

Strategic content that answers your customer's questions at the right stage on the customer journey.

Content and the customer journey

DATE:

PRODUCT/SERVICE:

CUSTOMER PERSONA:

THE CUSTOMER JOURNEY

DISCOVERY

The customer is researching a solution to solve a need. They may not yet be aware of your business.

1. CUSTOMER QUESTIONS:

2. HOW OUR BUSINESS CAN ANSWER THESE QUESTIONS:

3. TOP 5 CONTENT TOUCHPOINTS WE WILL USE TO DO THIS:

- Articles/case studies/ blogs
- Brochure
- Contact forms
- Email subscription
- Guides/e-books/white papers
- Images/infographics
- Presentations
- Press releases
- Reports – trends, data
- SEO/SEM
- Social media
- Videos/webinars
- Website – services pages

CONSIDERATION

The customer creates a shortlist of companies to compare and evaluate.

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DECISION

The customer makes a decision to engage with the business.

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ADVOCATE

80% of future sales come from 20% of your current customers. Invest in servicing them, too.

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