

# 8 Phases of the Buyers' Journey

Goal: Driven Strategy | Everything Serves a Purpose

THE MARKETING  
**SQUAD**



1

## PRE AWARENESS

The buyer has a problem but is unaware of a solution

**MESSAGE:** Acknowledge the problem and provide a solution.

2



## AWARENESS

The Buyer is aware of the solution

**MESSAGE:** Explain why your solution is right for their problem



3

## EDUCATION

The Buyer absorbs information after doing research on possible solutions

**MESSAGE:** Reiterate the problem and discuss what features your solution has that will resonate with the Buyer, thus leading them to want your specific solution.



4

## CONSIDERATION

The Buyer narrows down his/her options

**MESSAGE:** How is your solution better than everyone else's? Send the Buyer reviews, testimonials, or case studies to further help them make a decision.

5



## EVALUATION

The Buyer seeks feedback from other decision makers who get heavily involved in the process.

**MESSAGE:** Answer the BIG questions. Talk about how your solution will help their brand win.



6

## RATIONALIZATION

The Buyer is finalizing their options and is ready to make a decision.

**MESSAGE:** The Buyer is asking "why you?". You need to answer questions regarding when and how the buyer will win and who will be present for their onboarding.



7

## DECISION

A proposal is sent to the Buyer

8



## ONGOING DELIVERY

Serve well and focus on customer service to ensure you've got a new lifelong client