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## The Buyer's Journey

### Awareness



#### Content:

- Entertains
- Creates brand awareness
- Encourages research

#### Tools:

- Paid Social Media
- Influencer Marketing
- Digital PR

### Consideration



#### Content:

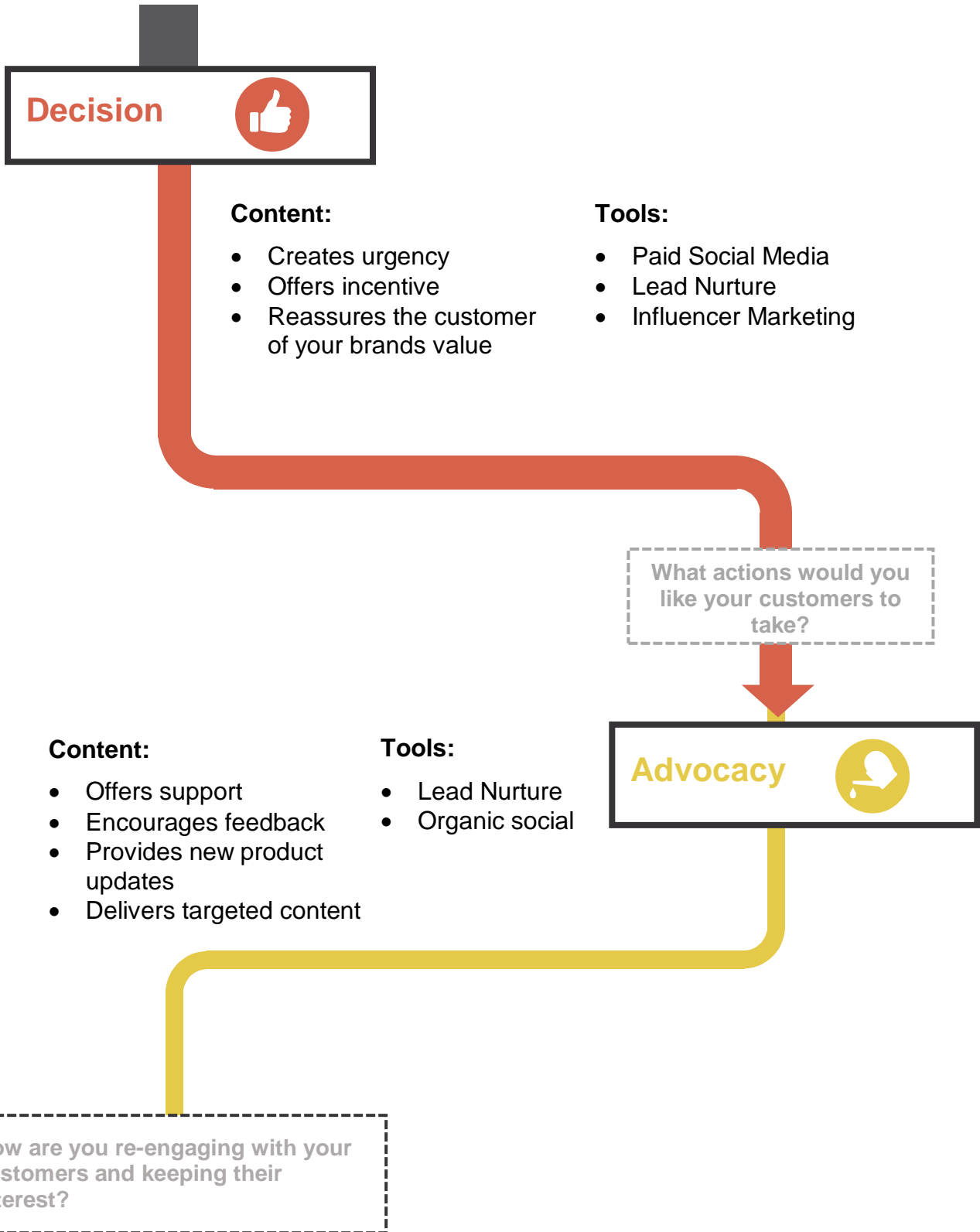
- Answers questions
- Is educational
- Is industry specific

#### Tools:

- Paid Social Media
- Organic Social Media
- Lead Nurture
- Influencer Marketing

How are you collecting leads?





**Awareness** 

**What awareness stage content do you have on your site?**

**What action do you hope people take after interacting with awareness content? Is that action happening?**

**Consideration** 

**What consideration stage content do you have on your site?**

**What action do you hope people take after interacting with consideration content? Is that action happening?**

**Decision** 

**What decision stage content do you have on your site?**

**What action do you hope people take after interacting with decision stage content? Is that action happening?**

**Advocacy** 

**What advocacy stage content do you have on your site?**

**What action do you hope people take after interacting with advocacy content? Is that action happening?**