

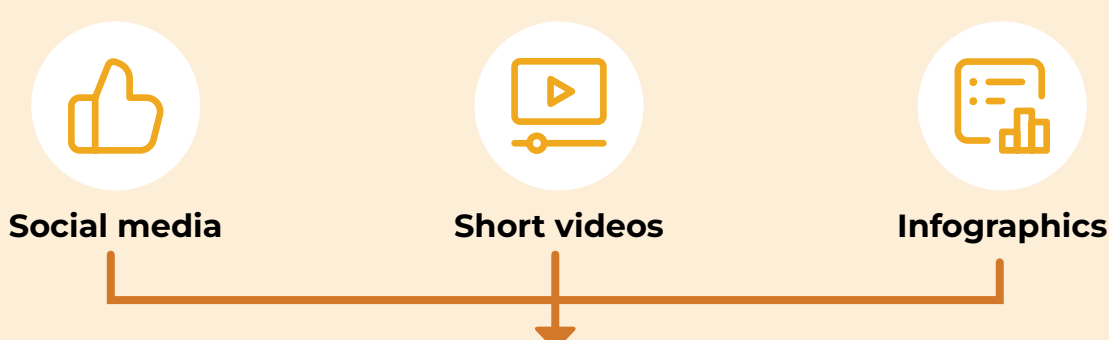
Snackable Content for the Buyer's Journey

In a digital world, every scroll, click and swipe matters — and capturing attention quickly has never been more critical. When you strategically place snackable content across the B2B tech buyer's journey, you can grab buyer attention through eye-catching, easy-to-consume assets that drive them to your longer-form content.

1 Awareness Stage

In the first stage of the buyer's journey, tech buyers are working to identify their business challenges and strategize possible solutions. In the awareness stage, you'll want to:

Create an emotional connection with your buyers by answering their questions and addressing their pain points through snackable and shareable content such as:

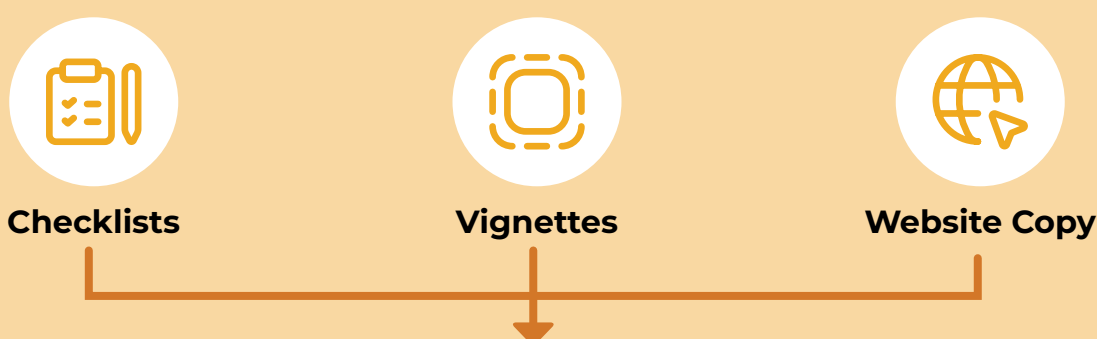


Weave in valuable insights and relevant takeaways that encourage buyers to click further into your longer-form assets such as **articles**, **blogs** and **web content**.

2 Consideration Stage

In the second stage, buyers are exploring their options and researching companies with comparable products and services. In the consideration stage, you'll want to:

Help buyers prepare for a favorable decision with compelling proof points and key stats, presented in easily consumable content such as:



Tailor these proof points and stats to resonate with buyers and lead them to click through to your **e-books**, **POVs** and **white papers**.

3 Decision Stage

The third stage, decision, is when tech buyers are ready to commit to a product or service. Once they reach this point, you'll want to:

Create a sense of urgency and make it easy for buyers to understand details like your pricing information and payment options through snackable assets such as:



Be sure to empower buyers to make informed decisions by giving them snackable content that's packed with just the right data points — and links so they can click through to your **case studies**, **product guides** and **demos**.

4 Nurture Stage

In the final stage, your customers may become your advocates if you show your commitment to supporting the new relationship and building it for the long term. Be sure to:

Focus on great customer service, ongoing offers, rewards and recognition through snackable content such as:



Create engaging, well-designed assets that encourage customers to promote your solutions to others and take advantage of opportunities you offer, such as **media exposure**, **trainings** and **peer-to-peer events**.



Your Recipe for Snackable Content Success

By understanding the four stages of the buyer's journey — and the challenges and opportunities each one presents — you can create snackable content that blends seamlessly into your current marketing efforts to attract more buyers.

→ [Hop on a free brainstorm session](#) with us to see how snackable content supports your current marketing efforts.