CURSO ONLINE

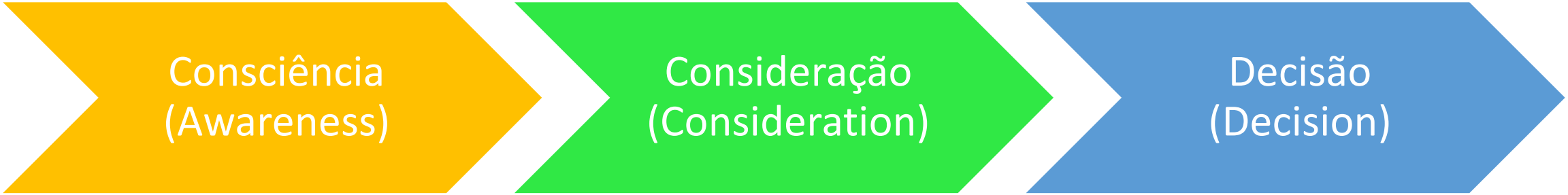
Content Marketing

Desenvolvido por

Jesus Bardini

Especialista em Inbound &
Content Marketing

Jornada de compra - HubSpot



- O usuário tem realizado ou expressado sintomas de um problema potencial ou ocorrido por necessidade.
- O usuário tem claramente definido e dado um nome para seu problema ou necessidade.
- O usuário tem definido sua estratégia de solução, método ou abordagem.

Jornada de compra – SEE > THINK > DO > CARE

	What	Example from fashion industry
See	Anyone that could buy your product	People wearing clothes (that's a lot of people)
Think	Anyone that could buy your product showing some commercial intent	People wearing clothes, thinking that they might need some new ones
Do	Anyone that could buy your product showing some commercial intent	People wearing clothes, thinking that they might need some new ones NOW
Care	Your existing customers	People who bought clothes from you