



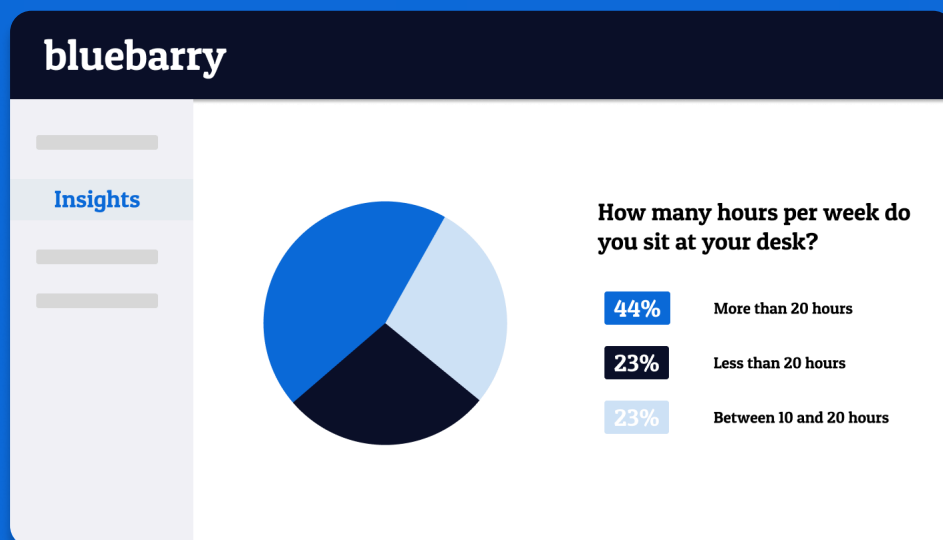
8 tactics to realise marketing success with a product advisor

We've built blueberry to help businesses that struggle with helping their visitors decide on what the best product for their situation is.

By helping buyers decide, by using 'guided buying' principles, like product advisors, you inevitably reduce decision fatigue of your visitors. That will help boost your webshop experience, and making them more confident in their purchase decisions.

But there's more to it. Having a product advisor opens up a lot of opportunities for your marketing team. Which are often overlooked.

We wrote this playbook because we want to share the knowledge of **how to actually make a product advisor an integral part of your marketing efforts** and drive more marketing success across your funnel.



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What to expect



What you will gain



8 tactics



Get to know your audience



Become their trusted advisor



Needs based segmentation



Optimize advertising algorithms



Improve product messaging



Campaign inspiration



From blog to purchase



Product development decisions



Wrap up



Start now

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What you will gain

If you are fully new to product advisors (guided selling), we would advise you to first read our playbook on **“5 steps to create high-converting product advisors”**. This will help you set up and implement your product advisors.

Once you’ve implemented a product advisor, and it starts gaining some traction on your website, that’s just the beginning. This playbook will provide you with the necessary tools to truly make an impact on your marketing with the help of product advisors.

We’ll run through 8 different tactics and insights that’ll help you build more marketing success by making use of product advisors.

It’ll help you turn insights into :

Increasing buying intention from your SEO blogs

creating highly targeted ads

content ideas

improving CRO

and way more..

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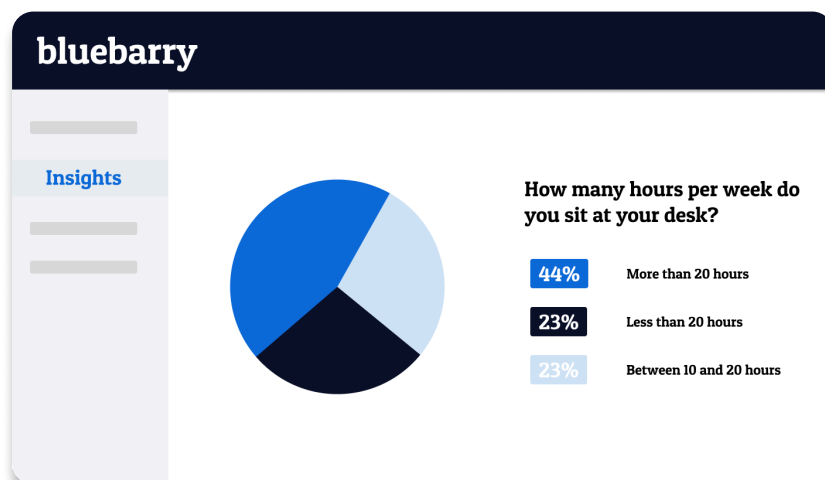


A. Get to know your audience

When was the last time you had the opportunity to speak directly with your target audience? or ask them questions? Specifically, about the problems they face related to your product, what they're looking for, and so on.

