



THE PARADIGM SHIFT TO BUYER-CENTRIC MARKETING

FlashPaintLabs
THOUGHT-LEADING CONTENT FOR BUYER-DRIVEN SALES

Chapter 1

THE INTERNET EMPOWERED BUYERS

Paid Marketing Has Never Bought So Little

The Internet has given consumers so many product options, and so many opportunities to research and consider, that paid advertising has never been less effective.

Sales wins have never so dramatically been awarded to companies that respect buyers, by differentiating and making the choice simple, by respecting the fact that buyers drive the Buyer's Journey, and providing helpful content to help them research and consider.

90+% of the time, when a person attempts to make a purchase over \$100 (B2B or B2C), that Buyer's Journey heavily utilizes the Internet, for most of the winding and arbitrary journey.

What's interesting to note is that they don't want to see ads, or read biased sales copy found in brochures and on many websites. They don't want to take sales calls. It's only at the very end that this changes, a little.

For most of the process of making a purchase, they don't want to hear from you.

This is important to note, even if your product would help them, and is the best option. They're the decider. They want information so that they can make the choice they believe will best suit their needs.

We say it often, but your desire to sell a product or service, and a customer's desire for a solution only seem like intersecting desires. In truth, you want to sell them your product, whether it's the best option for them or not, and they want to research, consider, and select the right option for them. These are different things.

Even if your product helps them, if they aren't seeking you out, you're marketing without consent.

How sick is it to force yourself on a person, in any way, on the grounds that what you want will be something they happen enjoy, also? They need what you have, and you're going to show them. **Pretty disgusting, right?**

There's no need for buyers to be sold, today, and yet, digital ads – both informational and sales-focused – have never been so pervasive. At a time when people want, more than ever, to not see ads, there are more ads than ever. It's insanity.

The best a company can do is produce helpful content that consumers discover along their journey. Oh, and that journey is 80% done when they do want to hear from you, or listen to you talk about yourself. They've basically already decide.



Salespeople have moribund careers. Again, all the data support this. Buyers have all the power. All of it.

While it's true if you publish objective content that is helpful, it's still you and your biased voice producing it – value and objectivity are self-evident. If you're not pushing brochures or sales copy – talking about yourself – you'll be appreciated, and you'll come out as a thought leader.



80% of the buyer journey or sales cycle is completed online, before a buyer ever even contacts you (Dialoguetech).

Whereas, since time immemorial, sales used 'AIDA' (attention, interest, decision, action) to guide closing on leads, Hubspot – the unquestioned inbound marketing experts – define this journey as Awareness, Consideration, Decision.

In 1955, A Ford salesman might pressure you into a car you didn't really want. There were 3 automakers, and there was nowhere to get information that wasn't seller-centric.

Today, that's virtually impossible. You can go to review sites of every variety. Forums. You can search hashtags. You can read studies an unlimited aspects of vehicles.

Next to this quality, helpful, objective, content, ads are less than useless. They are 'noise' when you're trying to get a 'signal'.

How many ads did you ignore today? How many options do you have for any need or pain-point? Sellers have no influence, until the very end of the Buyer's Journey, at which point it's largely irrelevant, because buyers have effectively made their choice.

They've are doing their research, and it didn't include your ads or brochures. The 'Buyer's Journey' has been forever altered.

We've all seen the film Glengarry Glen Ross. Citing the age-old 4 steps involved in the close "Awareness, Interest, Decision/Desire, Action".

That's dead; that model is dead. Hell, you can't even lure a buyer into a one-on-one with a salesperson anymore. Nobody is having it. Internet options and information killed all that.



