









BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
<b>User Behavior</b>	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
<b>Content Types</b>	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	 Comparison white papers Expert Guides Live interactions   Webcase/podcast/video	 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature   Live Demo
<b>Key Terms</b>	Troubleshoot Issue Resolve Risks  Upgrade Improve Optimize Prevent	Solution Provider Service Supplier  Tool Device Software Appliance	Compare Vs. versus comparison  Pros and Cons Benchmarks Review Test
<b>Example</b>	 <p data-bbox="693 1279 974 1451">I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p data-bbox="1197 1279 1478 1451">Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p data-bbox="1743 1279 2024 1451">I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>