Buyer Journey

TAKING TIME TO SIT IN YOUR CUSTOMERS SHOES ALLOWS YOU TO EMPATHISE AND PROVIDE THE INFORMATION THEY NEED IN EACH STEP OF THE JOURNEY.

AWARENESS

THE CUSTOMER REALISES THEY HAVE A

Customer needs to:
improve/prevent/
optimise/start/stop/
solve
/learn more about

CONSIDERATION

THE CUSTOMER IS LOOKING FOR SOLUTIONS

Customer is collecting options:

What is available to solve my problem? What are my options? How do I learn more about the service?

DECISION

THE CUSTOMER CHOSES A SOLUTION

Customer is comparing:

what are the hours, pricing, value proposition, values fit, location?

Where are your customers in each stage? Who else is part of the buying process? Physically and Online. Can you be there? How can you help them clarify? What do customers need to know? What form should it take? How does your buyer decide what is right for them? Any misconceptions or common pain points in your industry? What form could your content come in?. Blog, whitepaper, comparison table, images, podcast, video, flyer, advertorial, ad, recommendation, WOM, review, testimonial, free sample, demo etc.

