MOVING PROSPECTS

Through The Buyer's Journey With Content

(Commercial A/C Unit Manufacturer)

AWARENESS

Prospect has identified symptoms and is beginning research. Won't be looking for solution at this point, just figuring out problem.

PROBLEM - *Starting to feel A/C unit isn't performing like it used to. Energy bill higher than usual during summer months and it's just not cooling like it used to.*

CONTENT EXAMPLES

BLOG - 6 Signs Your Building Needs A New A/C Unit. Is Your Building Cool Enough?

WHITEPAPER- Facility Manager's Guide to Evaluating A Building's Air Cooling Needs

VIDEO- A Visual Guide To Inspecting Your Commercial A/C Unit

GET CONTENT SEEN

Organic/Paid Search Ranking: Work towards your content showing up on the front page when key terms are searched via SEO or pay to be the top search ad

Posting Content to LinkedIn: Scout out and post content to relevant LinkedIn groups (ex: Facility Managers Association) and boosting

CONTENT EXAMPLES

Service Offering- Free Building A/C Evaluation

Case Study - How One Building Cut Energy and Maintenance Costs in Half With A New A/C Unit

ROI Calculator - Show how much money is lost with maintenance and energy costs if just repaired vs how much a replacement costs.

CONSIDERATION

Prospect has identified problem causing symptoms and is now evaluating solutions.

SOLUTION - *Confirmed there is something wrong with the A/C unit. Should I replace the broken part or replace the entire unit?*

HOW TO MOVE THEM TO THE NEXT PHASE

Call-To-Action (CTA) at end of blogs. CTA's on Thank You page after submitting email address for Whitepaper download. Send a follow up email after an advanced piece of content is downloaded (like a whitepaper) promoting content in the next stage of the journey.

GET CONTENT SEEN

Share on Social Media. Promote in retargeting ads. Follow up emails after downloading Awareness stage content. CTA's on website, all related content from awareness stage should feature a CTA prompting them to consume content at this stage.

HOW TO MOVE THEM TO THE NEXT PHASE

Ensure that all Decision stage content is readily available on site.

Automated email follow ups providing decision stage content.

Passing qualified leads onto sales team for warm calls.

DECISION

Prospects at this stage have decided on a solution and will now evaluate solution variations, suppliers, and what pricing looks like.

Prospect has decided to replace unit now needs to decide on which unit and who to buy from

GET CONTENT SEEN

Add content or links/CTAs to content in this stage on all product pages

Follow up emails after consuming Consideration stage content

Customize content offerings based on what product attributes your prospect has shown interest in

CONTENT EXAMPLES

Comparison guide comparing your different product offerings and comparing your offerings to the competition.

Testimonials, case studies, and project profiles

Installation videos, warranty information, and clear return policies.