

Buyer's Journey

Questions They are Asking

This is what they are asking themselves and trying to get educated on.

Attraction Content Type/Title

Top of Funnel Offer Type/Title

Mid Funnel Offer Type/Title



Persona Name

AWARENESS

Question 1

Blog Title x2
Infographic Title
Video Title

Offer Type/Title

Question 2

Blog Title x2
Infographic Title
Video Title

Offer Type/Title

Offer Type/Title

Offer Type/Title

CONSIDERATION

Question 1

Blog Title x2
Infographic Title
Video Title

Offer Type/Title

Question 2

Blog Title x2
Infographic Title
Video Title

Offer Type/Title

Offer Type/Title

Offer Type/Title

DECISION

Question 1

Blog Title x2
Infographic Title
Video Title

Offer Type/Title

Question 2

Blog Title x2
Infographic Title
Video Title

Offer Type/Title

Offer Type/Title

Offer Type/Title

BOTTOM OF THE FUNNEL

