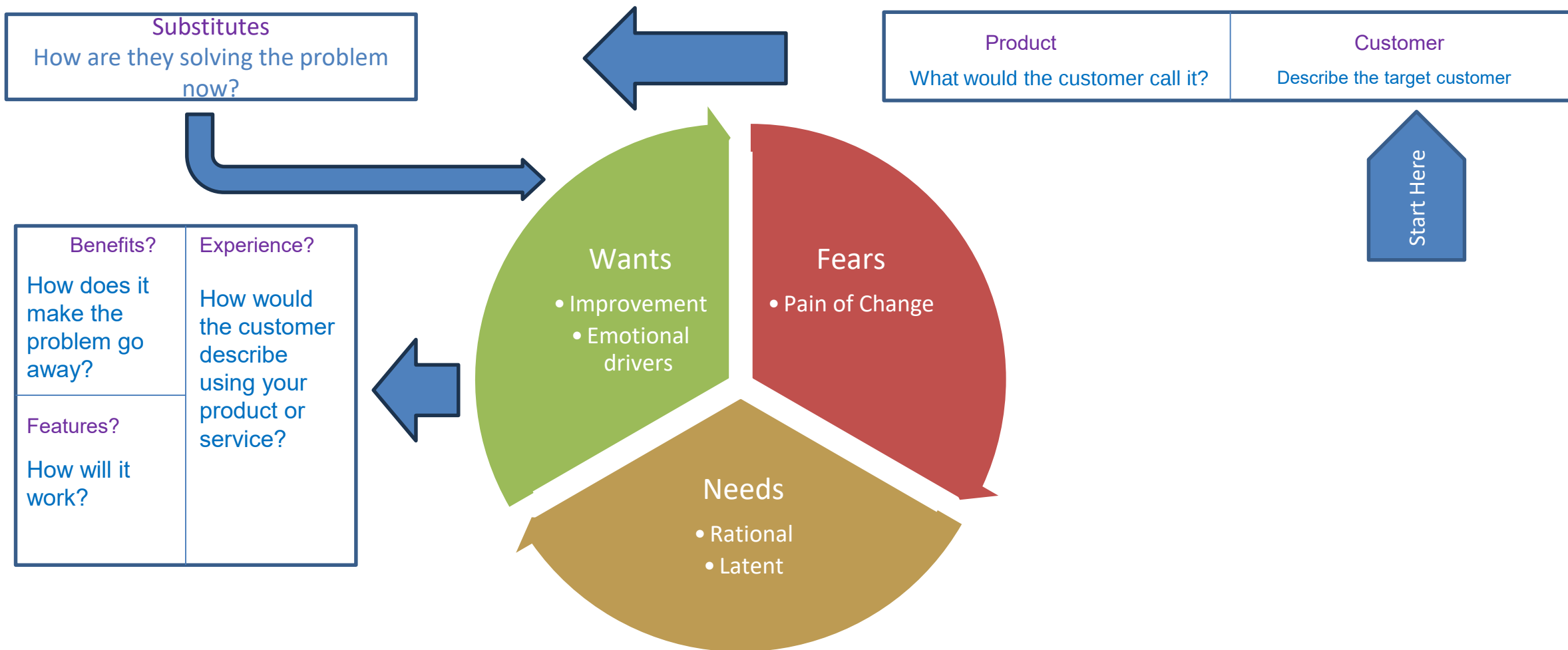
Step 3 – Generating the Message Map Using the Value Proposition Design Framework

