



THE INBOUND MARKETING COMPANY

	Awareness	Consideration	Decision
<i>What To Write About from the buyers' perspective</i>	<i>Problem</i>	<i>Solution</i>	<i>Your product or service</i>
	<i>Prospect is experiencing and expressing symptoms of a problem or opportunity.</i>	<i>Prospect has now clearly defined and given a name to their problem or opportunity.</i>	<i>Prospect has now decided on their solution strategy, method, or approach.</i>
Buyer Persona			
What is their Goal?			
What is their Challenge?			
What Keyword(s) do they search for?			
Marketing / Sales Asset			
pillar page			
webinar			
ebook / guide			
blog topics -			