Sales Cycle or Buyer Journey Prior To The Web 2.0, Dynamic (Viral) Social, Or User Generated Era (2010)

Sales Cycle Or Buyer Journey Today (Post 2010)

A 5-figure B2B Buyer's Journey or Sales Cycle, used to be:

- 20% Awareness
- 80% Interest-Desire-Action (Talking to Salespeople and reviewing biased sales copy)

Today, it's more like:

- 10% Awareness
- 80% Consideration Or Research (Unbiased reviews; recommendations, and 3rd party publishers of every variety)
- 10% Talking to Salespeople

The Buyer Journey is almost entirely buyer-driven; note in particular that the Research and Consideration stages aren't even present in the old model, and how small the role played by Salespeople is in the new model.

Again, the information required for the conversion is almost entirely had by the time a lead contacts you.

The take-home from this is to stop using the 2% click-through rate with ads, and instead create content.

Stop believing you have more influence than you actually do, or weaponizing marketing by showing ads to 100 people – interrupting them – to get 2 clicks (and a 'click' is not a sale; conversion from those clicks are a whole other down-step from that 2%).

Chapter 2

THE ADVERTISING PARADIGM SHIFT

Is Already Afoot

As we discussed in our last blog post, paid ads both work, and don't work. They're better than nothing, but not much. And they're inferior to alternatives. We're in the midst of a paradigm shift (from seller-centric thinking to buyer-centric thinking), that is aligning itself with the buyer-driven sales cycle. This change is being resisted as much as carriage owners resisted the automobile.

We spend a lot of time in this blog explaining the why of content or inbound marketing: why it works, what's changed.

This article is more about the that of content marketing: statistics showing that marketing is undergoing an evolution in thinking from being seller-centric, to being buyer-centric. It's undeniable.

Some call it banner blindness. Paid advertising is in its death throes, as DSP and programmatic networks provide ad placement competition for the goliaths of yesterday (viz. Google), and as ad platforms are about out of innovations. At this point people feel ads are 'creepy', 'intrusive', and even violate privacy in many cases (your phone is listening to you – c'mon man). There can be no denying this reality (see linked images below). It's been happening for a decade, and it's reached a fever pitch at this point. Nobody likes ads. The data show it. Experts are saying it – have been for a decade. And your own buying habits – where you, yourself (as a marketer or consumer) are ignoring roughly 10,000 ads a day – bear it out. It's undeniable.

We believe there's a place for paid placements (usually coupled with agnostic, research-friendly, relevant, useful content), and there always will be. But the days of SEM and GDN dominating, especially without content offers, are nearing an end.

Google – once considered the gold standard in fair-minded and sustainable practices – is spamming YouTube with pre-roll, and mid-video ads; they launched expanded text ads some years back, eating more of the search engine results page. DSP networks, as competition for Google Display Network (GDN), have slowed Google's rising PPC costs, but a) not much, and b) are witnessing the same falling click-through rates.

The revenue and excitement is just not there, for anybody, and the ad publishing industry is relying on more and more (intrusive, interruptive, creepy) technology, while offering less. Because competition is rising, here at the Paid Advertising End Of Days, and based on their revenue, Google seems to be charging a) more b) from more advertisers, c) while click-through rates are falling.

Hosts aren't getting near the AdSense money they were, per click. The ROI isn't there for marketing companies. We're getting less and less, despite the application of more and more technology, out of ad dollars in the digital domain. Only placement platforms are doing well.

Competition from DSPs and programmatic networks in theory presents a downward force on rising ad costs (as levied by Google and Facebook), but with yield collapse outpacing the falling prices, there's no net gain for marketers/advertisers. It's like getting a raise that doesn't keep up with inflation.

If you look at the evolution of anything – technology, history, culture – you see a few patterns:

- At the point that evolution is necessary, or revolution is called-for and detectable, the underlying problems had existed for a considerable length of time;
- The adaptive (change) pressures come either from a better solution within an existing context or circumstance (e.g. the automobile replacing the horse and carriage), or a changing context (e.g. people moving to videoconferencing because of the pandemic) – or both.

I argue that diminishing click-through rates are a byproduct of a) search causing a buyer-driven sales cycle, and b) more ads being shown, resulting in an increasingly harried and sophisticated population of consumers. Facebook's and Google's growing profits show more people are competing for advertising space; banner blindness and abysmal click-through rates suggest people care less and less about the ads they do see.