How You Use the VPD to Create the Message Map

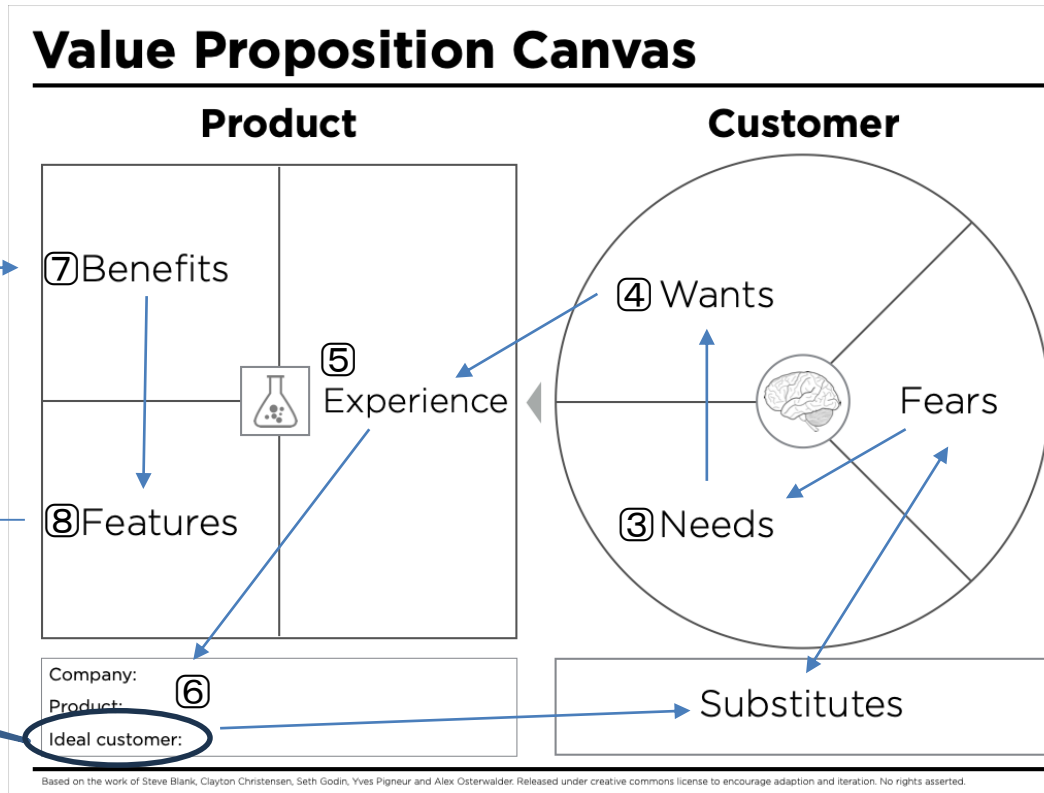
Consider what buyer question(s) you should be answering to



What Your Message Map Outputs Do You Need?



Developing the Value Proposition for Your Product or Service (Classic)



Start here

VPD Workbook -
https://docs.google.com/document/d/1zmGx6TYx0kJNEsrS_GtjhCwrd8WrTBSqKBORPdfiotc/edit?usp=sharing

You will need to make a copy in your Google Drive to create your own

More Resources



Steve Blank: Customer Discovery Method
<https://steveblank.com/>



Eric Reis: Lean Startup Methodology <https://leanstartup.co/>



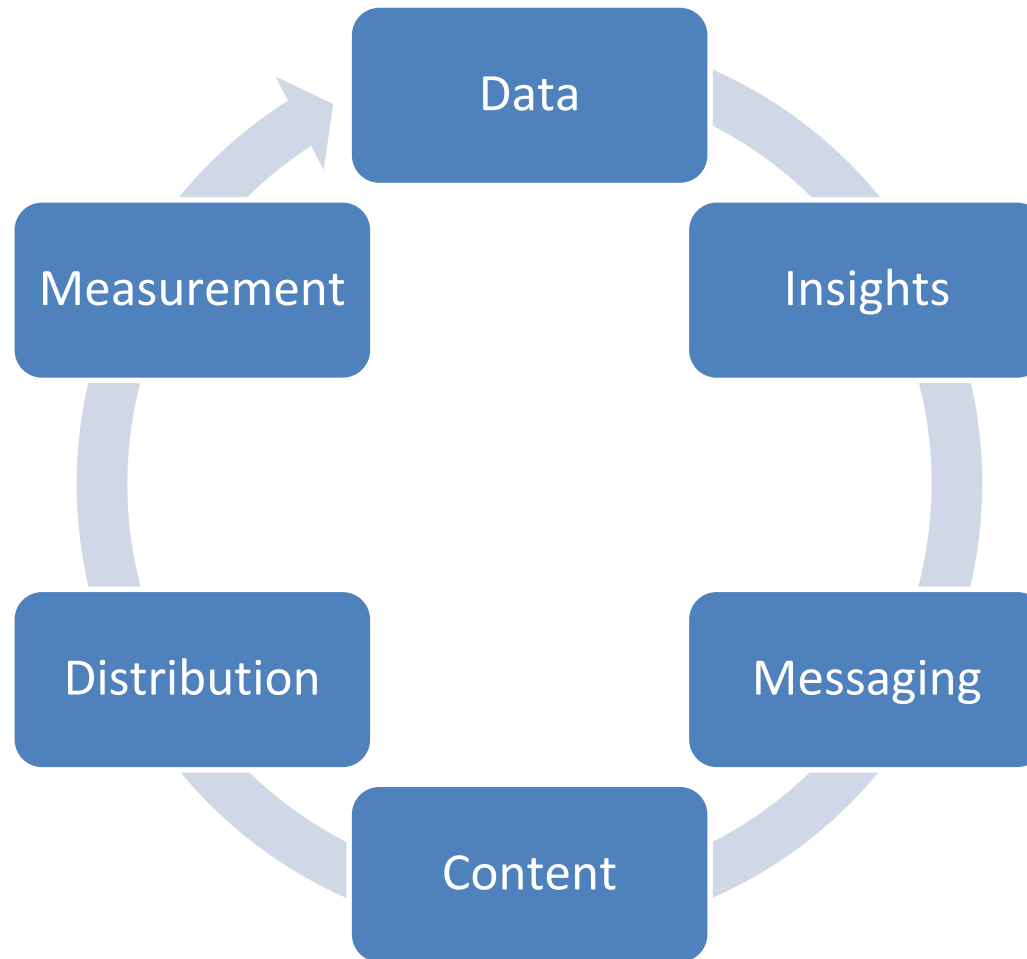
Alexander Osterwalder: Business Model Canvas.
<https://alexosterwalder.com/>

