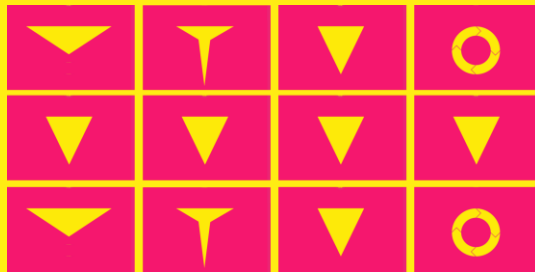


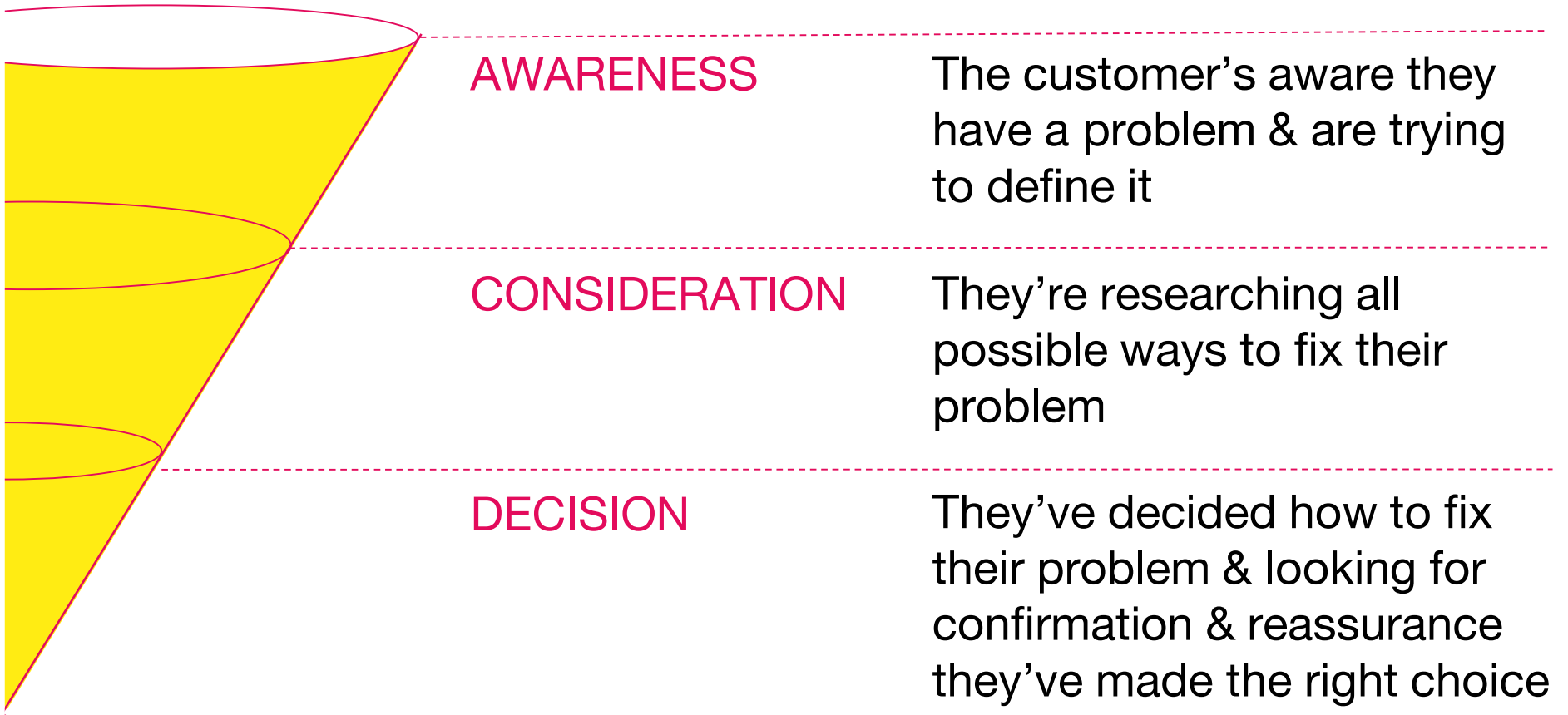
BUYER JOURNEY CONTENT PLAN TEMPLATE



F&G

FUNNEL MECHANICS

REVERSE MARKETING FUNNEL STAGES



PERSONA NAME:

YOUR CONTENT PLAN

AWARENESS:

The customer's aware they have a problem & are trying to define it

CONSIDERATION

They're researching all possible ways to fix their problem

DECISION

They've decided how to fix their problem & looking for confirmation & reassurance they've made the right choice



F&G FUNNEL MECHANICS

Helping help tech & innovation-driven B2B companies to grow through inbound and outbound marketing.

SARAH GREEN – SARAH@WEAREFANDG.COM – 07932 212505
SARAH BRADBURY – SARAHB@WEAREFANDG.COM – 07792 296099
JANE FRANKLIN – JANE@WEAREFANDG.COM – 07775 660010