

● MARKETING STRATEGY

Buyer Journey *Mapping.*

A journey map rebuilt around how AI-informed buying groups actually behave today.



Buyer Journey *Mapping.*

We rebuild your journey map from current buyer research, mapped to activation at every stage.
For B2B teams whose pipeline behavior has shifted.

THE PROBLEM ON YOUR DESK

The buyer's journey changed, but most maps didn't. Buyers now arrive AI-informed, deep into their decision, before sales ever sees them. Like a patient who self-diagnoses before the appointment, B2B buyers research and largely decide on their own. A map that starts at the inbound form is mapping the wrong journey.

OUR THESIS

A map that starts at the inbound form is mapping the wrong journey. *We map the one buyers are actually on.*

How the work runs

01 · RESEARCH, MAPPING, ACTIVATION

01

Research

How your buyers research, compare, and arrive, AI-informed and deep into the decision. We study the journey that happens, not the one you wish for.

02

Mapping

The stages, signals, and moments that actually move deals, mapped from the research. No tidy linear funnel that no real buyer has ever followed.

03

Activation

The content, channels, and plays tied to each moment of the journey, so the map drives the work instead of decorating a wall.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ Buyer interviews and behavioral analysis
- ✓ Content and plays mapped to each stage
- ✓ Team enablement to run the journey
- ✓ An evidence-based, non-linear journey map
- ✓ AI-search behavior insight on buyer intent
- ✓ A working session on the map

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

The full journey *seen before the form.*

02

Budget *spent where it moves deals.*

03

Marketing and sales *working one shared map.*

04

An evidence base *the revenue motion runs on.*

“

We had been investing in a journey our buyers no longer took.

VP DEMAND · B2B TECHNOLOGY

Map the journey
buyers actually take.

Book an engagement to rebuild your journey map around how buying groups behave today.

Book a session →

demandspring.com/contact