

# MAPPING YOUR CONTENT TO THE BUYER'S JOURNEY

ATTRACT AND  
CONVERT PROSPECTS  
INTO LEADS WITH  
FILTPOD





## WHAT IS A BUYER'S JOURNEY AND WHY DOES IT MATTER?

B2B buyers are usually **57%** done in deciding to purchase **before** making contact

Q: What can you do if the buyer is not reaching out to you?

A: YOU reach out to them instead! You should be the one pulling them in instead of sitting and waiting for prospects to knock on your door. Businesses often underestimate the importance of PULLING in customers. You should pave the path at every step of the buyer's journey to keep your prospects engaged with your brand so they don't fall into the hands of your competitors!

Thinking about it this way, if your prospect wants to know more about your industry's trend. Write and publish the industry's trend! If your prospect needs to know more about your product features, write and publish them! The key is to give your prospects what they want.



# HOW THIS GUIDE WILL BENEFIT YOUR BUSINESS IN SHORT AND LONG TERM



Address different concerns & needs of each individual



Offer the right content to the right audience at the right time



Develop a customer-centric approach



Convert prospects to loyal customers and advocates



Deliver long-term value to your customers

What are you waiting for? Let's start!

# WHAT IS A BUYER'S JOURNEY AND WHY DOES IT MATTER?

The process buyers go through to become aware of, evaluate, and purchase a new product or service



How can knowing about this help you in the long run? Let's take a step back. The 4 stages: awareness, consideration, decision, and retention and loyalty each goes under different kinds of customer experience.

**PRE-PURCHASE EXPERIENCE**  
**PURCHASE EXPERIENCE**  
**POST-PURCHASE EXPERIENCE**

Understanding how to cater customers of each stage helps you enhance their overall experience and satisfaction and help them advance to the next stage of the decision making process. You will read more on the breakdown of the buyer's behavior and content strategy needed in each stage as we go.

For now, how do we use these stages to dive into the customer's mind? It's easy! Start by a simple two-step process

**FIRST, THINK**  
**SECOND, RESPOND**




# THINK, RESPOND

THINK like your customers  
Here's a detailed breakdown of the buying process. Put yourself in the shoes of your B2B buyers!

	AWARENESS	CONSIDERATION	DECISION	RETENTION & LOYALTY	
Strangers	Visitors	Passive leads	Active leads	Customers	Advocates
<b>Buyer's Situation</b>	Unaware of the existing problem  Unaware of your business and your solution	Has defined the problem	Has decided the approach  Soon ready to purchase	Has experienced the product/service	
<b>What are they doing</b>	Learning about the causes and potential consequences of the problem	Researching and evaluating all approaches that will solve the problem	Deciding the company to purchase from  Seeking evidence to support the final decision	Reviewing the purchase experience	
<b>What are they asking</b>	"What is the problem?" "Why is this a problem?" "How does this happen?" "How to solve this?" "What do I need to do?"	"Who can help me?" "Will this solve my problem completely?" "Is there a better solution?" "What are the pros and cons of this solution?"	"Is this company trustworthy?" "Why should I choose your company over others?"	"Did this purchase solve my problem completely?" "How helpful were they during the purchase?" "Was this purchase worth it?" "Do I need to try out other solutions?"	
<b>How are they feeling</b>	 Confused Curious	 Interested	 Serious and cautious	 Critical	

## RESPOND to your customers

Now that you've understood how they act and think, your goal should be to help them move on from their current situation to the next stage.



	AWARENESS	CONSIDERATION	DECISION	RETENTION & LOYALTY
Your Goal	<p>Bring attention to the problem</p> <p>Bring attention to your brand</p>	<p>Bring attention to your solution</p> <p>Provide evidence</p>	<p>Deliver business' core values</p> <p>Persuade why your brand is the best fit</p>	<p>Personalise experience</p> <p>Maintain business' core values</p>
What you need to do	<p>Educate and inform on the problem the buyer is experiencing</p>	<p>Educate on the approaches to solve the problem</p> <p>Showcase the features and benefits of your solution</p>	<p>Tell success stories</p> <p>Pitch a data-driven yet personal brand story</p>	<p>Follow up with customers</p> <p>Reply to feedbacks timely</p> <p>Engage with customers</p>



# CUSTOMER TOUCHPOINTS:

“Anytime your customer comes into contact with your brand before, during, and after a purchase”

Here’s an overview of the customer touchpoints, they are sorted by --

**Content focus:** The message your content should convey

**Content style:** The writing style and tone of your content



	AWARENESS	CONSIDERATION	DECISION	RETENTION & LOYALTY
 <b>Customer Touchpoints in Content Marketing</b>	Blogs Free learning materials (checklists, guides, cheat sheets) Social media Organic search result	Blogs Whitepapers Email advertising Paid advertising Newsletters eBooks Demos	Website & landing page Free assessments Third party reviews Comparisons Testimonials Case studies	FAQs Tutorial guides Customer services Follow-up emails Social media communities Loyalty/Referral programs
 <b>Content Focus</b>	“We understand you”	“We know how to solve your problem and we can help you”	“We are the best in solving this problem”	“We care about you” “We value your business”
 <b>Content Style</b>	Informative + Educational	Persuasive + Informative	Persuasive + Personal	Personal

**CONTENT MAPPING: Time to brainstorm!**

# CONTENT MATRIX WORKSHEET

We have compiled the information into this comprehensive worksheet for you. All you need to do is to simply fill in the blanks to optimize your content map!

## TOUCHPOINTS:

Blogs, free learning materials (checklists, guides, cheat sheets), social media, organic search results, white papers, email advertising, paid advertising, newsletters, eBooks, demos, website & landing page, free assessments, third party reviews, comparisons, testimonials, case studies, FAQs, tutorial guides, customer services, follow-up emails, social media communities, loyalty/referral programs.



**DOWNLOAD THE  
TEMPLATE HERE**

	AWARENESS	CONSIDERATION	DECISION	RETENTION & LOYALTY
<b>Touchpoints I want to focus on</b>				
<b>It will achieve my goal of</b>	Bring attention to the problem OR bring attention to your brand	Bringing attention to my solution OR Providing evidence	Delivering my business' core values OR Persuade why my brand is the best fit	Personalising the customers' experience OR Maintaining my business' core values
<b>I will need to</b>	Educate and inform on the problem the buyer is experiencing	Educate on the approaches to solve the problem AND Showcase the features and benefits of my solution	Tell success stories of my customers AND Pitch a data-driven yet personal brand story	Follow up with my customers AND Reply to feedbacks timely AND Engage with my customers
<b>The focus of my content</b>	"We understand you"	"We know how to solve your problem and we can help you"	"We are the best in solving this problem"	"We care about you"
<b>The style of my content</b>	Informative + Educational	Persuasive + Informative	Persuasive + Personal	Personal
<b>Examples of my topics</b>				
<b>The research I will need to conduct</b>				
<b>The questions you should answer</b>	"What is the problem?" "Why is this a problem?" "How does this happen?" "How to solve this?" "What do I need to do?"	"Who or what can help me?" "What is the best solution out there?" "What are the pros and cons of this solution?" "How will this solve my problem completely?" "Will this be worth my money?"	"Is this company trustworthy?" "Why should I choose your company over others?"	"Did this purchase solve my problem completely?" "How helpful were they during the purchase?" "Do I still need to look for other solutions?" "Was this purchase worth the money I spent?"