

# Speed your buyers' journey. Supply the content they need at each step.

## 1. Buyer Recognizes Need

Problem?  
Serious?  
Need to change?

### Marketing Helps Analyze Problem

Blogs 37%  
Infographics 27%  
Videos 26%  
White Papers 26%

## 2. Buyer Evaluates Options

Cheaper?  
Best service?  
Product performance?

### Marketing Differentiates

Blogs 30%  
Videos 30%  
White Papers 30%  
Case Studies 29%

## 3. Buyer Resolves Concerns

Site visits  
Testimonials  
News & social media

### Marketing Reduces Risks

Case Studies 32%  
Technology Guides 30%  
White Papers 28%  
Videos 27%

## 4. Buyer Negotiates Contract

Finalize Vendor  
Purchase Solution

### Marketing Speeds Contract Signing

Infographics 22%  
Technology Guides 22%

(Sources include: Eccolo Media BtoB Technology Content Survey 2014)

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Communications

Inventive Answers for Content Marketing



# Speed your buyers' journey. Supply the content they need at each step.

## Buyer recognizes need

### Marketing helps analyze problem

1. What are the buyers' questions, in the buyers' words?
2. What problem(s) is the buyer addressing?
3. What keeps the buyer up at night?
4. How serious is the problem?
5. What signs show that the buyer needs to make a change?
6. Can we show the buyer a risk he didn't know he had?
7. Can we show the buyer an opportunity he didn't know he had?
8. What are the consequences if no action is taken? Can we say that in 7 seconds?
9. How can we magnify the problem? Can we say that in 7 seconds?
10. Do we offer blogs? Infographics? Videos? White papers?



## Buyer evaluates options

### Marketing differentiates

1. Does the buyer want the cheapest solution?
2. Are there hidden charges in the pricing?
3. Do we offer the lowest first cost?
4. Do we offer the lowest lifecycle cost?
5. Do we offer the best service?
6. How can we demonstrate that our service is best?
7. Is the buyer looking for the highest performance?
8. How can we dramatize our high performance?
9. Is it easy to compare the choices we offer?
10. Is it easy to compare the choices we offer with competitors?
11. Which competitors are we up against? How can we attack their weak spots?
12. Have we addressed the decision maker? And all the influencers?
13. Do we offer the best overall value? How so? Can we say that in 7 seconds?
14. What differentiates our offer? Can we say that in 7 seconds?
15. Do we offer blogs? Videos? White papers? Case studies?

## Buyer resolves concerns

### Marketing reduces risks

1. Do we enable customers to post reviews on our website?
2. Can we identify happy customers through our customer satisfaction survey?
3. Who are our reference customers? Can we get more?
4. Which reference customers are in the same industry as the buyer?
5. Which reference customers are in the same city as the buyer?
6. Whose testimonials can we secure?
7. Do we arrange site visits with reference customers?
8. Can we arrange a videoconference with reference customers?
9. Can we stage events where customers mingle with prospects?
10. Do we offer case studies? Detailed technology guides? White papers? Videos?

## Buyer negotiates contract

### Marketing speeds contract signing

1. Have we addressed all the buyers' key questions? No loose ends?
2. How do we dramatize the overall value we deliver?
3. How do we reinforce our differentiation?
4. How do we reinforce the buyers' good decision to choose us?
5. Should we begin to cross-sell or up-sell to add value for the buyer?
6. Do we offer infographics? Detailed technology guides?



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