The 4 Stages Of The Financial Technology Buying Process

Stage 1: **AWARENESS**

Identify Business Needs

2 out of 3 tech deals go to vendors that were already known by buyers before they began the buying process.

of vendors who create vision in the early stage of the buying process for the customer, get the deal.

of buying committees decide what options to consider based on word of mouth suggestions.

Does your market understand the benefits of your offering?

Stage 2: **RESEARCH**

Define Requirements

of buyers do not consider themselves experts in how to solve the problem at hand.

of B2B tech buyers say marketing content had a major or moderate impact on recent solution purchases.

of buyers share useful content with at least 15 colleagues during the buying process.

Does your marketing content educate and build advocacy?

Stage 3: **EVALUATION**

Evaluate Options

of the buying cycle is complete before buyers are willing to engage with a salesperson.

of IT heads found it very challenging to find information they could trust during a recent technology buying process.

EDUCATED not merely sold to

Are you merely selling, or are you helping your customers buy?

Stage 4: **COMMITMENT**

Manage Risk

of buyers value interaction with technical staff late in the buying process. Only 38% prefer to deal with sales people.

What does it cost when a late-stage deal is

LOST?

Deals fall through when vendors fail to address risks identified by the client's IT, compliance and legal teams.

Does your content help overcome barriers to buying?

Customers buy from companies they trust.

How Content Marketing Can Facilitate The Buying Process

Stage 1: **AWARENESS**

Help Them Identify
The Business Goal

STRATEGY: Build awareness of industry problems and your solutions in the context of these problems. Keep it educational.

CONTENT: PR, editorial and article marketing should highlight the industry issues. Blog about the issues and the capabilities needed to address these issues. Guest blogging and syndication increase reach.

VIDEO: Video is a powerful tool for helping build awareness or re-frame business issues from a new perspective. Video can also help you get in front of an industry topic and demonstrate that you understand what your customer is facing.

Stage 2: **RESEARCH**

Help Them Define Their Requirements

STRATEGY: Build awareness of the full breadth of capabilities you offer so your company gets considered. Help the buying committee get a vision for how they can solve their problems.

Make the customer the hero.

CONTENT: Editorial and blogs should explore the business problem and solution approaches. Provide research studies about the issues and use cases showing how others address the issues.

VIDEO: Show how to solve industry problems in the context of your capabilities. Show use cases of how customers solved their problems.

Stage 3: **EVALUATION**

Help Them Get A Vision Of The Solution

STRATEGY: Build trust in your company and products. Help the buyer understand how they could achieve their goal with your solution. Address common objections, and be transparent to build trust.

content: Answer customer questions. Provide white papers, implementation guides, technical blogs, and case studies. Address specific objections and concerns via webinars, blogs and video. Provide product comparison guides and sample RFPs.

VIDEO: Illustrate case studies, recorded demos and presentations with longer technical videos. Focus on value.

Stage 4: **COMMITMENT**

Help Them To
Overcome Their Fear

STRATEGY: Focus on the reasons the buyer could say no. Address objections from IT, risk management, compliance and finance. Transparency is key.

and the bad through implementation and how-to guides. Provide case studies and articles about implementation and guides on how to prepare. Place this content behind a special registration wall controlled by Sales.

VIDEO: Have technology people talk directly to a tech audience addressing specific tech issues. Tape customers discussing how they overcame specific concerns.

To learn how PropelGrowth can help you with strategy, content programs and videos, visit www.propelgrowth.com/4stages or call +1.201.751.9494.

