

GUIDE

Mapping Content to the Customer Journey

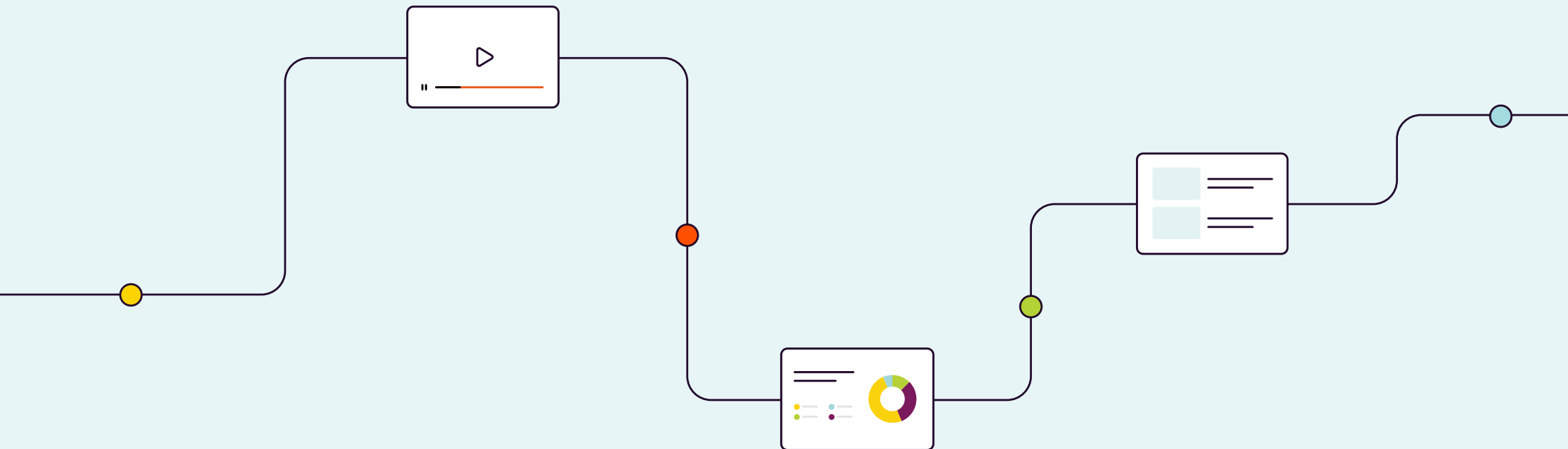
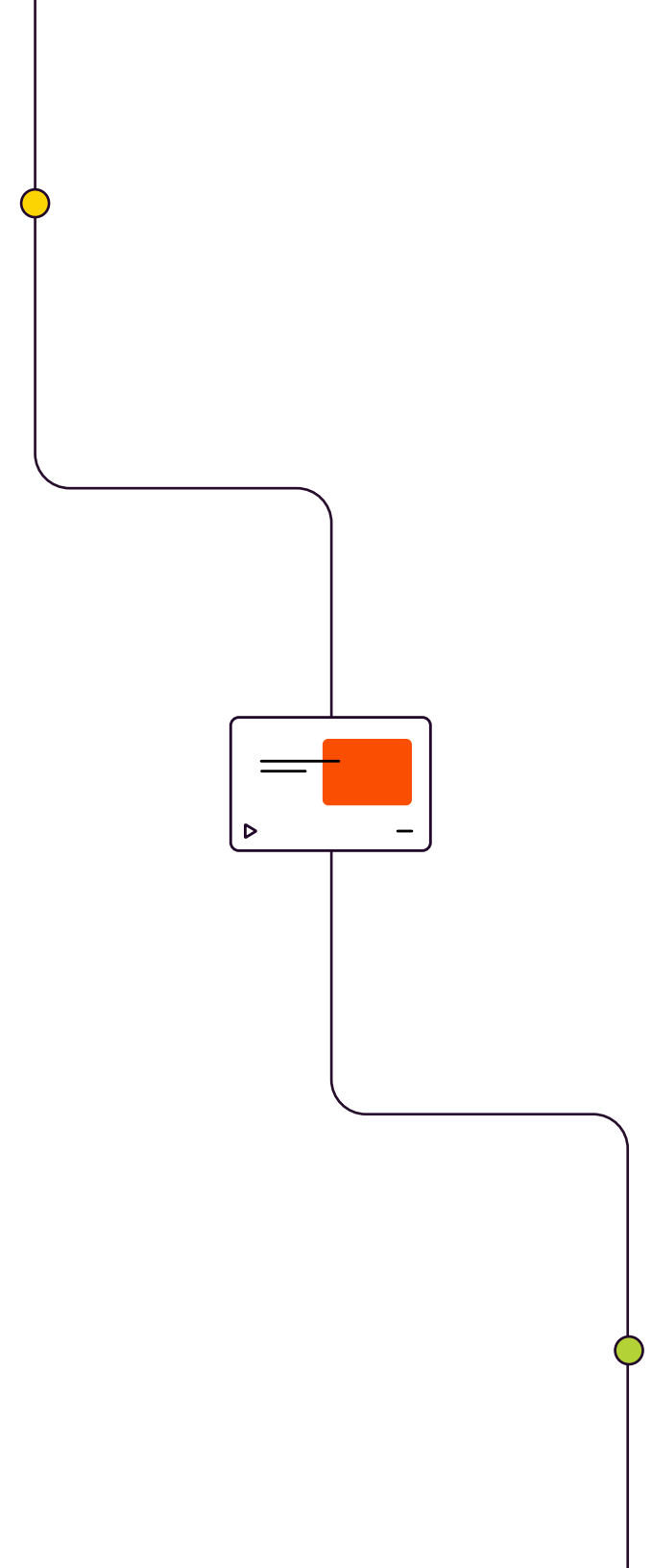


