

# Buyer's Journey Template

	<b>User Behavior</b> <i>(i.e. Blog, Keywords, Social Media)</i>	<b>Content Offer</b> <i>(i.e. Infographic, White Paper, eBook)</i>	<b>Action Keywords</b> <i>(i.e. Improve, Prevent, Compare)</i>
<b>Buyer Persona</b>	<i>Summary of Persona Responsibilities, Needs, and Desires</i>		
Awareness Stage			
Consideration Stage			
Decision Stage			