




# Buyer's Journey



BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
<b>User Behavior</b>	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
<b>Content Types</b>	<ul style="list-style-type: none"> <li>Analyst reports</li> <li>Research reports</li> <li>eGuides &amp; eBooks</li> <li>Editorial content</li> <li>Expert content</li> <li>White papers</li> <li>Educational content</li> </ul>	<ul style="list-style-type: none"> <li>Comparison white papers</li> <li>Expert Guides</li> <li>Live interactions</li> <li>Webcase/podcast/video</li> </ul>	<ul style="list-style-type: none"> <li>Vendor comparisons</li> <li>Product comparisons</li> <li>Case Studies</li> <li>Trial Download</li> <li>Product Literature</li> <li>Live Demo</li> </ul>
<b>Key Terms</b>	<ul style="list-style-type: none"> <li>Troubleshoot</li> <li>Issue</li> <li>Resolve</li> <li>Risks</li> <li>Upgrade</li> <li>Improve</li> <li>Optimize</li> <li>Prevent</li> </ul>	<ul style="list-style-type: none"> <li>Solution Provider</li> <li>Service Supplier</li> <li>Tool</li> <li>Device</li> <li>Software</li> <li>Appliance</li> </ul>	<ul style="list-style-type: none"> <li>Compare Vs. versus comparison</li> <li>Pros and Cons</li> <li>Benchmarks</li> <li>Review</li> <li>Test</li> </ul>
<b>Example</b>	 <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p>Ah! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>