

QUESTIONS TO ASK YOURSELF TO SPEED UP THE CONSIDERATION STAGE IN YOUR CUSTOMER'S JOURNEY

This will be what draws your audience in. Make sure that you have accompanying visual content that immediately catches the eye.

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Q1 What are the customer's needs and pain points, and how does the product or service address them?

Q2 How does the product or service compare to competitors in terms of features, benefits, and pricing?

Q3 What are the potential obstacles or concerns that might prevent the customer from making a purchase, and how can the business address them?

Q4 What evidence or proof can the business provide to support the claims made about the product or service?

Q5 What is the customer's budget and how does the pricing of the product or service fit within it?

Q4 What is the timeline for the customer's decision-making process, and how can the business stay engaged and top-of-mind during this time?