



DE SMARKETEER

SAMEN BEREIK JE MEER

**Traditional  
hand-over**

# Buying Journey

**Modern  
hand-over**



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## SALES

- Templates
- Sequences
- Phone – Sound bites
- Sales pitch
- LinkedIn posts/profiles
- Assessments
- Consultations
- Workshops
- LinkedIn Inmails
- Live Chat

## BUYER'S JOURNEY

## MARKETING

- Blogs
- Website page content
- Case studies
- Call to Actions
- Content generation
- Webinars
- Social Media
- Newsletters
- Advertisements
- Emails