Things are quickly reaching a kind of marketing singularity, where innovations in collecting, extracting meaning from, and usably applying information are reaching a preternatural ceiling, in an increasingly desperate attempt by marketers to extract 'wins' from consumers who are less and less interested in seller-centric ads.



The end of any paradigm, whether it's the fall of the Berlin Wall, or Rome; whether it's withdrawing in Vietnam, or moving from analog to digital computers – is marked by grotesque and unnatural iterations of the old thinking and technology. A failure to understand times had changed. The de facto death of widespread paid digital marketing will be no different.

We've never had better data about consumers – individually and in the aggregate; never been better able to test ads; never been better able to optimize ad spend; never been better able to see what's working and what's not; never been better able to target ads at people like to buy. We're using AI to do this now. We're leveraging more and more power and intelligence at restoring falling click-through rates; and we're failing. Because we're (most of us) are not comprehending the root problem.

And yet, across Google, display is clicking-through at 1.91% for search, and .35% for display. Many times more display ads are shown, though I couldn't find those statistics. As a function of total ads shown (a weighted average that represents clicks / total ads shown of any type), basically, 99+% of the time, people are opting not to click your ad. In any other circumstance, this would amount to a failure. It's only still widely practiced in marketing because ads are shown at such scale that it kind of works.



This trend of 'more tech, diminishing yields' in paid advertising will reach absurd levels before it finally dies. We will be exploiting technology to stalk, profile, pester, hound, target – in ever-more-creepy and unethical ways; weaponizing 'interruptive' marketing and getting nothing for it – before the practice is abandoned altogether. This is the pattern paradigm shifts follow.

*"All truth passes through three stages. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self-evident." **Arthur Schopenhauer***

We are absolutely in the midst of a paradigm shift in marketing and advertising – witnessing the death of effective paid advertising. The situation is becoming impossible to ignore or deny: paid digital ads are increasingly cost-ineffective. This trend of 'more tech, diminishing yields' in paid advertising will reach absurd levels before it finally dies. We will be exploiting technology to stalk, profile, pester, hound, target – in ever-more-creepy and unethical ways; weaponizing 'interruptive' marketing and getting nothing for it – before the practice is abandoned altogether. This is the pattern paradigm shifts follow.

What Do We Make Of This? What Other Options Do We Have?

What Do We Make Of This? What Other Options Do We Have?

I mention two types of paradigm shifts above: where the situation changed and the old solutions no longer work, and where someone came up with a better solution to a problem within the existing framework or situation. Because marketing kind of works (about 1% of the time, on average), you could argue both that the situation had changed, and marketing no longer works, and also that someone just came up with a better way to solve an old problem. Since click-through rates for paid ads were never very high to begin with (about 5% at the birth of the Internet), it's not entirely the case that Web 2.0 killed paid advertising. It basically never really worked, next to organic. And we'll discuss that in the next blog article (Part 2 of 2: Nobody Likes Ads, And What It Means). The best news in all this is that we have 'the automobile' to replace the horse and buggy. We have better ways to do things.



Chapter 3

WHY WE ALMOST UNIVERSALLY IGNORE ADS,

And Why Marketers Keep Foisting Them On Us, Anyway

Like so many things, there are two sides to this story, a seeming paradox that begs for an explanation. We'll try to break down a) why ads don't generally work and are a waste of money, and also b) why trillion-dollar-valuation companies got wealthy selling ad space, and ads were helpful for many companies' growth strategies.

The data are clear: **ads suck.**

- PPC click-through rates are about 5-in-a-thousand (that's an weighted average of display, which is 2-in-a-thousand, and search, which is 2-in-a-hundred). Oh – and this is when the 15,000 Ph.D.'s at Google have done their best to match a product or service to you – using search terms and behavioral analytics.
- Meanwhile, the average click-through rate for organic links is something like 20%, depending. Orders of magnitude more click on non-sales copy.
- The overwhelming majority of clicks on the Internet are organic.
- Blogs have compiled a list of marketing tactics that consumers hate. They're all paid placements, or ads.
- There's a massive disconnect between what marketers believe is welcomed by consumers, and what is actually welcomed by consumers.

