

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.

A BUYERS JOURNEY FROM REALISATION OF PROBLEM TO CHOOSING A SOLUTION
MED-HIGH INVOLVMENT PURCHASE



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.