

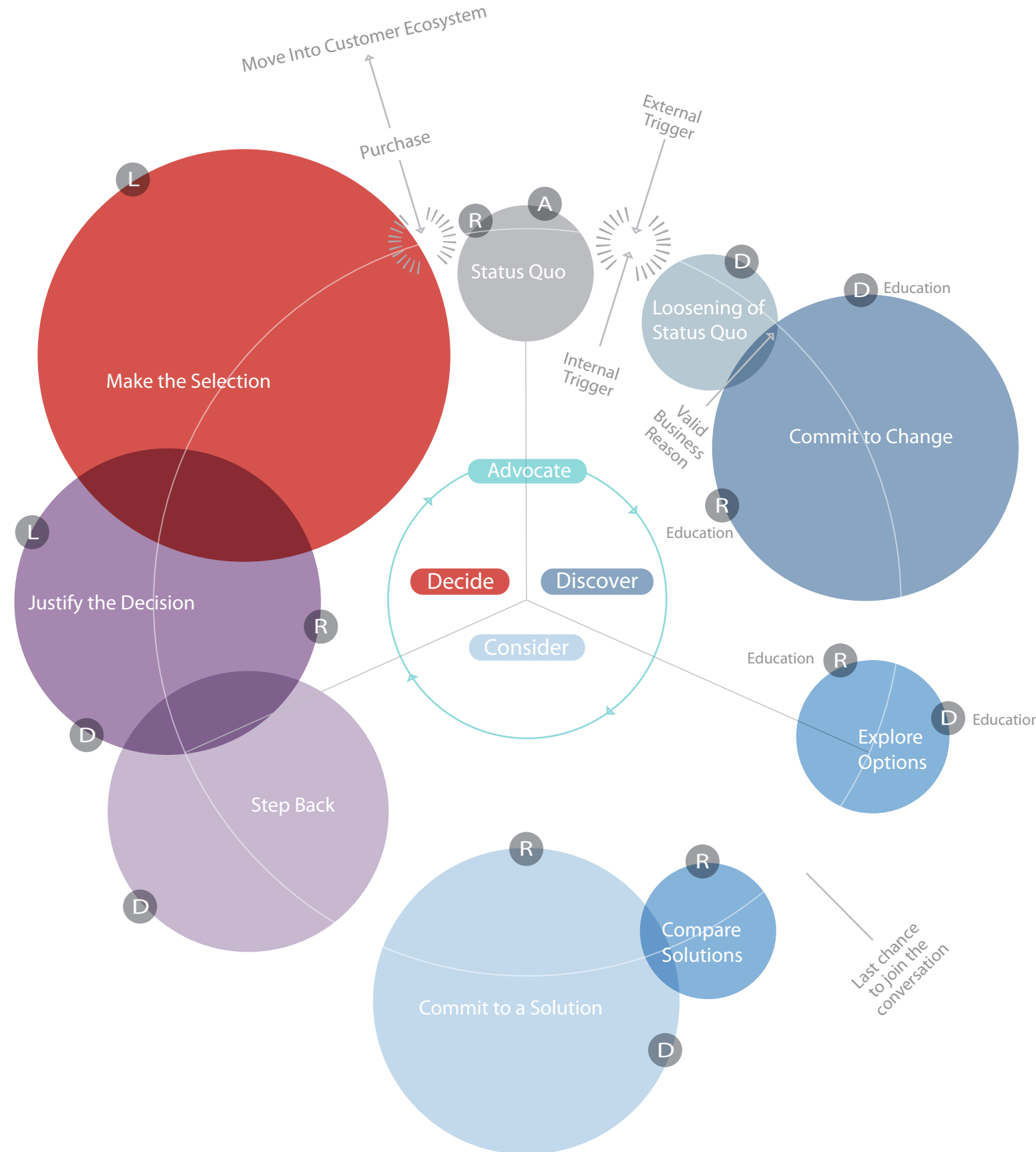
The Buyer's Journey — Strategic Decision Maker

Purpose

- A** Awareness
Advertising and social media
- R** Reputation
Social & search
- D** Demand Generation
Marketing: early, mid and late
- L** Lead Nurture
Sales enablement

Content

- Discover**
 - Interest**
Social media
Thought leadership
Traditional media
 - Education**
Search
Outbound
Social media
Events
- Consider**
 - Criteria**
Analyst reports
Reviews
Search
Email/Newsletters
 - Evaluation**
Business case development
Detailed product information
Vendor comparisons
- Decide**
 - Implementation thought leadership**
Implementation scenarios
 - Selection**
Validation
Customer how-to
Service assurance
- Advocate**
 - Satisfaction**
Thought leadership
Solution upsell
Service assurance



Answers needed to progress to next stage

- Loosening of Status Quo**
Why should I change?
What could happen if I do nothing?
How will things change?
- Commit to Change**
What triggers would force me to need to solve this issue?
How is the issue impacting my industry?
How are my competitors addressing the issue?
What do I need to know to think strategically about solving the problem?
What are the best practices?
- Explore Options**
What are the possible solutions, options and alternatives?
What do I need to know to think strategically about solving the problem?
How are my peers doing this?
- Compare Solutions**
Business case development
- Commit to a Solution**
What are the best practices?
Who's got expertise to add most value to the project?
Who are the thought leaders?
- Step Back**
What risks would make me falter?
Whose disagreement could cost me the decision to move forward?
Which stakeholders objectives might not get addressed by an option?
What if my end-users won't adopt the solution?
How will I realign the business process the solution affects?
- Justify the Decision**
Why should I trust your company?
Beyond the initial project budget, what's the TCO?
What's the ROI and how long will it take?
How are people/companies finding success with this choice?
How will this choice affect my professional status?
- Make the Selection**
Thought leadership
Solution upsell
Service assurance