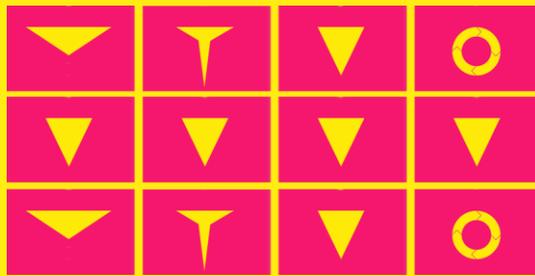


# OPERATIONS DIRECTOR BUYER JOURNEY CONTENT PLAN



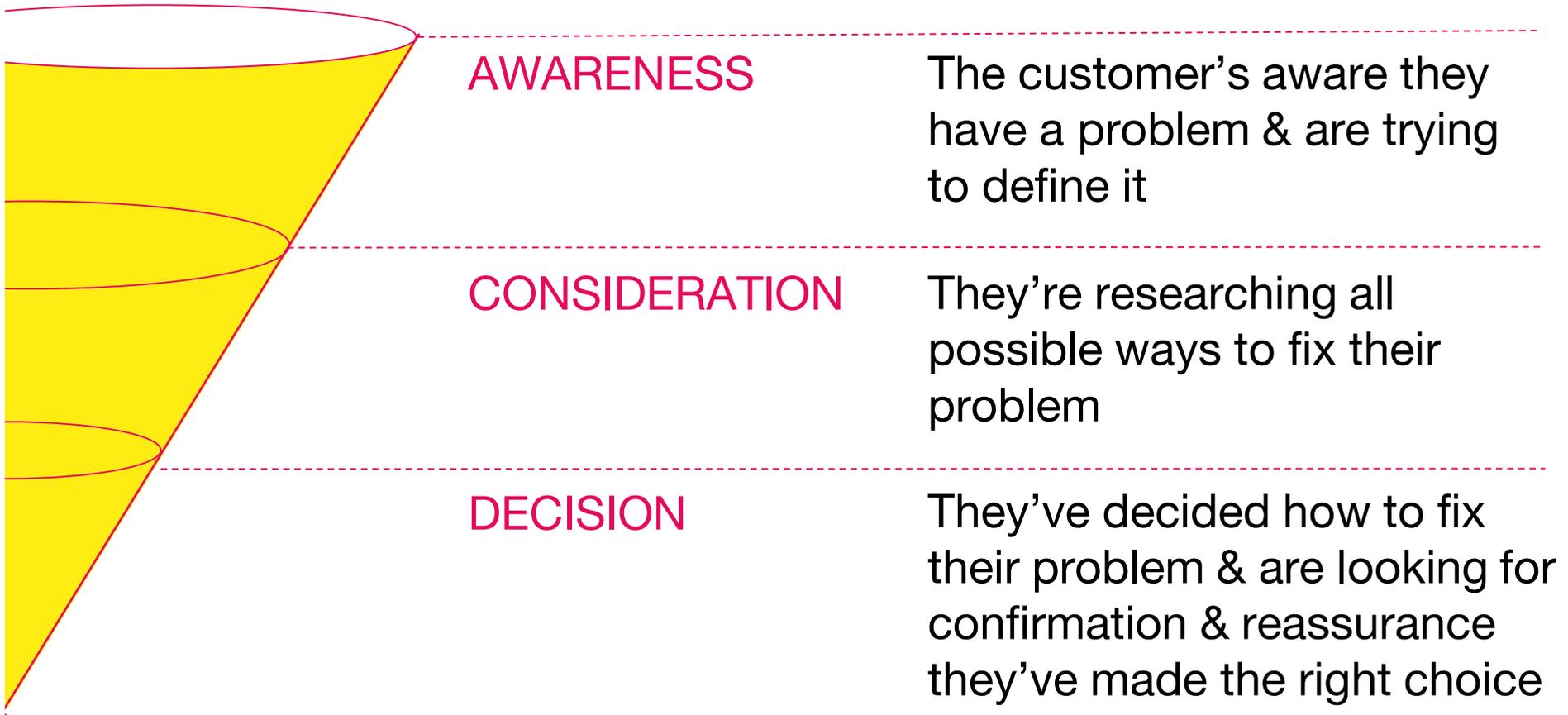
**F&G**

FUNNEL MECHANICS

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# SHAPING YOUR FUNNEL AROUND THE BUYER JOURNEY - REVERSE MARKETING FUNNEL STAGES

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# SYSTEMS SUSIE & SALESFORCE CONTENT IDEAS

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## AWARENESS:

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

- The questions Salesforce needs to answer for Susie are the BIGGER PICTURE ones. How to manage conflict? How to manage upwards? How to bring people along the journey with you? How to install a complex system? When to implement a big system? Which type of system is right at X stage of your business / size? Trends data is useful: showing 'people like you did this', and 'companies like yours bought this'.
- To resonate with Susie, Salesforce's content needs to speak to Susie's worries. She has a big career-making challenge ahead. What will work is practical content that provides reassurance. That breaks down the massive and thorny issues ahead into smaller manageable steps. With plans that are as simple as possible. Bitesize stepping stones.
- At this stage focus on the soft skills such as leadership, culture and change management. And go for simple, short form content - she needs shortcuts.
- She needs access to knowledge fast. Short commute friendly podcasts could be good here. Consider checklists and refresher materials, summarise chapters from books. But also details about workshops, courses or events she could attend. If Salesforce really wanted to become a trusted advisor to Susie, it could go further. What about providing access to mentoring and coaching? Or creating a community of peers to connect Susie with?

# SYSTEMS SUSIE & SALESFORCE CONTENT IDEAS

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<p><b>CONSIDERATION</b> They're researching all possible ways to fix their problem</p>	<p>Ensure to continue explaining, simplifying and reassuring Susie as she conducts her research.</p> <p>At this stage she will be more ready for you to inject some <b>DETAIL</b> into the content. Ideas include:</p> <ul style="list-style-type: none"><li>- visual process maps</li><li>- an accessible manual of systems to research (not too long, she's too busy for over the top detail)</li><li>- technical specs</li><li>- Testimonials</li><li>- articles to convey Salesforce's reputation</li></ul>
<p><b>DECISION</b> They've decided how to fix their problem &amp; are looking for confirmation &amp; reassurance they've made the right choice</p>	<p>Susie needs final reassurance that she's made the right choice.</p> <p>Share:</p> <ul style="list-style-type: none"><li>- useful cost-benefit analyses</li><li>- webinars to help her familiarise herself (and colleagues) with the system and its potential</li><li>- details of events / conferences / online forums where she can ask further, final questions</li><li>- give her access to a dedicated account manager to get her started</li><li>- focus on how to future-proof the system and its (and her) legacy. She doesn't want to go through this again!</li></ul>



## F&G FUNNEL MECHANICS

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

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