Nobody likes ads.

The jury is in. We have our own statistics on it, gleaned from around the Internet.

More people are flat-earthers, or like eating bark.

And your own life confirms this. Forbes estimates that, in a given day, a denizen of a Western country will be shown 10,000 ads. Yikes. You click maybe 2.



Also: businesses claim PPC is effective and brings in leads.

Both are true, ads suck and they are also useful and effective.

Here's how: Google, Facebook, LinkedIn, YouTube, Instagram, and Programmatic networks have the power to show your ad to millions of people. These ads are targeted toward a given demographic, and still, about 2 times in 1,000, people click the ad. That's the average for Google Display anyhow. Seems like a terrible success rate. However, if a few million people see the ad, that can amount to thousands of clicks.

The Internet never forgets, but it also Internet users have no memory (another paradox). Those 2.99 million people who didn't click your ad, who don't want what you're offering, aren't going to remember you, most of the time. So there's no down-side to interrupting them.

In theory, in a Karmic sense, however, we'd argue there is. You're being hypocritical. You, yourself (marketer), avoid ads and don't like them interrupting your process. You don't like Google and Facebook making you the product (charging for your attention). You're information-overloaded and don't need to see the 10,000 ads Forbes estimates are served-up for you every day. But you're doing it to other people. We'd argue this is hypocritical at best, and immoral at worst.

But don't fret. We do it too. Sometimes. We just try to couple paid placements with offers, to pardon the interruption. We try to be as buyer-centric as we can, embracing a seller-centric interruptive marketing format.



Ads work and don't work at the same time. They are selfish and shitty and helpful at the same time. But despite this paradox, to foist them on people when you – marketer – yourself don't like them (99.5% of the time they're unwanted, despite geniuses using cutting-edge learning algorithms to match them to your need), is hypocritical. You're breaking the Golden Rule.

That said, you can combine your ads with content offers, so that you're offering rather than asking or informing. Below are some reasons why people hate ads.

- Consumers know ads are bullshit. Companies will sell to anybody. They just want money; they want the most money. We just expect sales copy in ads to be dishonest.
- Even companies that try to be humble or honest – if it's sales copy they're pushing – are not.
- Consumers' and vendors are each one-way blind. Consumers don't see the world as vendors do, and vice-versa. Vendors never consider there are hundreds of other companies competing for the attention of a given consumer. Vendors (marketers) don't realize they're part of a process that floods consumers with ads. They just think it's their one harmless ad. But hundreds or thousands of companies doing this is overwhelming.
- Even if an ad is properly matched, the timing seldom coincides with where the consumer is, in the Buyer Journey. They may be answering a specific question, and you come in with your banner ad for digital services, and the timing is wrong.
- Consumers know the consideration we offer – money – has universal value, and the consideration the vendor is offering is contextual. It may have value – if it works and is the best option – or it may not.
- Consumers are more invested in the solution of their problem than any vendor will, or can, be.
- Vendors don't realize the process isn't pointed at transacting; it's pointed at transacting on the consumer's terms, after research and consideration.

The same factors that keep vendors serving up unwanted ads prevent them from producing content that would expiate the need for such ads: seller-centricity. Egocentricity. Thinking that the consumer's seeming intersecting interest with your solution invites you to interrupt them.

We admit: we run paid placements for clients. And they can work synergistically with organic and SEO and content-based channels and strategies. Typically any organic platform (Google, Facebook) that you're also paying tends to treat you a little nicer, and float your organic content to more places.

But if you have to do paid, combine your 'interruption' marketing with an offer. You'll get much higher click-through rates, and feel less hypocritical, interrupting people when you yourself (marketer) hate seeing ads. We can all handle an interruption to be given something.