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Take control of your content

Obviously, content matters. It's long been established how content builds a brand's authority and trust, resulting in greater ROI than traditional marketing tactics because it increases web traffic and search engine visibility, and generates higher-quality leads. Why is content so successful? Put simply: because customers want it. Content demonstrates to customers that you understand their challenges, have insights to share about their endeavors, and can provide them with solutions to their dilemmas.

So, naturally, companies create content—lots of it. And not just in terms of volume, but in terms of type. From blogs and case studies to whitepapers and webinars, content is continuously authored, edited, tweaked, versioned, archived, restored, and revamped. It's no wonder content management became an industry unto itself.

Taking control of your ever-growing content isn't just about centralizing where it lives so specific pieces are easier to find; more crucially, it's about knowing when to deploy the right content to the right customers. Only then can the benefits of content be fully realized.

Unfortunately, in their zeal to reap those benefits, too many companies create content simply for the sake of creating content. Perhaps this is the reason why **42% of sales, enablement and customer success leaders say the content they find is irrelevant to their clients' use cases, and 41% say it's irrelevant to their clients' industries.**¹

To succeed, content needs to be created and deployed for each stage of the customer journey. But what does that journey look like today? What are those stages and what content types are most appropriate for each?

¹<https://seismic.com/resources/reports/seismic-value-of-enablement-report/>

The modern customer journey

Due to the rise of digital media, the customer journey has evolved to reflect the self-directed content consumption made more prevalent than ever by the internet. As such, most customers consume several pieces of content before engaging with a sales rep—and practically all of them say they want self-service options for at least part of the buying process.²

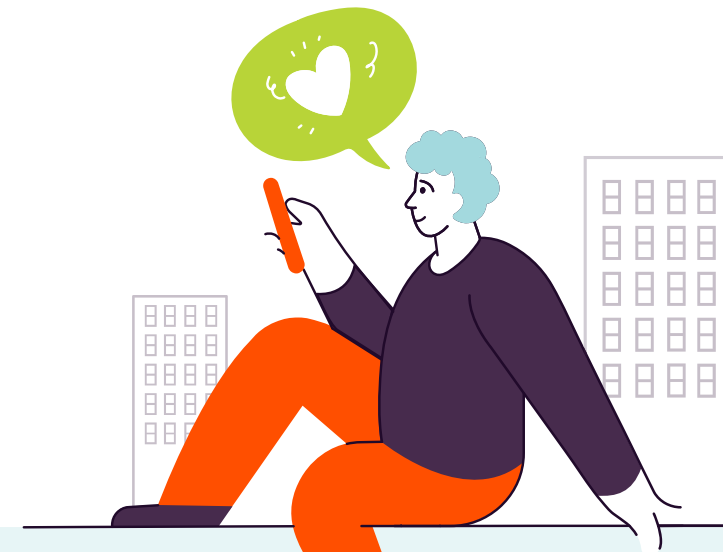
Of course, responding to customers so late in the sales cycle can put reps at a disadvantage, relegating them to a more reactionary role. Reps have always had to present themselves as experts to build trust—but now they have to do it before they've even interacted with a customer.