VPD Takeaway

- Customer (Awareness & Interest): What do they want to do, and what happens if they do it badly or well?
- Customer (Awareness & Interest): What don't they like about their current solution or substitute?
- Product (Desire & Action): How will you make the job easier, reduce risk, and make the problem go away?
- Product (Desire & Action): How does your product work, and what are its standout features and benefits?
- Retention: What ongoing experience will keep them coming back and recommending you?

4 -Live Demonstration Leveraging Martech Tools

The Journey

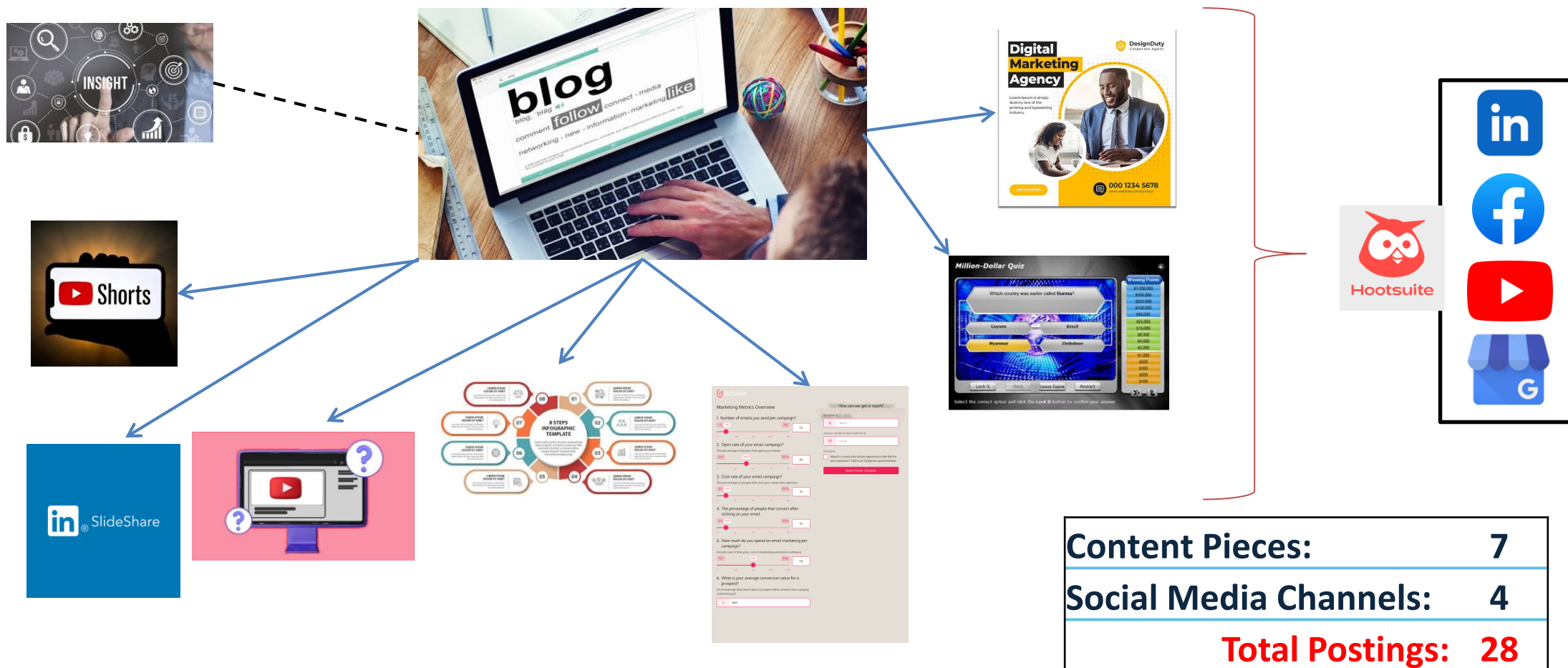


Social Media Math - Simple



Content Pieces:	1
Social Media Channels:	4
Total Postings:	4

Social Media Math - Smart



Tools Used

- **Data Insights**
 - Analytics – Google Analytics (GA4)
 - YouTube Comment Scraper
- **Generative AI**
 - Claude AI
 - Gemini AI
- **Content Production**
 - NotebookLM
 - Canva
 - Gemini
 - Veed
 - Gamma
- **Distribution/Scheduling**
 - Buffer
 - Hootsuite
 - Sprout Social
- **Competitive Intelligence**
 - SemRush
 - UbberrSuggest
 - Similar Web
- **Social Selling**
 - LinkedIn Sales Navigator
 - Google Business Profile
 - Business.Facebook.com
 - Twitter

5 –Martech Stack Discussion

When to Begin Paid Campaigns

Foundational Rule: In Digital Media Marketing, don't begin with paid media. Optimize your organic and be able to justify spend with clear ROI tracking before investing.