Chapter 4

MARKETING TECHNOLOGIES

Weaponized Marketing

Marketing stacks and technology promised to provide intelligent, signal-responsive, targeting – to basically ‘mind read’ – and thoughtfully match us to helpful products and services. It was to be a long-awaited era of enlightenment and courtesy. This did not happen. In fact, the opposite happened. Marketing was weaponized, and the spoils now go to the best 3% of marketers.

Sophisticated targeting tools, sourced from user-generated content on social media platforms, Internet history, search, behavior and engagement analytics; fed through smart phones and devices, leveraging location and even audio signals – all terminating into big data clusters with artificial intelligence, and sophisticated machine learning algorithms – was supposed to proffer us stuff we wanted. It was supposed to be an enlightened age. Courteous. Thoughtful. Effortless. Accurate. Timely.

That didn’t happen. Instead, we got something disruptive and dumb. We’re effectively in an arms race to evade ever-more-disruptive and intrusive marketing practices. I fully expect messages to emanate from my toilet any given morning.

The truth is we got some of what we wanted. We got a pairing or a matching of us to products; they do seem to know what we want.

But what each company doesn’t realize is that sales are buyer-driven, and that means, their content, which is seller-centric, leads to a situation where 20 suiters are asking the same woman for a dance. Except in this metaphor: they all have GPS to know where she is, every moment of the day. They can now all effectively stalk her.

Sounds delightful. This is what happened to marketing. Sure, they may have what she wants, but the selection process, which is hers, driven by her, is entirely ignored.

And like any given company’s ads, the ‘suiters’ aren’t honest, not objective. They have their wants, and yes she wants one of them (or maybe not!), but their needs clearly overshadow her process. What they say about themselves, next to their actions and her contemplations, just isn’t that helpful.

And honestly, we don’t have to cisgender this; in any market where there’s pursued and pursuer, this can be the case: there are *others* after them, also. And they cancel each other in their competition. They overwhelm the subject.

This is how modern marketing – over-utilizing ‘technology’ – works.

This is what happens when you don’t realize buyers drive the Buyer’s Journey with search, and that they don’t want to see your brochures or ads. They want to discover content and find you their way, on their terms, in their timeframe.

Buyers, including you – and including the young lady in our metaphor – want to slow down, to search, get to know and consider options before buying, or dating or getting married (to extend our metaphor further).

So, the targeting has never been better, and most marketers and companies think that’s sufficient. But it’s not.

Look at click-through rates. About 2% for search, and .2% for display (newer statistics say 1.91% for paid search, and .35 for display – which is shown much more frequently). That means 99.5% of the time (the weighted average) – even when you have exact keyword or search term alignment – nobody wants to click your ad.

They don’t want to read your brochure. They don’t want a sales call – at least not until the very end of the Buyer’s Journey, when they’ve pretty much decided on what they want. Like the ‘suiters’ having GPS, companies now have the technology to precisely target you, to interrupt you, and talk about themselves.

And the cycle of technology being mistaken for ‘marketing’ continues, ad infinitum, with old ad-tech platforms offering diminishing returns, and newfangled ad-tech platforms offering temporary gains for mediocre marketers, before they, too, become ineffectual.

We would go one better and say they weaponize marketing.



We now have the tools and technology to literally stalk and harass people – at scale – using a ‘stack’ of enterprise marketing tools.



Here's the pattern:

1. Low-hanging technology attracts a amateur marketers, who confuse managing the technology with 'marketing'. They know 10% more than their clients, and are happy with click-through rates of 2%.
2. In a search for better results, they embrace newfangled (usually invasive) technology – be it for targeting, or lead-scraping, or lead-validating, or some new paid-placement channel or platform.
Note: there is nowhere people want to be interrupted. Not in Google search. Not on Facebook.
3. The technology offers unskilled marketers some limited gains, and more jump aboard.
4. As more compete for attention, and buyers get sick of being interrupted, the returns diminish or die, until...
5. Demand (from marketers) drives a company to create a new marketing type or platform.
6. Rinse and repeat.

