

Content for each stage of the buyer's journey

Whether you're looking to acquire leads or increase sales and conversions, content plays an essential role in the buyer's journey. From comprehensive articles, audio content like podcasts, or educational webinars, content marketing helps your prospects learn more about your brand and become more informed about your products and services. It can establish your brand as a thought leader and generate more leads that eventually become sales.

Buyer stage	Awareness	Consideration	Decision
Prospects have a pain point but don't know what services/products are available.	Prospects know about solutions but need more info about companies and their offerings.	Prospects narrow the field, getting ready to decide on a purchase.	
What they need	Education	Targeted information	Answers
How to provide it	<ul style="list-style-type: none"> Articles Whitepapers eBooks Podcasts Social posts 	<ul style="list-style-type: none"> Online demos Product brochures Downloadable guides Webinars Explainer videos 	<ul style="list-style-type: none"> Case studies FAQs Reviews & testimonials Free trials



Articles

Articles are perfect for the initial awareness stage. By writing about the pain points in your industry, or another topic your prospects would want to read about, you create a searchable brand asset that can be easily discovered with a Google search.

You can use tools like SEMRush and Ahrefs to discover what kinds of topics are relevant in your industry and what kinds of questions potential customers are asking. If you can answer their questions with an informative and comprehensive article, you'll draw in their web traffic and get your products and services in front of them.

Whitepapers

Whitepapers are reports or guides on particular topics, usually offered as downloads for prospects that want a more in-depth guide than an article.

They demonstrate and establish your expertise in your industry, and you can use them as a gift for newsletter sign-ups, allowing you to build a bigger mailing list. Whitepapers are a great educational tool that can help generate leads.

eBooks

Similar to whitepapers, eBooks are another great option for downloadable content. They tend to be shorter and more actionable. They can be a reliable source of information for prospects that drives leads to your website.

Podcasts

It's a good idea to have a mix of content types to cater to all kinds of people. Some won't

want to read lengthy articles or sit down to watch a video and may prefer audio content that they can listen to on the go.

Podcast content can build your authoritative presence on a subject, raise your brand recognition, and establish connections with your audience. And if you have articles or video content that can be re-worked into audio format, then it's a great way to generate some quick wins.

Social posts

You can use social media to promote your other pieces of content but also create content specifically tailored to the different channels. It's the perfect place to share short-form video content, which is by far the most popular type of content.

A regular posting schedule will reinforce to your followers that you're at the forefront of your industry, and let you widen your reach with promotional posts.

Online demos

In the consideration stage, prospects are on the lookout for more in-depth information about your products and services so they can find out if you'd be a good fit for their needs.

Demonstration videos are ideal for showcasing your products/services, walking prospects through how they work, and providing the information they need to help make a purchase decision. It lets them see it working in real-life situations, outlines the key features and benefits, and will save your sales rep time and resources showcasing products in person.

Product brochures

Product brochures are an effective tool for informing prospects about your products, whether as an online download or as a physical leaflet.

They are essentially booklets that outline your products/services and are easy to hand out to prospects at events or as part of promotional giveaways. When designed well, they can be attractive advertisements that are both informative and help to build your brand.

Downloadable guides

Downloadable guides provide your prospects with even more in-depth information about your products/services, before they're ready to talk to a sales rep.

Most people like to do their own research before reaching out to a real person, so by providing comprehensive guides that can be easily downloaded from your website, prospects will have access to everything they need to know, and feel more confident with their purchase decision.

Webinars

There was a huge surge in webinars during the pandemic, and that doesn't look like it's going anywhere anytime soon. People love the convenience of being able to attend events from the comfort of their own homes.

Webinars allow you to talk to your audience directly, answer their pressing questions, and highlight all the benefits of your products/services. Thanks to being online, you can reach a much wider audience, position your brand as an expert in your niche, and generate plenty

of new leads.

Explainer videos

Videos are the most popular medium for content consumption. Explainer videos are for those prospects who maybe don't have time to trawl through guides and brochures and just want to know what your product is before they contact the sales team.

These videos should be engaging and fun to grab the viewer's attention and provide a clear message about how the product can help solve the viewer's problems.

Case studies

Now your prospects are looking to make their purchase, they'll really want to get into the nitty-gritty of your product/service, to be absolutely certain it's right for their business.

Case studies provide powerful social proof that gives prospects confidence in your product/service when they can see the tangible results they provided for others. A case study takes the user on a journey from problem, to solution, and the result. It's totally original content that gives your prospect confidence in your brand.

FAQs

Each client's circumstances are different, so before they can make that purchase decision they need to be reassured that your business can meet their needs.

By providing a comprehensive FAQ page on your site covering as many questions as possible, you provide them with an easy way to find all the answers in one place, take away the need for them to contact you (which many people hate doing and may go

elsewhere), and can help you build trust with your prospects.

FAQs can be continuously updated as your business grows and unanswered questions arise.

Reviews & testimonials

Another powerful tool for social proof are reviews and testimonials. People are much more likely to trust the opinion of outside observers than people within a company. Even if your sales team is great at bigging up your product, prospects likely want to hear it from someone outside the company before they'll believe it.

By providing a page of your most favorable reviews and in-depth testimonials, you can build that trust with your prospects and enhance your credibility.

Free trials

Finally, before your prospect is ready to make a purchase, they may want to try out your product/service so they can make sure it really suits their needs.

There are so many competitors out there, and you need the chance to show that you're the best choice. Free trials give your prospect first-hand experience, can generate more leads, and will draw in more prospects that might be put off by long-term commitments. Additionally, free trials are a great promotional tool.
