

## A Template For Cross Discipline Social Media Engagement.

Buyer's Journey Stage	Organization or Marcom Partner Department or Discipline			
	Marketing & Advertising	PR & Corp. Communications	Sales Representatives	Customer Service
<p><b>1. Pre-purchase stage.</b> Seek consumers in the market who haven't purchased listening for brand, product category, competitor, or specific product and service mentions.</p>	Create relevant messages and valuable content to attract followers, encourage reviews, and monitor conversations to engage with those responding.	Look for larger reputation issues identifying journalists/bloggers for media outreach while working with influencers to create awareness.	Create and share valuable content and answer questions to generate leads.	Satisfied customers share positive experiences, ratings & reviews, or make additional purchases, which turns customer service into marketing.
<p><b>2. Purchase Stage.</b> Look for consumers seeking purchase information by listening for price, offer, stock, shipping, contact information, or store locations and hour questions.</p>	Help answer questions and provide additional information related to the product and service features, benefits, and options.	Create relevant content to educate potential customers about brand benefits with media outreach looking for competitor comparison and third-party endorsement.	B2C Sales team interacts with customers to facilitate a sale. B2B sales reps interact with consumers to identify qualified leads and set up sales presentations.	Customer service can respond to more technical and account issues that may be preventing a sale.
<p><b>3. Post-purchase Stage.</b> Keep current customers happy by listening to brand customers seeking help with product usage, problems, or account questions and customers sharing positive product and service experiences.</p>	Create messages reassuring purchase and building brand community with loyalty messages, offers, and programs and monitor conversations to engage/share people responding.	Create relevant brand news content to engage current customers and maintain relationships with key stakeholders and influencers.	Sales reps follow up with customers, ensuring that they are happy, and interacting at regular intervals to encourage referrals and additional sales	Resolving product and service issues is best addressed by customer service reps after purchase which helps with retention, loyalty, and positive reviews.