



The Internet Has Invented a New Customer Journey

Hello
Here's a little guessing game.

Where did your last customer first hear about your brand? 📌



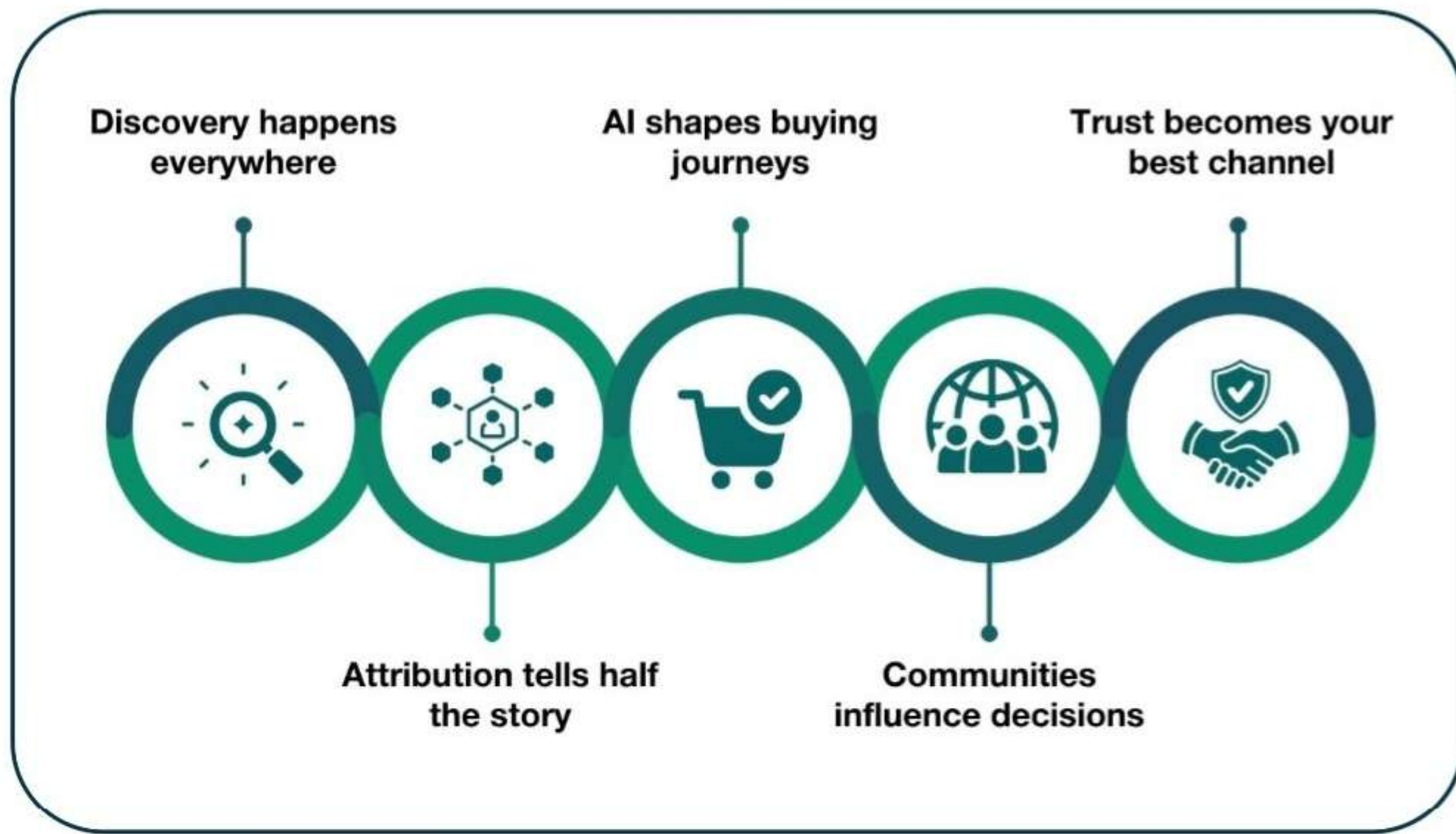
The funny part is... you'll probably never know. And that's becoming one of marketing's biggest challenges.

The Marketing You Can't Measure

The customer journey is no longer a straight line. People discover brands across AI tools, communities, newsletters, conversations and recommendations before they ever visit a website.

Most of those interactions never show up in your reports. That's what marketers are calling **Invisible Marketing**. And the traffic it creates? **Dark Traffic**.

Which means:



The brands that stay visible won't just optimise for clicks. They'll create content people remember, reference and recommend, wherever those conversations happen.

That's exactly the kind of content we help brands create at WordBerries.

Talk to Our Content Expert

Berries' Monsoon Personalities

The rain has arrived, and so have our monsoon alter egos. Here's what every Berry turns into when the skies open up.



That's it for this month.

We'll be back next month with more content and marketing insights.

Until then, keep creating.

Team WordBerries



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