

2: Map Your Customers Journey

Now we have a clear goal, we need to start breaking down the steps needed to get there. Firstly, we need to ascertain your current marketing activities and understanding where the opportunities and gaps are for video.

We understand the notion, that buyers are completing most of the buying process on their own. And if you're not offering up the content your buyers needs at the time they need it, they may well be on to the next option on their short-list.

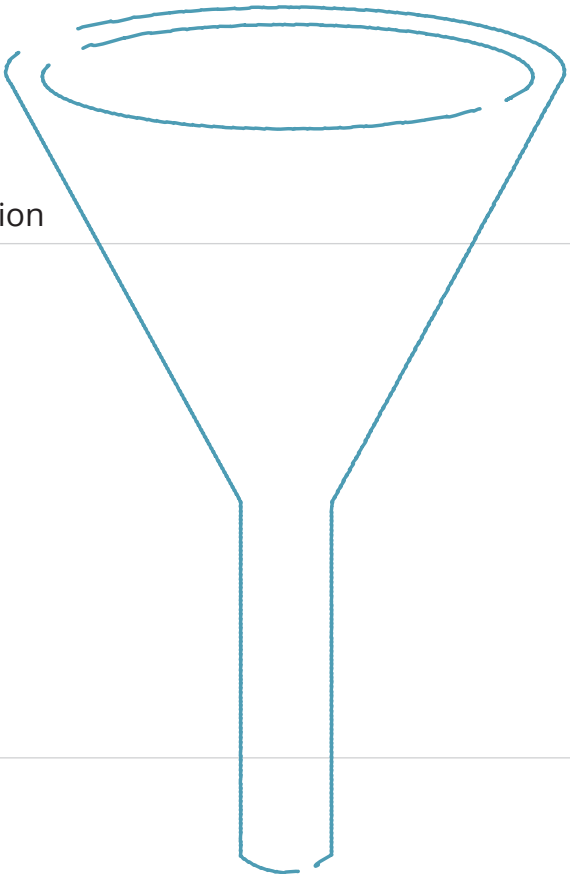
So what questions do they need answered? And when? And what content do you have that will support that journey?

Task:

The task is to, work through the funnel to identify which questions buyers are trying to answer at each stage. Then map out (at a high level!) how your current content and collateral address these needs.

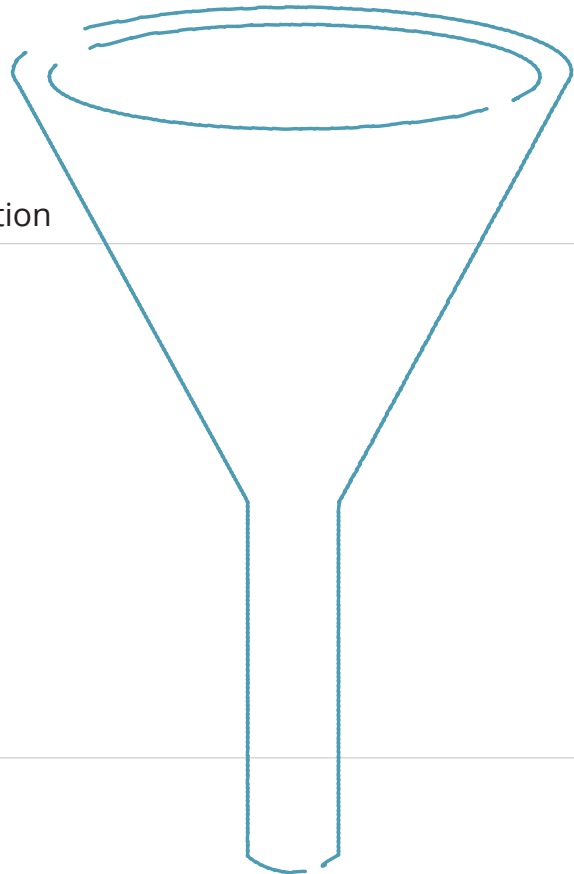
If there are gaps (and that's normal!), check off the box to the right under "Gaps" that aligns with the content need. You'll use that in the next step!

Buyer Content Gaps Worksheet

				Your Customer		
				Questions	Comments	Gaps
Awareness				Never heard of you		
Lead Generation				How can you help me with... Whats your USP What makes you different or special		
Nurture				Need some more information More in-dpeth information Guides Help FAQs		
Convert				Still thinking about it Researching other suppliers		

Buyer Content Gaps Worksheet

				Your Customer		
				Questions	Comments	Gaps
Attract						
Lead Generation						
Nurture						
Score						



Our [BOXmedia] vision is to be UK's goto video marketing agency,
to help businesses increase sales and communicate more
efficiently using video in this ever evolving digital space.



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