We aren't dissing marketing technology. We're saying it doesn't address how people actually buy today, and offers limited wins – on its own. Ad-tech and mar-tech need to be repurposed toward content marketing and the New Rules of marketing.

Because most marketers' attitudes haven't really evolved with the technology, they are now unwittingly fusing aggressive, 1950's 'Don Draper', 'Push' marketing, approaches with powerful marketing technology – a 'worst of both worlds', where ugly 'Push' marketing uses unprecedented technology.

They are now capable of scraping thousands of email addresses, stalking people across the internet, across channels, and even listening to their mobile devices. It's horrific.

But this is not how marketing ideally works. It should be content, and work from consent. Buyers drive the Buyer Journey, and companies can only offer buyer-centric content to aid them: helpful information for their search, for them to research and consider.

This reality is why you ignored a few dozen emails today, and a few thousand ads. You didn't ask, didn't care, and those companies wasted their money.

Oh wait, it gets better: because marketing is so often done incorrectly, the distribution of wins is now heavily-skewed to companies who know this secret, and who market correctly.

Everybody wants the best. One company's website can gather all the leads, whether a company can service them or not. If Company A is better – more helpful, more knowledgeable – than Companies B-E – everybody will contact them.

This isn't socialism; it's a meritocracy. Second place will lose to what appears to be the best, every time, on the Internet, whether it's search traffic, or business.

And, again, if Company A can't service them, they'll simply scale or grow, so they can. Or raise their fees. The point is the distribution disparities you can see in this era of the Internet are dramatic and theoretically limitless.

Chapter 5

WHAT IS 'INBOUND', 'PULL' OR 'CONTENT' MARKETING?

Put Simply: It's Admitting Everybody Hates Paid Ads

The Internet gave buyers more solutions, and more information about those solutions. The 'Research' and 'Consideration' stages of the Buyer's Journey are driven entirely by buyers, and comprise 80% – 90% of the buyer journey. It's during this stage that they don't want to see your ads, read your brochure, or talk to salespeople.

How Many Ads Did You Ignore Today?

As marketing experts like Gary Vaynerchuk (The Thank You Economy), Marcus Sheridan (They Ask, You Answer), and Mark W. Schaefer (Marketing Rebellion) have noted, we're seeing changes in how we buy.

These changes began to become noticeable as Web 2.0 (user-generated content, dynamic social media like Facebook and Twitter, enhanced search) appeared c. 2008, not in the late 1990's, when the Internet gained wide adoption. There's been a revolution: buyers are driving the sales cycle, coming to sellers on the basis of search and content, and not ads or brochures.

The difference – in terms of the volume of information (noise), the appetite for buyer-centric content (signal), and the power and necessity of search – between, say, 2006 and 2021, is dramatic.

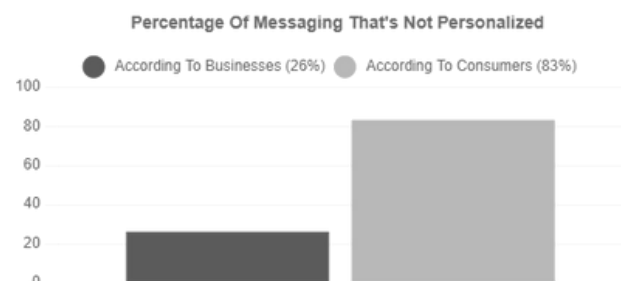
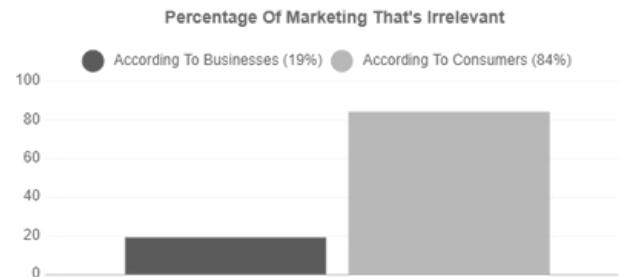
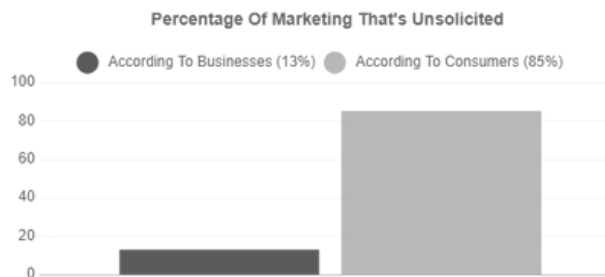
Barriers-to-entry for new business have never been lower, so there's a wealth of competition out there.

