

# BUYER JOURNEY CONTENT CHECKLIST

## What to give your audience at each stage, without wasting their time or yours

If your content isn't aligned with how buyers actually move through their decision process, it won't move the needle. Today, B2B buyers are running the show. They research on their own, loop in stakeholders late, and expect content that's clear, helpful, and worth their attention.

This checklist gives you a breakdown of what kind of content works at each stage—awareness, consideration, and decision—so you can build or refine your strategy with purpose.

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### AWARENESS STAGE

**Buyers are problem-aware and doing early research. They're not ready to be pitched—yet.**

- ☐ Blog posts answering early-stage questions
- ☐ Thought leadership articles (industry trends, risks, shifts)
- ☐ “How-to” or educational guides
- ☐ Short explainer videos
- ☐ Infographics that simplify complex problems
- ☐ SEO-optimized content for search discovery
- ☐ Social media posts that link to useful resources
- ☐ Checklists or self-assessments
- ☐ Light, story-driven testimonials (focused on challenges, not features)

## CONSIDERATION STAGE

**Buyers are comparing solutions and building a shortlist. Now it's about trust and clarity.**

- ☐ Case studies with measurable outcomes
- ☐ Product or service comparison guides
- ☐ Pricing overview or packages (even if just ranges)
- ☐ ROI calculators or value-based tools
- ☐ On-demand demos or walkthrough videos
- ☐ "What to Expect" guides for working with you
- ☐ Side-by-side feature/benefit charts
- ☐ FAQs focused on objections or buying concerns
- ☐ Targeted nurture emails or retargeting campaigns
- ☐ Webinars or Q&A sessions for deeper engagement

## DECISION STAGE

**Buyers are nearly ready to buy. This is where you reinforce the choice and reduce risk.**

- ☐ Business case templates (for internal approvals)
- ☐ ROI summaries and outcome-based one-pagers
- ☐ Executive-level case studies
- ☐ Testimonials or reference calls (on request)
- ☐ Implementation timelines or onboarding plans
- ☐ Proposal guides or pricing breakdowns
- ☐ Team introductions or previews of support structure
- ☐ Simplified contracts and e-signature setup
- ☐ Slide decks or internal-share assets for champions
- ☐ Post-sale support and success plan overviews

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*Use this checklist to audit your existing content or spot the gaps. If a piece isn't helping the buyer take the next step—cut it, rewrite it, or save it for later.*