

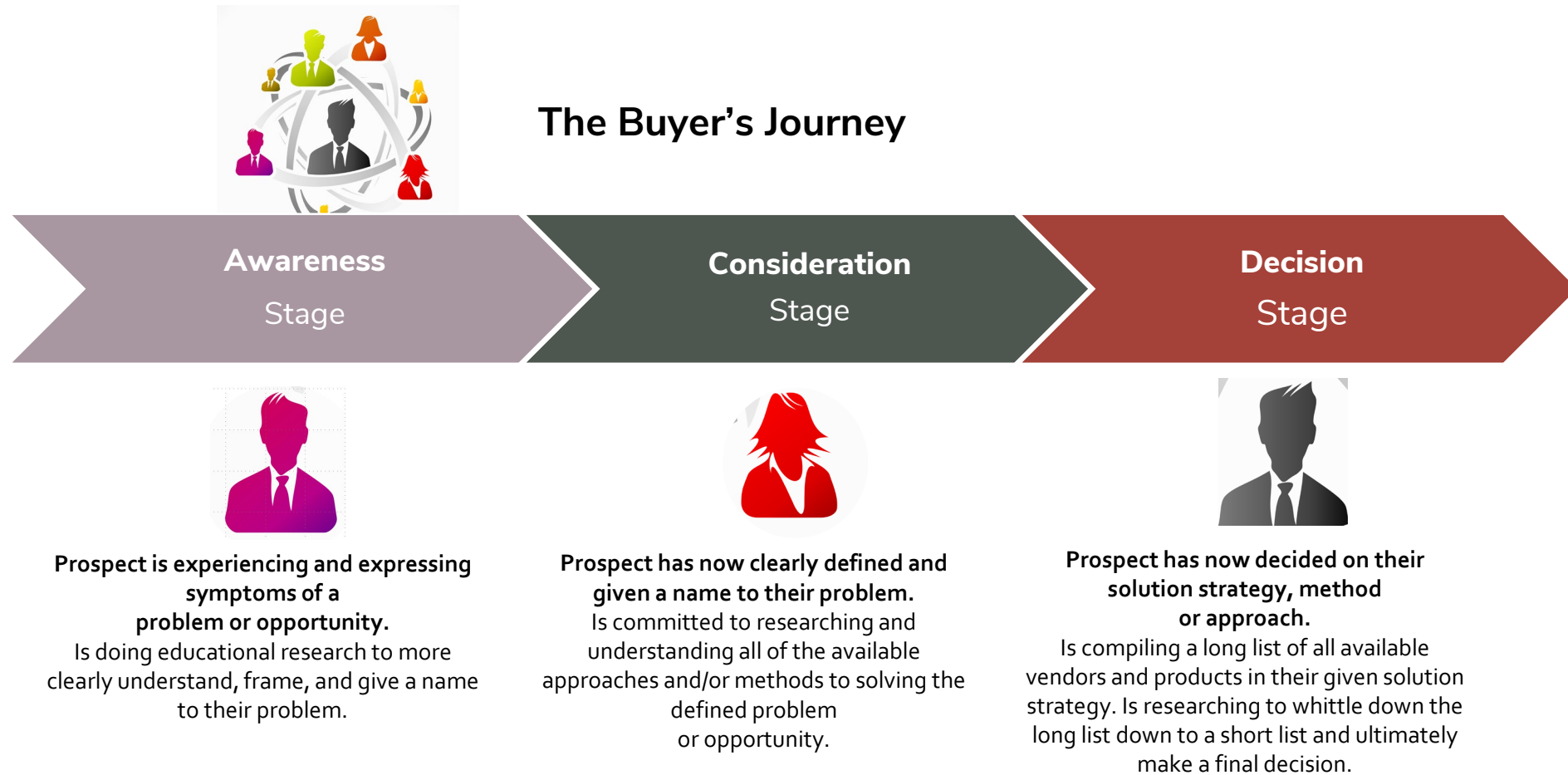


INTELLIGENT  
MARKETING

CUTTING THROUGH THE NOISE

# Buyer's journey template

# Stages of the buyer's journey



# Demographics

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Role

Personality Traits

Interests

Challenges

Goals

Objections

# Buyer's Journey Map

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	Awareness <i>Realising the problem</i>	Consideration <i>Comparing solutions</i>	Decision <i>Shortlisting/deciding on solution providers</i>
Thoughts <i>What are the buyer's questions &amp; thoughts?</i>			
Actions <i>What actions does the buyer take to find the answer?</i>			
Touch Points <i>Where does the buyer find information?</i>			

# Buyer's Journey Plan

	Awareness <i>Realising the problem</i>	Consideration <i>Comparing solutions</i>	Decision <i>Shortlisting/deciding on solution providers</i>
<b>Aim</b>	Content to show buyer what problem is and why it exists	Content to help buyer decide best way to solve problem for them	Content showing your business as right solution provider
<b>Example</b>	Guide, whitepaper, e-book	Checklist, webinar, comparison guide	Free trial, free consultation, demo
<b>Opportunities</b> What question can you answer?			
<b>Content Needed</b> How can you answer the question?			
<b>Extra Notes</b> How can you promote the content?			



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# THANK YOU!

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