

Lead them down the path, CLOSE THE DEAL

with WATT Global Media

Now that you have planted your brand messages through each stage of the buyer's journey and secured a position on the buyer's short list of options, it is time to inform and obtain the final purchase decision using the right tools and channels.

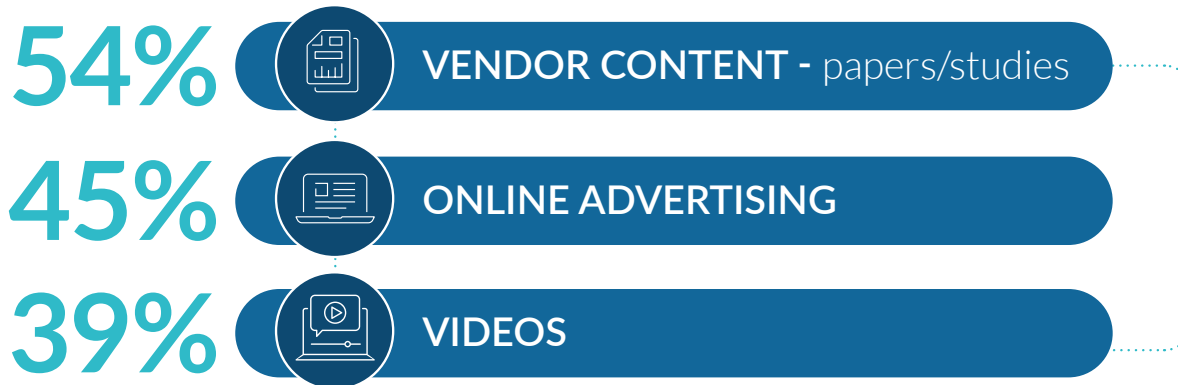


Many pathways to follow, ONLY ONE LEADS TO YOU



When you stay top of mind throughout the entire buyer's journey, customers will **notice you** in the awareness phase, they will learn about **your benefits** in the consideration phase and will **keep you on their short list** of options prior to making a buying decision. WATT's audience survey results proved...

Decision makers use these primary information sources to narrow their choices:*



*Source WATT Global Media agrifood audience survey June 2021

Now what? At this stage, WATT advertising technologies engage with buyers who need a little push while others require more education, information and need to establish trust to follow your pathway before they become your client.

Give them direction BY LIGHTING THE WAY

With your buyers just about ready to make a decision, it is critical to stay top of mind. Now is when WATT's expertise will illuminate them by driving traffic to your content assets using a unique multi-pronged approach for reaching all buying influencers.

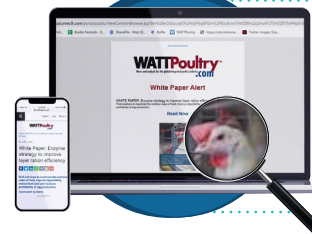


Key products



Audience Targeted Message (email)

Drive traffic to your website by reaching the inbox of engaged decision-makers that meet your criteria with a customized message



White Papers

Generate new leads and identify prospects who are progressing in their buyer's journey to better pinpoint when they are ready to buy



Dynamic Content Marketing Banners

Use a Content Scroller, Content Catalog and NEW Carousel to amplify your content assets including video, slide decks and more



Social Audience Extension

Maximize your social media marketing budget and leverage our proprietary data by retargeting WATT's niche agrifood website audiences

WATT HAS HELPED support the growth OF THESE COMPANIES AND HUNDREDS MORE!



Ready to learn more and plant your own seeds?



View Brief 2/3

Email: advertising@wattglobal.com

See more strategies at: www.wattmediakit.com/agrifood