Organic Social Media Marketing

- Value based content production
- Community and topical management
- Leverage polls, assessments and interactive
- Meta tagging social media posts
- Claiming social media authorships
- Smart Curation
- Rule of 3 – Original/Curated/Community
- Backlinks Managed
- Rich text result strategy launched
- Google Knowledge Graph Optimized
- FAQ sections – VERY IMPORTANT

Paid Social Media Marketing Benefits

- Boost views
- Increase followers
- Increase clicks or conversions
- Temporarily boost SEO

Indicators of Maturity for Paid

- UTM Tracking of channels/events/tracks
- Funnel tracking with multiple pixels/events. GA4 is installed & ready
- Clear nurture paths of engagement
- Clear definition of pain points to segment
- Plateau on organic growth trend
- Schema Tags implemented/optimized

MarTech Stack – Consumer Marketing

Level 1 - The Basic			Level 2 - Growth			Level 3 – Maturity	
<u>Capability</u>	<u>Benefit</u>		<u>Capability</u>	<u>Benefit</u>		<u>Capability</u>	<u>Benefit</u>
CRM	Track leads		CRM	Track leads		CRM	Track leads
CMS	Manage website		CMS	Manage website		CMS	Manage website
Analytics	Site Analytics		Analytics	Site Analytics		Analytics	Site Analytics
Email marketing	Basic marketing		Marketing automation	Automated lead engagement		Marketing automation	Automated lead engagement
eCommerce	Online selling		eCommerce	Online selling		eCommerce	Online selling
Organic Social	Discovery		SEO Mgmt	SERP Rank		SEO Mgmt	SERP Rank
			Scheduling	Channel Posting		Scheduling	Channel Posting
			Ad Platform	Advertising		Ad Platform	Advertising
			Content Calendar	Manage content		Content Calendar	Manage content
			Social Automation Platform	Generate and nurture leads		Social Automation Platform	Generate and nurture leads
FOCUS ON ORGANIC MARKETING						Product List Tracking	Data for insight and growth
						Competitive tracking	Manage landscape
						Native Ads	Segmented advertising

MarTech Stack – Enterprise Marketing

Level 1 - The Basic			Level 2 - Growth			Level 3 – Maturity	
<u>Capability</u>	<u>Benefit</u>		<u>Capability</u>	<u>Benefit</u>		<u>Capability</u>	<u>Benefit</u>
CRM	Track leads		CRM	Track leads		CRM	Track leads
CMS	Manage website		CMS	Manage website		CMS	Manage website
Analytics	Site Analytics		Analytics	Site Analytics		Analytics	Site Analytics
Email marketing	Basic marketing		Marketing automation	Automated lead engagement		Marketing automation	Automated lead engagement
Channel Dev	Discovery		eCommerce	Online selling		eCommerce	Online selling
			SEO Mgmt	SERP Rank		SEO Mgmt	SERP Rank
			Scheduling	Channel Posting		Scheduling	Channel Posting
			Ad Platform	Advertising		Ad Platform	Advertising
			Content Calendar	Manage content		Content Calendar	Manage content
			Social Selling Platform	Generate and nurture leads		Social Selling Platform	Generate and nurture leads
						Business Intelligence	Data for insight and growth
						Competitive tracking	Manage landscape
						Native Ads	Segmented advertising

**FOCUS ON ORGANIC
MARKETING**

**INVEST IN PAID MEDIA
CHANNELS**

Martech Tools

- Basic
 - Hosting provider e.g., Site Ground
 - Marketing automation e.g., HubSpot or Mailchimp
 - Content Management System e.g., WordPress template or Squarespace
 - Analytics – Google Analytics
- Intermediate
 - Content creation e.g., Canva
 - Website SERP performance optimization – SEOsitecheckup, Google Speed Test
- Advanced
 - Content scheduling e.g., Hootsuite
 - Competitor content analysis e.g., Buzzsumo, Similarweb, Ask the Public, SEMrush

Mason Provided

Q&A

6 – Key Takeaways

Top Three Takeaways

- Understand the customer (VPD)
- Buy for the function, not for the brand (many tool options)
- Don't let perfection be the enemy of progress / Take action



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<https://clients.virginiasbdc.org/events.aspx>