


Enhance Your Content Syndication Using the Buyer's Journey

A group of people are gathered around a table in a meeting. One person is pointing at a laptop screen, while others look on. The scene is dimly lit with a blue tint.

At Headley Media, we're often asked,

**“What content should I
use for my lead
generation campaign?”**

To which our answer is always the same -

**“Let's consider your
buyer's journey.”**

What Is the **Buyer's Journey**?

The buyer's journey broadly describes the different stages of purchasing, from the first steps of looking for a solution to a challenge right through to buying a product – and beyond. Typically, it involves becoming aware of the importance of solving a challenge and the available solutions, considering and evaluating them, right through to deciding to purchase a new product or service.

Why Is It Useful for **B2B Marketers**?

Understanding the journey a buyer has taken to get to you is essential. By understanding their pain points and the information that has influenced their thinking, you can better understand what topics and type of information will most impact the buyer as you nurture them through the funnel.

Why Is It Useful for **Lead Generation**?

B2B buyers have a lot of information at their fingertips, especially when researching technology products and solutions. Because of this, the role of sales and marketing has adapted, and to be successful in nurturing and creating sales today, we must change our mindset from selling to problem-solving.

When B2B buyers consider a purchase, **most of their time (45%)** is spent **researching independently** via online and offline sources. Just **17%** is spent **meeting with potential suppliers**. (Source: [Gartner](#))

Want to find out more?



How Every Stage of the Buyer's Journey Relates to Your Lead Generation Goals.





Awareness Stage

During the awareness stage, our readers are looking for informative and educational content to help them identify areas for improvement and keep up to date on industry trends. But, importantly, it's also the stage at which they decide which challenges are their priorities.

Informative and educational content such as eBooks and white papers are the most popular forms of content downloaded across our platforms, especially at the awareness stage. The content should reflect the language they would use to describe their problems while addressing any misconceptions on the topic and stating the consequences of inaction.

Priorities across departments and functions can vary greatly. Therefore, it's important to consider targeting a large pool of potential decision-makers within the same company that can influence the purchase and implementation of your solution.

Today's B2B buying groups are **more diverse than ever before**.
When surveyed, **75% of B2B buyers agreed or strongly agreed**
that their purchases involved people from a **wide variety of roles,**
teams, and locations. (Source: [Gartner](#))



Consideration Stage

At this point, our readers have defined their challenge and are now beginning to consider approaches, methods, and companies that are the right fit to help them.

It is key to show why your company is an ideal partner with relevant solutions and services at the consideration stage. Your content should still be educational but also more practical. Incorporating toolkits, guides, and reports alongside whitepapers and eBooks is a great way to do this. It's also the time to play to your strengths and showcase your USPs.



Evaluation/ Decision Stage

At this stage, readers will likely know the approach and method they'd like to take to solve their problem. Your company will be evaluated alongside others who might offer a similar technology product, service, or solution. Therefore, you should start to transition to owned channels of communication to build brand loyalty

You should offer a multitude of content with more technical pieces for an in-depth analysis. This includes collateral like case studies, product sheets, videos, and content such as reports and white papers. Again, reiterating USPs and dealing with any objections in content at this stage is a crucial consideration.

It can be challenging to tell which stage your buyer is at, and their journey **may not be as linear as you planned** – that's why it is essential to have a wealth of **content and information readily available**, and why lead generation to further your reach within target accounts, is **vital at every stage**.

Customer Success – the Extra Mile to Rebook, Retain & Recommend.

At Headley Media, we know it's important to recognize that even after the decision stage, the opportunity hasn't vanished whether you've won a new customer or not.

If a lost prospect has a bad experience with the solution they chose over yours, they'll soon be back in the market, and the buyer's journey starts again - just at a later stage.

On the other hand, suppose you won them as a new customer. In that case, there is still the opportunity to help them get the best out of your services, such as by extending your influence within the team through making new contacts and encouraging contract renewal or rebooking.

This can be done more efficiently and with more credibility using an external content library such as IT Corporate, Cybersecurity Corporate, HR Tech Corporate, FinTech Corporate, MarTech Corporate, or Electronic Pro.



Questions to Help You Curate Your Best Content.

Q 01 What is the customer thinking or feeling at this stage of their buyer's journey?

Q 02 What is the buyer researching? Where are they researching?

Q 03 What action is the customer taking?

Q 04 How can you help move the buyer along their journey and still stay involved?

Q 05 What content have they already interacted with? And what would be helpful now?

Q 06 How many steps will they need to go through to become sales-ready? And what can you do to accelerate this process?

Q 07 How can you make the lead more comfortable with the decision-making process? And how can you make them feel confident in the decision they make?

Q 08 What are your customer's main day-to-day priorities? And where does your product fit with that?

Q 09 What are their current biggest pain points?

Recommended Content Formats to Meet Your Buyer's Needs.



1

White Papers

White papers are advanced problem-solving guides created to educate audiences about a particular issue. White papers are used to explain and promote a specific methodology.



2

eBooks

An eBook is a great tool to use for thought-leadership. It is usually long-form and will dedicate chapters to provide more detail on targeted aspects of the subject matter.



3

Guides

Guides offer reader breakdowns, tutorials, and step-by-step walkthroughs from complete guides to simple guides, tactical guides, and pocket guides.



4

Industry Reports

Reports that offer original data, insights, and research are a valuable resource for your industry, particularly those looking to assess and benchmark their performance or plan and prioritize a new project based on data. Reports are not quick or easy to produce, so investing in one will help you stand out as an expert against your competition.



5

On-Demand Webinars

Webinars are a very popular choice of content format. Producing on-demand webinars considers your prospects' time - allowing them the freedom to watch a webinar whenever they like. Giving them flexibility is the key to engaging with your audience at the right moment.



6

Content Kits

Content kits are a cohesive collection of two or more types of content. For example, it could be a guide and a checklist or an eBook and a relevant template. A content kit should provide your audience with added value and show how you can help them on the following, more practical, stages of their buying journey.

Nurturing Every Step...

Having a workflow in place that **nurtures your prospects** through the decision-making process is crucial to the **success of your campaign**. Effective nurturing will take your **marketing qualified leads** through to your ultimate goal of **conversion**.

Marketing automation platforms, personalized email outreach, and calls or meetings will keep your prospects informed and give them everything they need to decide to purchase.

Talk to us about B2B lead gen campaigns such as Double Touch and Nurture Track, which are designed to help your leads navigate through the buyer journey that you want them to take.

Get in Touch

We'd love to hear from you! To find out more about Headley Media, or to discuss any upcoming campaigns you have, please contact our friendly, in-house team. For all inquiries, email info@headleymedia.com, or phone one of our global offices:

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