



People
Don't
Care
About
Your
Funnel



Presented by
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Founder, Content Lift
June 12, 2021



Ryan Paul Gibson

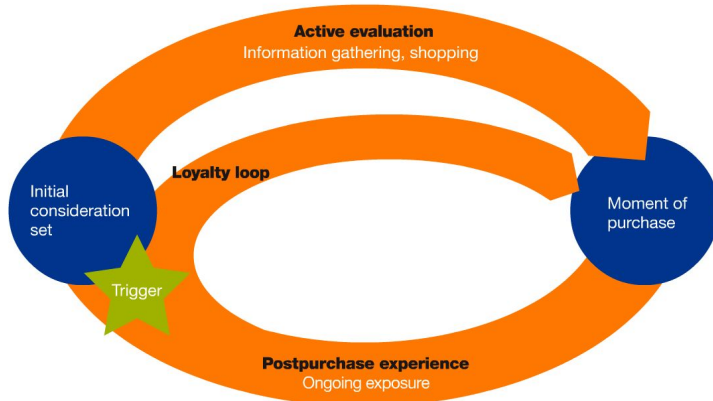
CONTENT LIFT



**Stop being a psychic.
Start being a marketer.**

- I help businesses conduct investigative customer interviews.
- I've interviewed over 1350 people in my career (but tbh stopped counting).
- I've worked with over 100 businesses of all shapes and sizes.
- 20+ years in Marketing, Branding & Communications

The Marketing Funnel



The Timeline behind a Purchase

Based on the JTBD framework at jobstobedone.org



Source: justinjackson.ca

Buying journeys are not linear



THEN

I relied mostly
on others



Ryan Paul Gibson

I use investigative interviews to help marketing teams learn what customers ...

2mo • 🌐



I've been in B2B for most of my career...

My buying journey in 2008:

- * Walked the floor at tradeshow
- * Business Media
- * Trade magazines
- * Asked existing suppliers/partners for referrals
- * Sent emails to my limited network
- * Put companies on a shortlist and sent out an RFP's
- * Built trust with great Account Executives like [Neil Heaps](#)

TODAY

I can do most
of it myself

My buying journey today:

- * Search online reviews
- * Search Reddit for the "real" reviews
- * Read Glassdoor (I want to gauge what employees are saying)
- * Ask a bunch of peers in a private Slack channel
- * Reach out to larger network on LinkedIn for feedback
- * Go through case studies
- * Watch demo videos
- * Go back to social and read more comments
- * Reach out to some of their existing customers that I picked
- * Maybe shortlist - but likely made my choice
- * Self-purchase and try
- * DM Account Executives like [Chris Bro](#) on LinkedIn for Q's



*Design your
go-to market
strategy around
the buyer's
worldview, not
the product.*

- Bob Moesta, JTBD Pioneer

Customer Interviews

AKA: Qualitative Research

- An investigation uncovering differences between what people say & what they do
- Understand the methods and process of how they researched
- How, When & Why
- Bonus: Campaigns and Copy

You Are Reverse Engineering a Treasure Map



EST. 1998

EQUATOR

COFFEE ROASTERS

- Were cafes the path to growth?
- Leadership team paralyzed by politics
- Why were people choosing Equator?

We interviewed ten customers from their ideal client profile (ICP)

Routines & Behaviours

- How do you consume your coffee?
- When at home, how do you prepare your coffee?
- What equipment do you use?
- What can cause this routine to change?
- What happens after you make your coffee?

First Thought & Awareness

- When was the last time you tried a new brand of coffee?
- Where were you?
- What were you doing?