To take back some control of the sales cycle, reps need to reach out to customers, who have no current desire to speak to them, with material that'll capture their attention on the digital channels they're using.

But the question remains: **What content and when?**

²<https://www.demandgenreport.com/resources/research/2022-content-preferences-survey-b2b-customers-crave-concise-research-based-content-to-inform-purchasing-process/>

³https://www.trustradius.com/vendor-blog/2022-b2b-buying-disconnect-the-age-of-the-self-serve-buyer?utm_source=cision&utm_medium=content_syndication&utm_campaign=2022_06_b2bdisconnect&utm_term=v



62%

of B2B customers engage with three to seven pieces of content before connecting with a salesperson.³





58%

of consumers start their discovery process with an internet search, while 57% turn to social media for guidance.⁴

The right content at the right time

STAGE 1: DISCOVER

Also called the "awareness" stage, the discovery phase of the buyer's journey begins when the customer has just become aware of a problem they have to solve or a need they have to fulfill. They're just beginning their research, so the best way to capture their attention at this point is with high-level, educational material, establishing your brand as a trusted source of information. Now is not the time to trumpet your own specific product or service.

Customers will naturally search for this content online, but not just via search engines; they'll turn to social media as well. That's why it's vital for sales reps to establish a solid presence and reputation of expertise on social media, meeting modern buyers where they are with the informative and insightful content they're looking for. That's also why it's vital for sales and marketing teams to be equipped with enablement software that makes it simple and efficient to create, alter, and share that content such that it remains on-brand and compliant.

⁴<https://blog.hubspot.com/sales/the-new-buyers-journey>

STAGE 1: DISCOVER

Relevant content types

Discover-level content provides guidance, simplifies complex information, and educates the reader on a topic. Webinars and eBooks offer a high-level overview in an easily digestible format, while blog posts, explainers, and social media content showcase your team's thought-leadership.



Educational webinars or videos



Infographics



eBooks



Explainers



Blog posts



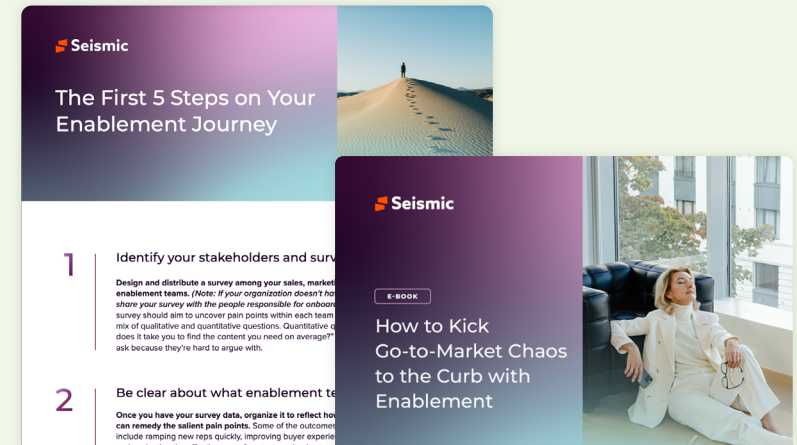
Social posts

Seismic samples

Check out these examples of Discover Stage content:

[Kick Go-to-Market Chaos to the Curb](#)

[The First 5 Steps on Your Enablement Journey](#)



STAGE 2: EXPLORE

Also known as the "interest" or "consideration" stage, the Explore phase is when a customer will start researching potential solutions to their problem. They will continue to use digital channels, gravitating towards vendors whose content offers insights about the marketplace while also providing some specificity about how their particular solutions work and what differentiates them from the competition.

