

The Buyer Journey



People will reach your website/blog in different stages of their buyers journey and therefore their willingness to commit to buying is different. That's why each stage of the buyers journey requires different types of content - from educational and comparisons to case studies and webinars. At the end of this worksheet, come up with specific content ideas for each stage of the journey. What can you teach your audience? What useful content can you give away for free?



Awareness

People are looking for different options for their problem or for the goal they have.

ex. searching for "family photographers"

Types of content:

- Social Media Posts
- Pinterest Posts
- Educational Blog Posts
- How to Videos
- Tutorials

Consideration

People are comparing multiple options to choose the right one.

ex. searching for "What is the difference between lifestyle family photography and posed?"

Types of content:

- Social Media Posts
- Reels
- Educational Posts

Decision

People know what they need and are looking for a specific solution to their problem.

ex. searching for "Lifestyle Family Photographer in Seattle WA"

Types of content:

- Helpful Blogposts
- Trustworthy Content
- Easy Online Booking

Awareness Content Ideas	Consideration Content Ideas	Decision Content Ideas

Customer Journey Map



How are customers finding you?

Where do they go from there?

*Social
Media*



Website



*Online
Booking*



Scheduled!

Where are the hang ups?

Imagine yourself finding and loving your brand. How easy is it to reach you? Are your offerings clear? What questions would you have as a potential client?