



Snackable content strategy across the buyer's journey

A step-by-step plan for driving marketing success

SNACKABLE CONTENT is your secret weapon to attracting tech buyers. Perfectly aligned with today's fast-paced digital environment, snackable content is visually appealing, easily consumed and quickly shared across platforms.

But the true power of snackable, shareable content emerges when it's placed strategically at key touchpoints on the [buyer's journey](#). The right content in the right place, at the right time, can grab attention and drive decision-makers to your door.

FOLLOW THESE 12 STEPS ACROSS THE FOUR STAGES OF THE BUYER'S JOURNEY to identify what tech buyers want, what type of snackable content resonates with them and how to compel them toward an informed purchasing decision.

Stage 1 — Awareness

Step 1: Identify your buyers' needs: At this early stage, tech buyers are focusing on their current business challenges and strategizing possible solutions. Conduct thorough research so you can develop content that demonstrates your understanding of their needs, setting your organization up as a trusted advisor.

Step 2: Get their attention: In this step, create content that builds an emotional connection with buyers by answering their questions and addressing their pain points, while making them aware of your brand and your offerings. Educate them with valuable insights and relevant takeaways presented in engaging content.

Step 3: Make your content easy to consume and share: You're now on your buyers' radar. Make it easy for them to find more of your content with assets in diverse formats and on multiple platforms. Make that content easily shareable and they'll put you on their colleagues' radar too.



Snackable assets for the awareness stage include **social media**, **short videos** and **infographics**

Snackable success

Canon Business Process Services chooses [infographics](#) to drive buyers to longer-form assets such as blog articles, case studies and bulletins.

Stage 2 — Consideration

Step 4: Guide prospective buyers with proof points: As buyers move into the consideration stage, they're exploring options and researching companies with comparable products and services. Now that you have their attention, this is your chance to guide them with compelling proof points and key stats on how your company can address their needs. When you do this well, they'll think of you as a trusted advisor.

Step 5: Offer consideration strategies: Making a major tech purchase is a complex and high-stakes task. In this step, you can demonstrate your understanding of your buyers' decision process by offering strategic content such as a checklist or decision flow chart. Make this snackable content easy to consume and share to reach a wider audience.

Step 6: Give them a reason to click through: This is a key step in the buyer's journey: Will they move you to their short list? Now's your chance to provide content that includes multiple ways to access all your information. Allow buyers to easily dive as deeply as they need to by linking to your e-books, point-of-view papers (POVs) and white papers.



Snackable assets for the consideration stage include **checklists**, **vignettes** and **web content**

Snackable success

Trend Micro uses [vignettes](#) driven by customer testimonials to share real-life experiences that vividly depict what it's like to work with Trend's exceptional employees — and push readers to the full customer stories and e-books.

Stage 3 — Decision

Step 7: Help buyers commit: Congratulations, you're on the short list. The decision stage is when tech buyers are ready to commit to a product or service and want detailed proof to support their actions. Empower buyers to make informed decisions by packing your snackable content with data points and links to your case studies, product guides and demos.

Step 8: Support them in the approval process: By providing buyers with targeted content in a variety of formats, you can give them the tools they need to present their case to the purchasing team. Snackable, shareable content that is rich in links to more detailed information offers an easy entry point for busy executives.

Step 9: Make the final decision easy: Create a sense of urgency through time-sensitive pricing and make it easy for buyers to understand details like solution bundles or preferred payment options. By addressing their immediate needs, while also giving them access to more robust information, you're enhancing their decision-making.



Snackable assets for the decision stage include **comparison charts**, **case study slides** and **social tiles**

Snackable success

Dell Technologies and EY utilize [social tiles](#) to drive buyers to detailed blogs on cyber resilience and videos that highlight the value of this esteemed partnership.

Stage 4 — Nurture

Step 10: Show your commitment: You were chosen — now what? You have the opportunity to show your commitment to the relationship and build it for the long term. It's your chance to win customers for life and turn them into advocates for your brand.

Step 11: Focus on service to your customer: In this step, you can highlight your great customer service, ongoing offers, enticing rewards and visible recognition. Providing this type of snackable content encourages customers to promote your solutions by taking advantage of your media exposure, trainings and peer-to-peer events.

Step 12: Create a sense of community: Build on early customer satisfaction by offering opportunities for your buyers to see themselves as part of a larger community of happy customers — united by content that reinforces the continuing value of your solutions and services.



Snackable assets for the nurture stage include **customer community web content, Q&As** and **nurture cards**

Snackable success

Hitachi uses [nurture cards](#) to make new customers feel part of the family and drive them to peer-to-peer conversations and speaking engagement opportunities.

Increase your success across the buyer's journey with snackable, shareable content

The buyer's journey has always been a useful guide to attracting and winning new customers. Harnessing the power of concise, impactful and connected content across the buyer's journey can transform fleeting observations into lasting impressions, turn calculated clicks into journeys of discovery and increase your ability to turn customers into brand advocates.

BRAINSTORM WITH US
TO SEE HOW SNACKABLE CONTENT
CAN BOOST YOUR CURRENT MARKETING EFFORTS



Build your best content campaigns on **StoryOne** — the storytelling process for technology leaders.

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