

Buyer's Journey Matrix

Buying Stage	Problem Naive	Realization	Exploration	Confirmation	Decision	Evaluation
Buyer Objective	Buyers unaware they have a major business problem	Buyers start researching to discover specific business problems.	Buyers look to explore all potential solutions available	Buyers confirm capabilities needed for their unique organization	Buyers make final decision on which vendor is best fit for them.	Buyers continually evaluate if achieving the results they expected.
Interaction Goal	Help buyers identify triggers/symptoms of the issue					
Interaction #1	Influencer marketing campaign (marketing)					
Interaction #2	Tradeshaw speaking engagement (sales)					
Interaction #3						
Interaction #4						