

Stages of the buyer's journey



The Buyer's Journey

AwarenessStage

ConsiderationStage

Decision Stage



Prospect is experiencing and expressing symptoms of a problem or opportunity.

Is doing educational research to more clearly understand, frame, and give a name to their problem.



Prospect has now clearly defined and given a name to their problem.

Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



Prospect has now decided on their solution strategy, method or approach.

Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle down the long list down to a short list and ultimately make a final decision.

Demographics



Role	
Personality Traits	

Challenges

Goals

Objections

Interests

Buyer's Journey Map

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

Buyer's Journey Plan

	Awareness Realising the problem	Consideration Comparing solutions	Decision Shortlisting/deciding on solution providers
Aim	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
Example	Guide, whitepaper, e-book	Checklist, webinar, comparison guide	Free trial, free consultation, demo
Opportunities What question can you answer?			
Content Needed How can you answer the question?			
Extra Notes How can you promote the content?			

