



How to Engage with Customers At Every Stage of the Buying Process

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Customer is Aware of a Problem

This is where your [brand awareness](#) and [lead generation](#) strategy will pay off. If you are top of mind with potential customers for their problem, they will seek **you** out **first** for answers.



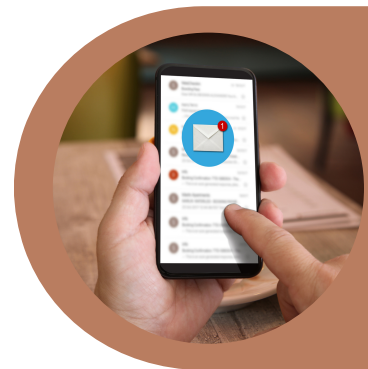
The Search is on for Solutions

If no brand is top of mind, prospects will search for solutions. Educational (versus salesy) content and a healthy [lead generation](#) strategy are key here to inform visitors about your solutions and establish your brand as an authority.



Product Comparison

Be sure to ask your prospect for their contact information. Comparison content, review posts and live demonstrations show how your product compares to the competition.



A Buying Decision Is Made

Ensure that you have an amazing payment processing system to make buying quick and easy. Continue to follow up with content that shows how to use your product to get the best results. And allow them to get help if needed.



Wrapping It All Up

Every piece of content you create should have a purpose and address the one or more stages of the buying process. Create a [brand strategy](#), and turn visitors into leads early on in the buying process. Follow up with educational content and make the check out process quick and easy.



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