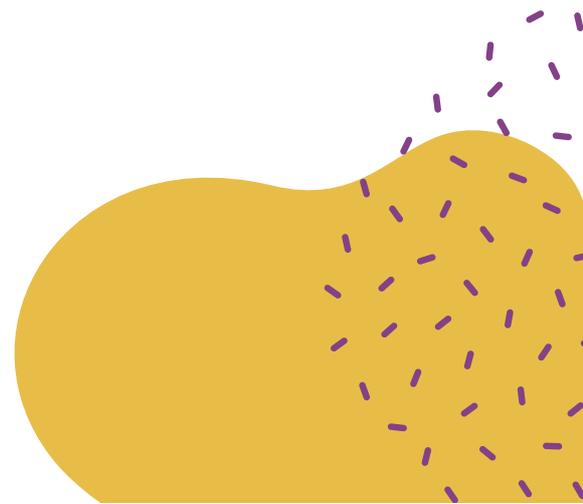




Buyer's Journey Worksheets

These free worksheets will help you to build an effective content strategy that looks at all stages of the admissions funnel.



How to use this eBook

Here are a few tips on how to really utilise the content in this eBook to map your very own Buyers Journey...

- Why not share this eBook with your team, brainstorm together and see what ideas you can all come up with?
- Use this eBook as a template to create and map your own buyer's journey
- Reuse this resource as much as you need for multiple journeys - every journey is different!



The stages of the buyers journey

Awareness:

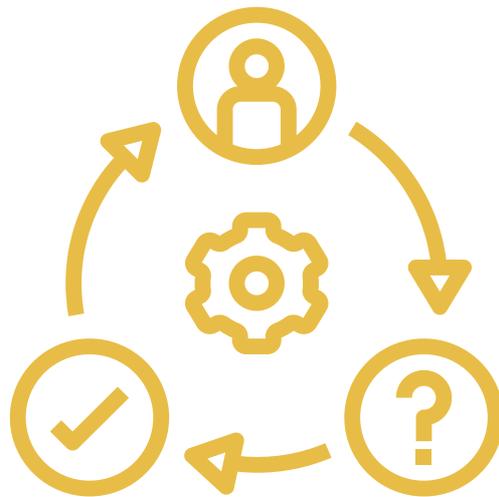
At the awareness stage, the customer is aware that they are in need of a new product/service. In this case, the prospect (either the parent or the student) is aware that they are looking for a new school to attend.

Consideration:

In the consideration stage, the prospect is doing their research. They will be comparing and contrasting their options, reading reviews, and ranking each of their possible schools based on the information they have found.

Decision:

This is ultimately where they will make their decision! Prospects will have a list of potential schools they liked the most and will be ready to make a decision and apply.



Consider what questions your customers or supporters are asking at each stage of their journey from awareness to purchase or sign-up and how you can help answer them.

The stages of the the funnel

For each stage of the buyers' journey, you will need to have content that will answer your prospects' questions. The best way to think about this is like a funnel:

Top = Awareness, Middle = Consideration, Bottom = Decision

TOP: Awareness

Social media posts, videos of the schools grounds, paid social ads, infographics showing school exam stats, relevant website content

MIDDLE: Consideration

Open events, Blog posts, website pop-up to prospectus download

BOTTOM: Decision

Personal guided tours, testimonials, Alumni showcase, email with application form

Some examples of how to plan content to answer the questions of your prospects at each stage of the buyers' journey are on the next few pages.

The Awareness Stage

What questions are they asking?	What are the answers?	Where will you offer your solutions?
<p>What career am I most suited to?</p>	<p>If you are a caring person, who enjoys helping people who is interested in working in a busy role making a difference, then nursing is a rewarding and varied career.</p>	<ul style="list-style-type: none">- Survey or quiz on website matching skills and interests to nursing career- Webpage with overview of nursing career and who is suited to it- Infographic of 5 reasons to choose a career in nursing- Social media advertising campaign promoting the benefits of a career in nursing

The Consideration Stage

What questions are they asking?	What are the answers?	Where will you offer your solutions?
<p>What qualifications do you need to be a nurse?</p>	<p>You can study a nursing degree at university or you can study a nursing degree apprenticeship.</p>	<ul style="list-style-type: none">- Careers profiles on website with 'spotlight on...' career paths- Video of Head of Social Care talking about the various benefits of a nursing career. Promoted on Facebook- Infographics on social media to show different paths in to nursing- Testimonials from past nursing students talking about their experiences in the career and how rewarding it is. Shared on website and in course guide

The Decision Stage

What questions are they as	What are the answers?	Where will you offer your solutions?
Where is the best place to study nursing in London?	There are a number of reasons that 'Our College' is the best place to study nursing in London: - Reason1 - Reason2 - Reason3 etc.	- Social media advertising campaign with animation showing reasons 'Our College' is the best place in London to study nursing - 'Life as a nursing student at Our College' downloadable brochure with details on student life and support package - Organic social media posts sharing external content displaying league tables for top colleges - Adverts in Social Care magazines with reasons to study at 'Our College'
When do I need to apply for a September 2022 start?	We can take applications right up until the start of term but if demand is high, we cannot guarantee a place. We advise applying before June 2021 to secure your place.	- Admissions journey page on website - Specific Q&A posts on social media - Video of Principal talking about admissions process - - Reminder emails to prospective students

Time to plan your own!

STAGE: Awareness

What questions are they asking?	What are the answers?	Where will you offer your solutions?

Time to plan your own!

STAGE: Consideration

What questions are they asking?	What are the answers?	Where will you offer your solutions?

Time to plan your own!

STAGE: Decision

What questions are they asking?	What are the answers?	Where will you offer your solutions?

Enjoyed this eBook?

We hope you found this eBook helpful in building your buyers journey! It would be great to hear how you found this resource with a little feedback, You're welcome to submit your thoughts in our short feedback form which you will receive via email shortly after receiving your worksheets.

Check out some of our other resources below:

- [Creating Buyer Personas](#)
- [Content planner](#)
- [Instagram for education](#)

About us



We are an experienced multi-award-winning Diamond HubSpot Partner specialising in implementing and supporting the use of HubSpot within the education sector.

Our dedicated team of experts work with schools, colleges, universities, training providers and other education businesses around the world.

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