

Stages of the Buyer's Journey

Awareness	Content type	Consideration	Content type	Decision	Content type
Mission: Source educational, third party, vendor neutral content.	eGuides, eBooks, White papers, editorial content, analysts reports	Mission: Committed to solving a defined problem, focus on the solutions and comparisons.	Webinars, Expert eGuides, Podcast, Video, Comparison White papers	Mission: Looking to evaluate and select from a shortlist of vendors.	Vendor/Product comparisons, Case studies, Trial/Demo, Product specs
Symptoms: Research to decide if a particular problem exists to be able to more clearly define and name that problem.		Explore: Check out different types of options and solutions.		Research: Products and vendors.	
Establish requirements.		Research solutions.		Build a short list.	
Identify business problems.		Agree a solution strategy.		Assess ROI.	

Awareness Stage

{Status} I am a buyer

- I am a buyer with a problem.
- I am a buyer aware of a problem.
- I am a buyer aware of a problem/opportunity.
- I am a buyer becoming aware of my problem.
- I am a buyer seeking (greater) awareness of my problem.

{Needs} I am a buyer

- I need to improve our skills for
- I need to talk with somebody who understands...
- I need to prevent from happening
- I need to learn more abouthow to stop
- I want to addressthis particular problem
- I need to ... understand more of ... changing this outcome

Consideration Stage

{Status} I am a buyer

- I am a buyer considering solutions for my problem.
- I am a buyer considering strategies to solve my problem.
- I am considering my problem solving options.
- I am reviewing what my peers do to solve this problem.

{Needs} I am a buyer

- How would I replace ... this particular process?
- What is a ... and how does it work?
- I need to replace ... our old what options do I have?
- What are ... the risks with?
- What are ...some of the benefits of using?

Decision Stage

{Status} I am a buyer

- I am a buyer deciding on a specific product and vendor.
- I am a buyer trying to make a decision by comparing vendors and products.
- I am buyer talking to a consultant who is advising us on a suitable vendor solution.
- I am a buyer selecting vendors for a Request For Proposal (RFP)

{Needs} I am a buyer

- I need ... to know how long the set up is for this solution and how much time I have to allocate to manage it ongoing.
- I need ... to know what functions & features this solution offers compared to others in the market.
- I need ... to understand the usability of this solution for my staff and the investment needed.
- I need ... to review testimonials similar to my case.

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