

WORKSHEET

Content for the buyer's journey

The typical buyer's journey begins with Awareness, moves to Consideration, then to a Decision, and finally Loyalty. Place check marks next to the content you are currently creating for each stage. Do you have more check marks in some stages than others?

AWARENESS	CONSIDERATION	DECISION	LOYALTY
Blog posts/articles	Case studies	Case studies	Email
Guides	Email	Demos	Events
Social media	Podcasts	Email	Reviews/testimonials
Native articles	Webinars	Events	Social media
Videos	White papers	Newsletter	Webinars
White papers	Worksheets/ checklists/templates		

» Use the space below as a To Do List. Write down the unchecked content that you'd like to start creating for each stage. **Here's a tip:** each stage should include at least 2-3 types of content.

AWARENESS	CONSIDERATION	DECISION	LOYALTY

Struggling with where to begin? **We can help.**
Reach out to our content team manager, Christine VanTimmeren, at christinev@teamddm.com.