

Awareness

Top of funnel

Don't know that they have a problem

The goal is to make them AWARE

Use social proof, non-gated items, blogs with general industry and problem-focused topics

Key topics:

- Top 5 problems most common in the industry
- Biggest complaints
- Key concerns

Consideration

Middle of funnel

Know they have a problem and starting to look at solutions

The goal is to show solutions

Use testimonials, webinars, white papers, checklists, demo videos

Key topics:

Solutions related to the problems, complaints, and concerns listed in Awareness

Decision

Bottom of funnel

They are close to deciding

The goal is to show why your solution is best

Use testimonials, case studies, ebooks, comparisons, webinars, demo videos, live demos

Key topics:

Solutions related to the problems, complaints, and concerns listed in Awareness