









BUYER'S JOURNEY



BUYER STAGES	AWARENESS		CONSIDERATION		DECISION	
User Behavior	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	
Research & Info Needs	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	
Content Types	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content		 Comparison white papers Expert Guides Live interactions  Webcase/podcast/video		 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature  Live Demo	
Key Terms	Troubleshoot Issue Resolve Risks	Upgrade Improve Optimize Prevent	Solution Provider Service Supplier	Tool Device Software Appliance	Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test
Example	 <p data-bbox="789 1345 1052 1499">I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>		 <p data-bbox="1249 1345 1583 1499">Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>		 <p data-bbox="1782 1345 2104 1499">I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest & I have insurance.</p>	