

# Using the Content Marketing Funnel to Discover Your Audience's Intent

Every potential customer is on a distinct buyer's journey, consuming unique content while attempting to solve vastly different problems than the people around them. This can be visualized through a B2B content marketing funnel – a breakdown of the types of B2B content that people read as they get closer to making a purchase. Understanding the various stages in the B2B content funnel can help marketers support the customer journey with specific messaging and know what content will push leads further down the pipeline.

**Let's take a look at the multiple types of content in the funnel to better recognize the phase your audience is in and discover what that says about their purchase intent.**

## 1. Snackable:

An audience that's reading snackable content is at the very first stage of the buyer's journey in initial awareness. They're getting familiar with broad topics by consuming social media and blog content, 'light' content that doesn't require a significant time investment.



## 2. Sensory:

Sensory content focuses on a deeper phase of awareness. The professional watches videos, listens to podcasts and glances over infographics to become more knowledgeable on the subject.



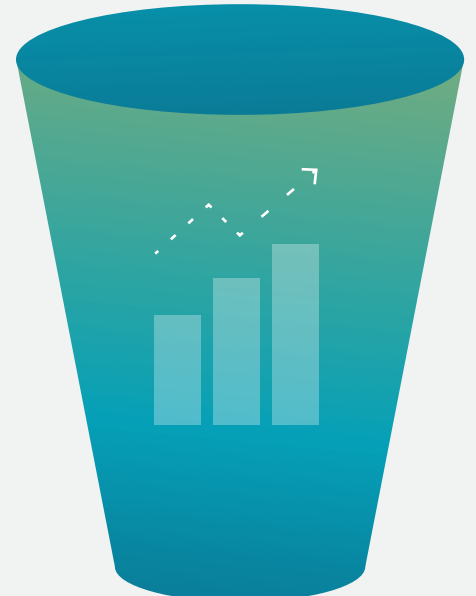
## 3. Weighty:

When a professional is seriously thinking of buying something, weighty content enters the scene; they're moving into the consideration phase. Webinars, research reports, and white papers indicate they're getting deeper in the funnel.



## 4. Proof Points:

Seeing – or reading – is believing in the decision-making stage. Professionals in this phase want hard-hitting facts and data-driven results from reviews and case studies as they now fully understand the opportunity to solve their challenge. These proof points provide insurance and comfort about the vendors they are deciding on.



## 5. Product Details:

As readers come to the end of the buying journey, they'll study detailed information from specification and installation guides. This suggests they're ready to make a purchase and need to know how to implement the product or service.



Each piece of B2B content within the funnel is important and useful in its own way, but gives the reader very different types of information that can be more or less relevant depending on where they're at in the buying process.

While research patterns don't follow a perfect funnel, it's still helpful to utilize them as B2B marketers create a strategy for reaching their target audience with the right messaging, at the correct time.

**Interested in learning more about content-based marketing? Contact CONTENTgine to get started.**