

ENTERPRISE STORYTELLING

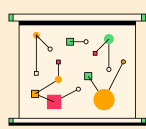
and the

BUYER'S JOURNEY

1 Awareness Stage

Introduce your story: Position your audience as the hero of your story and map out the journey ahead. Help them define their starting point — their current challenges — and set a path to get them where they want to go. Your story can take the shape of:

Infographics



Social Media



Videos



2 Consideration Stage

Thicken the plot with rising action: Your audience continues their journey by deciding what they need and who to trust. Build your credibility and nurture your potential customers by guiding them through their options in:

Reports & White Papers



E-books



Web Content



3 Decision Stage

Build up to an exciting climax: As your story resolves, your audience makes their decision — and may even become your customer. Guide them toward this critical moment by helping them envision their challenges being solved, and help them see the value in what you have to offer through:

Comparison Guides



Data Sheets



Case Studies



4 Nurture Stage

Conclude your story: Wrap things up by leaving a lasting impression on your customers. Empower customers with the information they need for success while ensuring that they feel valued and appreciated. Turn a one-time purchase into long-term customer advocacy by creating:

Training Manuals



Email Promotions



Events



Start telling your story across the buyer's journey.