Discoveries

Prefer At Home



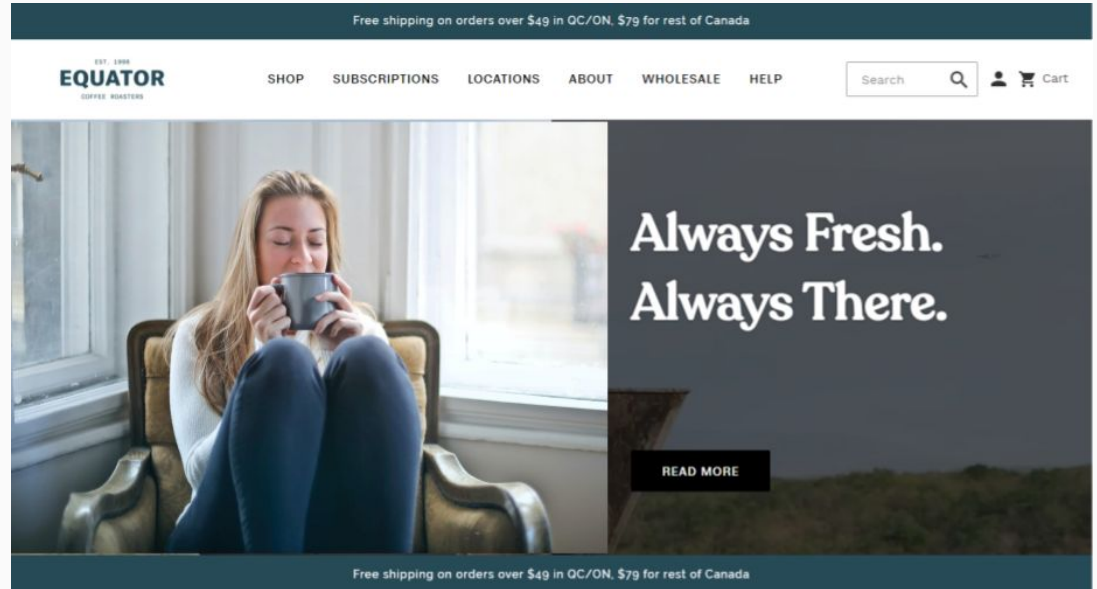
Not Starbucks



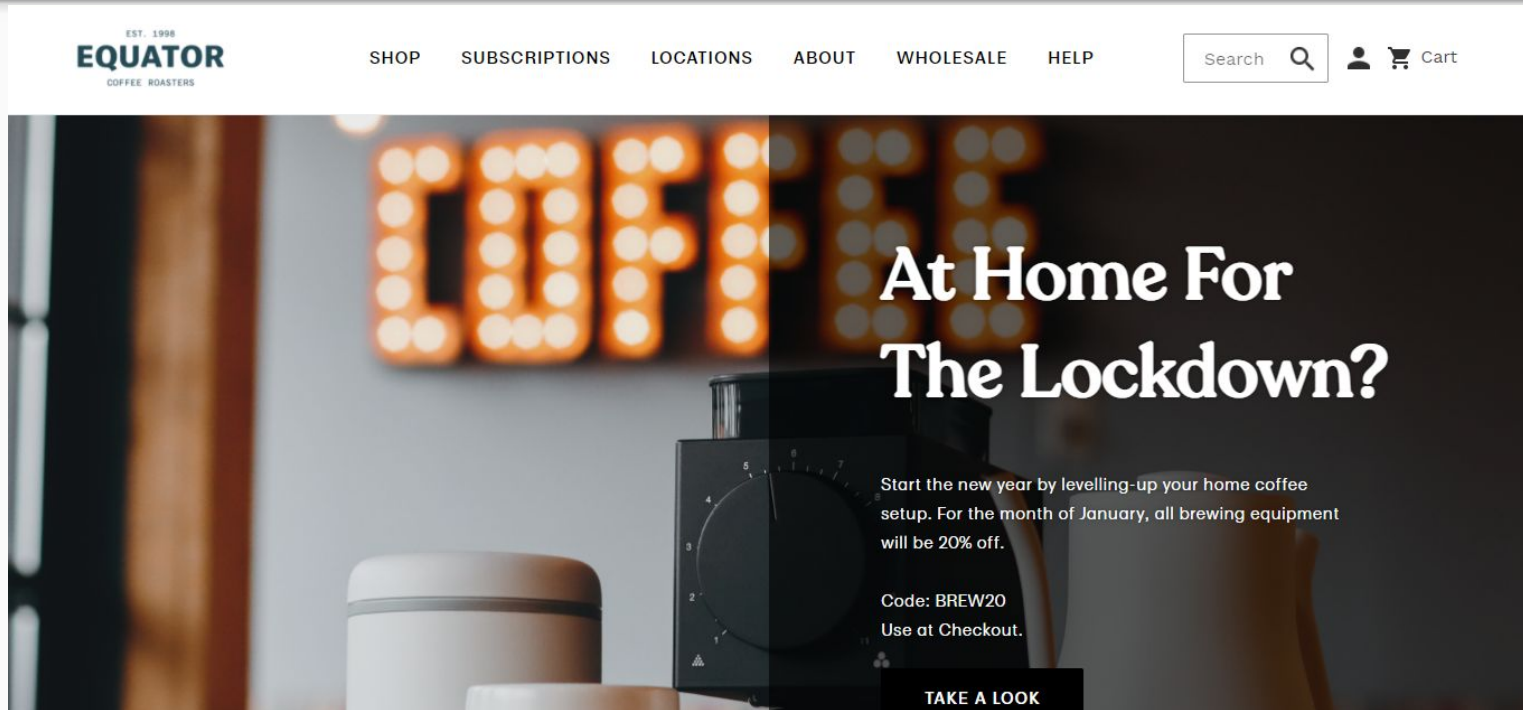
Their Customer



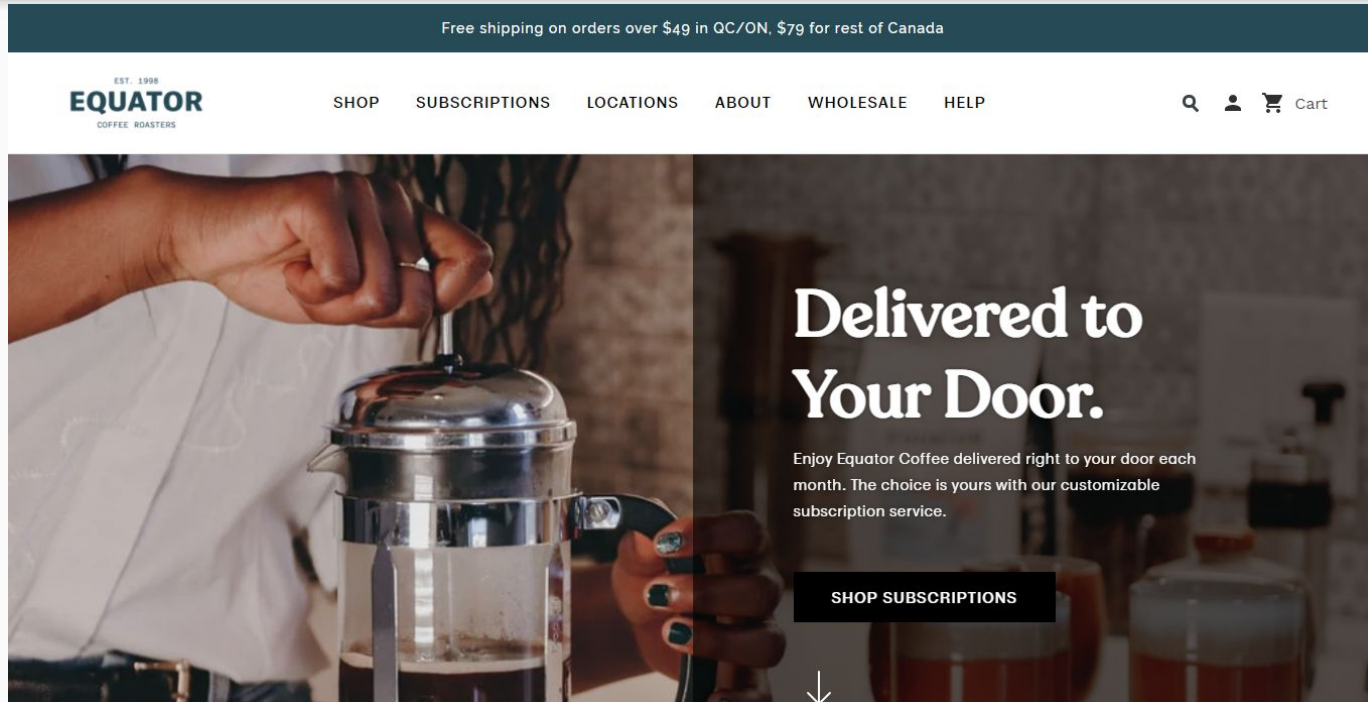
Tying Back to Marketing



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Tying Back to Marketing





SHANNON HOOPS-RIPLEY

**Vice President,
Equator Coffee Roasters**

*The "aha!" moments proved
very valuable lessons.*

*We are in a much better
place for determining what
we try over the next year.*

Parting Tips

- Record every interview
- Objectives & Hypothesis > Questions
- It's not a chat - it's a controlled convo
- Ask variations of "Then what happened?"
- Create actions for every insight

A meme featuring a close-up of a man with glasses and a deadpan expression, wearing a light blue shirt and a dark tie. The background is a blurred office setting with another person visible in the distance. The image is framed by a solid red border.

QUESTION:

ARE THERE QUESTIONS?



Ryan Paul Gibson

CONTENT LIFT

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