Content Layering
Through the Buying Cycle

9 Status Quo

The icing on top of your layered content is the flavor that keeps consumers returning for more, putting them back into the buying cycle. Your competition wants to edge back into the buyer's awareness, so continually serve up relevant, interesting content.

8 Evaluation

One taste is not enough if you want repeat customers. Cultivate interest and build trust through in-depth content such as trend reports, training opportunities, case studies, events, and social media interaction.

7 Purchase

Propel prospects into purchasers with irresistible content. How do you help them take the cake? Provide final proof points, such as white papers, trials, or demonstrations to close the sale.

6 Validation

Buyers often want to substantiate what they know about your brand and its benefits. In fact, 70% of website visitors trust the opinions of unknown users when making a puchase decision. Testimonials can be a key factor in customer conversion.

5 Step Backs

Before your buyer makes a decision, they may put that fork down and assess potential risks. It is important to build trust at the very beginning of the buying cycle with content that addresses those risks clearly.

4 Promotion

Promotional content is the secret ingredient that motivates prospects to slice deeper into the buying cycle when it's blended with content that targets each buyer persona.

3 Options

Buyers want options when making purchase decisions. Give them a feast with content tailored around their needs, pain points, and questions, demonstrating why your brand is the best choice.

2 Research

The Internet influences 61% of purchase decisions. Strong, search-friendly product or service-related content warms up audience trust and raises visibility throughout the buying cycle.

1 Awareness

68% of marketers rate brand awareness as one of the most important organizational goals. A content strategy that bakes in awareness and curiosity about your brand is a recipe for success.

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