This all results in advantages for buyers. There have been a few terms used to describe how buyers are behaving. We call it a 'Selective Consumption' economy. 'Inbound', 'Pull', or 'Content' Marketing are simply intelligent, effective, approaches to how people purchase now, that address their search/research and consideration process, and need for content.

'Selective Consumption' means 'buyer's choice'; but what does that mean at a granular level?:

1. Buyers are informed. Buyers begin almost every buyer's journey with search, or seeking information.
2. Buyers are discerning and choosy. More information means buyers have to screen the information they discover.
3. Buyers aren't entitled, per se, but they do have greater expectations.
4. Buyers use more than just product fit or value when comparing companies and products. 'Ease of process' and 'brand identity' matter, now more than ever.
5. Buyers find you. Ads mean and do less and less. Search ads may make you visible, but buyers generally ignore ads – all things being equal.
6. Companies must differentiate.
7. Companies should produce content to address the way buyers actually shop today.

THE RELEVANCY GAP (WHY YOU SHOULD SHOP THE WAY YOU BUY; SOURCE: BLOGGINGWIZARD.COM)



*Every stage in the Buyer's Journey or Sales Cycle is driven-by, and at the prerogative and pleasure of, the buyer. It only *seems* like sellers have any power at all.*

Unless you're a captive audience in a movie theater, or broken down on the side of the road, buyers are always in control – not sellers. Research validates this. Technology and even huge budgets don't diminish this reality.

This circumstance, like any 'crisis', presents a danger and an opportunity for sellers (companies). The best ways to deal with competitive markets are a) differentiate, and b) produce the content buyers are seeking when they are 'researching' and 'considering' throughout most of the Buyer's Journey.

Ads – paid placements – can put you at the front of the proverbial line, but once there, if you don't have something of value to say, your money is wasted. So, if you're forced to use paid channels, we'd advise objective value content offers people can't say 'no' to.

Most of the clicks on the Internet are organic, by a large margin. Why? People don't care about your ads. They don't want to see your brochure. They know sales copy is seller-centric.



They are looking for answers; information that will help them come to a decision about what works for them, they are indifferent to self-referential (brochure) content that talks about you, until the very end of the Buyer's Journey.

The more responsive a company can be to these realities – that people are overwhelmed with options and appreciate a differentiated product, that they need information to decide if you're right for them – the more traffic, leads, and eventually sale, they get.

Consider your own buying process:

1. You have a pain-point.
2. You get online and start researching and 'considering'.
3. This process may go on for hours, days, weeks, or months, but at no point in that process do you want to see ads, or read brochures.
4. It's only at the very end, when your research is effectively done, that you're interested in those things.
5. It's vanity to believe that even expertly-targeted ads isn't typically money wasted, that only results in a sale when a buyer is desperate, lazy, or just out of dumb luck.

It's shocking that almost every marketer forgets what it's like to be a consumer when they get behind an AdWords or WordPress dashboard.

We mapped-out the new, accepted buyer journey, and there are several sub-stages in the Awareness-Interest-Consideration stages Hubspot widely cites.

Buyers drive the sale. Buyer-centric content that responds to the buyer-driven Sales Cycle means producing content that you give away – upfront – that is useful, relevant, and well-conceived.