Understanding your target audience is vital to marketing success. Knowing where your audience struggles is key when you want to build high-performing campaigns, well-read content, great branding, etc.

It's almost the core of everything you do. It also transcends marketing. Having customer and audience understanding is what makes or breaks a good business.



Product advisors give you the opportunity to ask these questions. But this time, without being annoying (e.g. calling or surveys) and while also helping them pick the right product.

Double win.

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B. Become their trusted advisor

Imagine :

you walk into a physical shoe store. Who are you more likely to buy from:

1. The sales guy who **noticeably pushes you** to buy the higher priced shoes.
2. The sales guy who is **genuinely trying to help you** pick the best-fitting shoe.

Well?

Of course, the 2nd guy.

Giving advice to your audience, and genuinely trying to help them figure out what the best fitting product for their situation is, is what builds trust. And who builds trust, builds business.

With product advisors, you become your audience's trusted advisor. This gives you a competitive edge over large online marketplaces (like Amazon), which offer too many products to serve as reliable experts on individual products or categories.

C. Needs based segmentation

Every activity in your product advisor can be captured. With 'activity' we mean: answering a question, opening the advisor, viewing the result page, you name it. You can use this information to segment your visitors based on what they need.

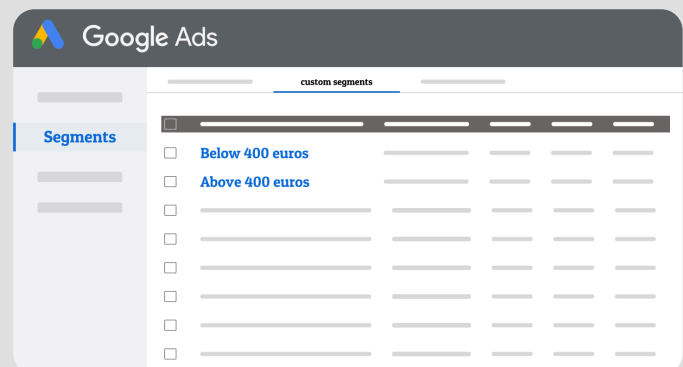
For example, blueberry is sending events to Google Analytics. In Google Analytics you can build custom audiences based on these events. Which means you can build audiences based on the answers that are given in your product advisor.

Create custom audience segments

In blueberry you may guide your buyers by asking a budget related question: What's your budget? With answers like:

A: Below 400 EUROS

B: Above 400 EUROS



And if you have additional digital marketing experience you know that you can use these audiences:

- Retarget them through the different advertising channels you use.
- Build look-a-like audiences in your advertising platforms.

A great way of improving the likelihood of purchases and advertising success.

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D. Optimize advertising algorithms

Advertising platforms like Google Ads and Meta Ads require "conversion goals" to optimize the campaigns they run effectively.

To give an example: a conversion goal in Google Ads is often "purchase". Google Ads will now use this conversion goal to optimize their algorithm for specific campaigns. It aims to display the ad in a way that increases the likelihood of the conversion occurring.

You are able to send events from blueberry to your advertising platform and mark them as conversion goals. Now your ad campaigns can be optimized according to how likely it is that people will successfully finish or start the product advisor.

Driving more visitors with buying intention to your website. Because in essence, starting a product advisor is a great way of noticing that there is a good intention to buy.

E .Improve Product Messaging and Imagery

We need your imagination for a second here: you are an online seller of ergonomic furniture. Let's say your advisor includes the following question:

"Is this chair for home or office use?"

After a month of running the advisor, you find that:

70% of respondents choose home use.

30% choose office use.

When selling ergonomic chairs online, you might default to generic messaging: "Ergonomic chairs designed for productivity and long hours at the office." Your website imagery would likely feature sleek office spaces, corporate settings, and neutral designs.

Messaging and imagery without customer insights

Barry's office chairs

Designed for maxium productivity

Built for long hours, adjustable, and reliable for any office setup

[shop now](#)[contact us](#)

But what if most of your customers aren't buying chairs for traditional office use?

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After running your product advisor and asking, “Is this chair for home or office use?”, you discover that 70% of respondents choose home use. Armed with this insight, you can fine-tune your website:

- **Messaging Focus:** Shift emphasis to “Comfort and style for your home workspace.”
- **Imagery Adjustment:** Replace sterile office photos with cozy home office settings—think warm lighting, houseplants, and inviting workspaces.
- **Customer Alignment:** Every headline, product description, and image aligns with the needs of your biggest customer group.

Messaging and imagery with customer insights

Barry's office chairs

Your Home Office, Elevated in Comfort & Style

Where ergonomic support meets cozy design
—for workspaces that feel like home.

[shop now](#)[contact us](#)

All of this is designed to give your buyers a sense of alignment with what they're seeking.

