

Buyer-Content Journey

B2B technology buyers are a bit different. They have a "show-me" mentality combined with a healthy dose of skepticism. They don't want to talk to your sales team until they're ready, so content has to do the job of selling your products and services.

Here's a roadmap of how to approach each stage in the buying cycle by answering buyers' key concerns/questions and creating content that addresses them.

	AWARENESS	CONSIDERATION	EVALUATE	SELECT
ECONOMIC BUYER'S QUESTIONS	Does my issue require a solution? How are others addressing it?	What are possible solutions and their pros and cons?	Which solutions belong on my short list and how do they compare?	Is this vendor recommended by their customers?
TECHNICAL BUYER'S QUESTIONS			How will this solution work in our environment?	What's the implementation process? Is technical support available?
CONTENT GOALS	Build awareness of ways to solve their issue	Educate buyers on benefits of your solution	Differentiate your solution vs. competitors	Demonstrate you have satisfied customers and outstanding support
CONTENT IDEAS	<ul style="list-style-type: none"> - Original research - Analyst articles - Industry articles 	<ul style="list-style-type: none"> - Best practices/use cases guide - FAQ - Webinar 	<ul style="list-style-type: none"> - Case studies - ROI white paper - Technical brief - Evaluator's guide 	<ul style="list-style-type: none"> - Customer testimonials - Proposal - Technical documentation