As such, Explore-level content should be tailored to address more solution-level questions and concerns. Try sharing third-party analyst reports or industry overviews to set the stage, but be sure to follow them up with content that dives into how your solution can facilitate specific business outcomes.



STAGE 2: EXPLORE

Relevant content types

There's no one format customers gravitate to most at this phase—some might enjoy sitting down with a research-rich whitepaper, some may prefer interactive content with choose-your-own-adventure elements, while others will want to attend a live, in-depth webinar.

As prospects start to home in on your solution, don't forget the power of a good case study so they can see themselves using—and succeeding with—the solution you're offering.



Webinars



eBooks or whitepapers



Case Studies



Expert reviews or analyst reports

Seismic samples

Check out these examples of Explore Stage content:

[Master Modern B2B Selling with Enablement](#)
[Generation Enablement Report](#)

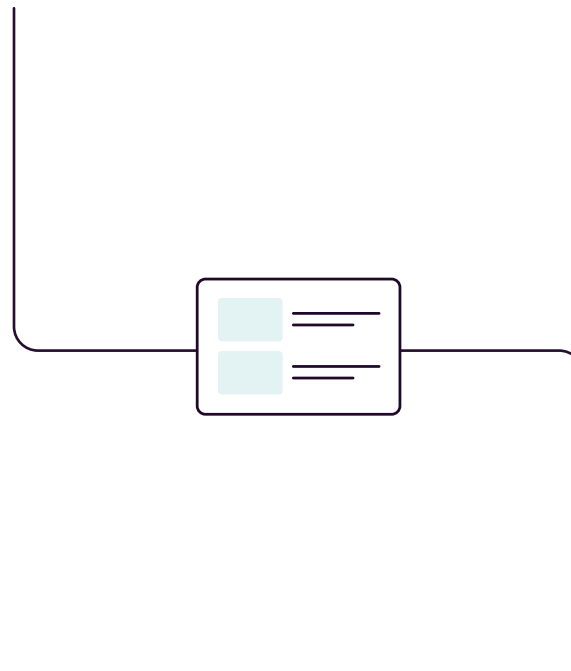




STAGE 3: BUY

The time has come. Known also as the "decision" or "action" stage, the Buy phase of the customer journey is where content helps customers cross the finish line to a done deal.

As they consider a purchase, they may still poke around review sites and online forums to find that extra assurance. But they'll also be in close contact with your sales team. Make sure your reps are equipped with the right resources to deliver a truly exceptional experience.



STAGE 3: BUY

Relevant content types

During this phase, content should focus on motivating the customer to complete their purchase, putting to rest any remaining doubts or objections.



Sales presentations



Product demos or tutorials



Comparative guides



Product sheets or specifications



Pricing information and options



Customer testimonials

Seismic sample

Learn how Seismic proved critical in achieving a wide array of business outcomes in this collection of customer stories:

[Making the Case for Enablement](#)



Remember the post-purchase journey

A customer's experience doesn't end with their purchase. Elements like the quality of onboarding or their first months as a user have a major impact on their downstream loyalty and retention, and the right content can go a long way in ensuring those experiences are positive ones. These can include comprehensive but digestible user guides, exclusive webinars, and customer surveys.

Once customers have some positive results with your product, you may want to consider working with them on advocacy content, such as customer testimonials or case studies. By transforming them into brand advocates, you'll reap the benefits of peer-to-peer marketing.





Leverage enablement technology for better engagement across the customer journey

Enablement technology streamlines the creation, management, and deployment of numerous content types, including emails, social posts, interactive pieces, sales presentations, case studies, and more.

Personalization for each content asset is scalable through a variety of intuitive features, and having every asset stored within a single centralized library equipped with context-driven search and tagging capabilities means it's easy for reps to find what they need when they need it so they can meet each customer wherever they are in their individual journey.

Enablement technology also provides data-based insights on how content performs, taking the mystery out of how it should be improved upon for even greater results down the road.

Ready to learn more? [Speak with our team](#) to get started.



About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

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