

Buyer's Journey Audit

*You know the drill by now,
scores on the doors!*

1 2 3 4 5
Strongly Disagree Strongly Agree

HOW ARE YOU DOING AT MAPPING OUT AND USING THE BUYER'S JOURNEY?

- Our business understands the buyer's journey for each buyer persona 1 2 3 4 5
- We create the right content for each step of the buyer's journey 1 2 3 4 5
- Our website allows visitors to find the right content easily 1 2 3 4 5
- We make sure our leads are nurtured and qualified before they go to sales 1 2 3 4 5
- We continue to engage visitors and prospects with regular and relevant content 1 2 3 4 5

KEY ACTIONS TO TAKE AWAY

1.
2.
3.