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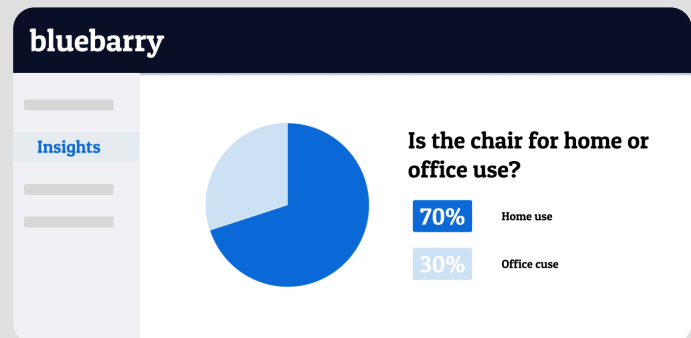
F .Content creation and campaign inspiration

All the answers that are given in the advisor, and the distribution of these answers among your visitors can perfectly inspire your marketing team with the content they create.

Let's stick with the ergonomic chair example:

"Is this chair for home or office use?"

- 70% of respondents choose home use.
- 30% choose office use.



This insight can spark marketing content ideas:

1. Run a video campaign that focuses on the comfortability of your chairs.
2. Write a blog post that cover the "Top 5 Office Chairs for small home offices"
3. Build a YouTube series: Ergonomic Chairs that Boost at Home Productivity.

All based on the great insight that most of your audience is looking for home-office chairs.



G. From blog to purchase

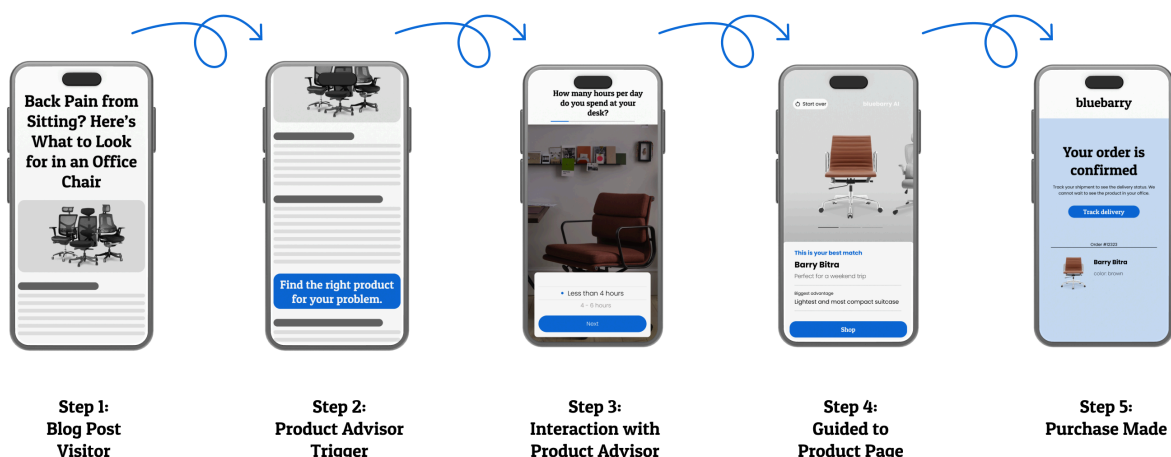
How do you turn a blog post visitor into a buyer?

Writing blog posts is a great way of putting your industry expertise out there. It's also one of the main organic growth drivers for eCommerce businesses if you mainly write SEO focused blogs.

However, blog visitors are typically at an early stage in their journey. Integrating a banner or button into your blog post that launches the product advisor is an excellent way to engage these visitors and introduce them to the products you offer that address their specific problems.

This is a low barrier action for a visitor to take. But it also shows that there's definitely an intent to solving a specific problem. It also drives these visitors to your product pages, on which you can convince them further that that specific product solves their problem.

Turn Blog Traffic into Customers with a Product Advisor"



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H. Inventory & product development decisions

If you notice a significant shift in how your visitors respond to certain questions, it could indicate an emerging trend in your market. Emerging trends present hidden opportunities for your business. But they're not so hidden anymore, thanks to your product advisor sharing these insights.

Recognizing these patterns can nudge you to stock more products that align with the trend. You might even consider making product development decisions based on emerging trends that weren't previously on your radar.

That's full-circle marketing; where marketing data drives product development.



Start now

All the tips, tricks and insights provided in this playbook are built on the data you gather by using product advisors. All while you are improving the user experience of your online store.

The information you are gathering is invaluable. That information can, and should, drive your campaigns, content planning, product development strategy, SEO tactics, etc. It's how you connect market trends and consumer problems with your products.

And you get all that information straight from the source: your potential buyers.

Forget about these annoying after-purchase forms or surveys. Start building a better understanding of your audience and drive full funnel marketing results.

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