




BUYER'S JOURNEY

BUYER STAGES	AWARENESS	EDUCATION	VALIDATION & PURCHASE
BEHAVIOR	Have expressed symptoms of a potential problem or opportunity and are open to exploring solutions	Have clearly defined and named their problem or opportunity and are narrowing down options for a solution	Have determined what solution best fits their need and are seeking affirmation
NEEDS	Surface-level, vendor neutral information around identifying problems or opportunities	In-depth resources that further define their problem or opportunity and break down different solutions	Supporting documentation, data, benchmarks or endorsements for confidence in decision-making
CONTENT TYPES	blogs, videos, social media posts, advertising	Guides, webinars, white papers	Testimonials, product demonstrations, trial offers
EXAMPLE	 <p>"What is cloud storage?"</p>	 <p>"Which cloud storage service best accommodates my needs?"</p>	 <p>"Am I making the best decision by choosing this provider?"</p>