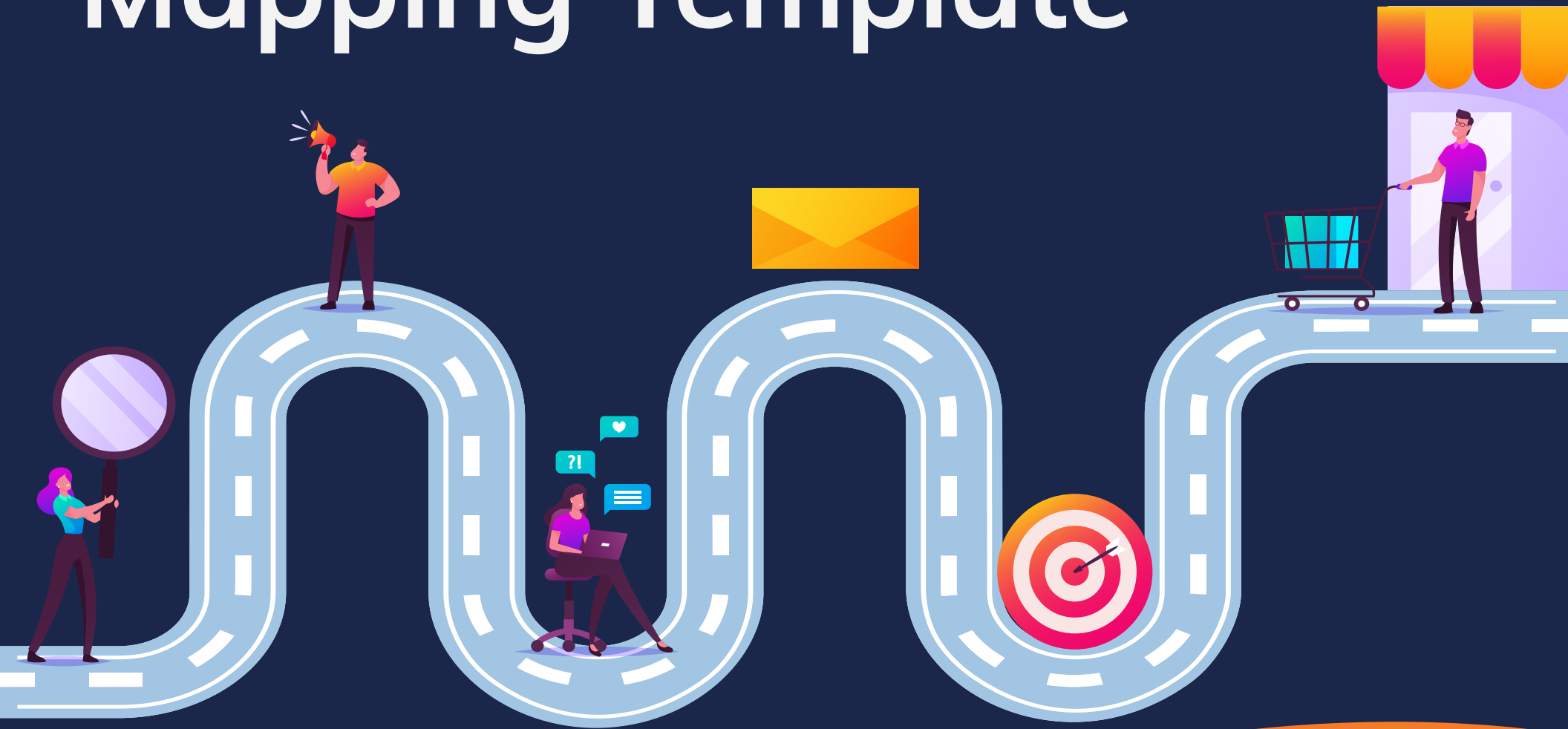


# B2B Buyer Journey Mapping Template



# B2B Buyer Journey Mapping Template

Is your marketing missing the mark with potential buyers? If your lead generation and conversion rates are falling short, you might be misaligned with your customer's actual buying journey. This Template helps you identify exactly what your buyers need at each stage of their decision process.

## Stop guessing what your buyers want. This template helps you:

- ➔ Understand buyer thoughts and emotions at each stage
- ➔ Identify key questions that must be answered
- ➔ Map the right content to the right moments
- ➔ Build trust and accelerate decisions
- ➔ Measure success with stage-specific metrics



## Perfect for B2B marketing teams who want to:

- ➔ Improve lead quality and conversion rates
- ➔ Create more effective content
- ➔ Reduce sales cycles
- ➔ Build buyer-centric strategies

# How to Use This Template

Use this template to map your B2B buyer's journey across different stages of awareness and decision-making.

## HOW TO USE

1. Click the button and access the Google Sheet
2. Make a copy for your own
3. Start with one buyer persona
4. Fill in each cell with relevant information
5. Use real customer data when possible
6. Update quarterly or when market changes occur

## IMPLEMENTATION TIPS

- Create a tab for different tabs for different personas/offers
- Color code cells based on completion status
- Link to relevant documents/resources in cells
- Add comments for team collaboration



**vendigital**

**Vende B2B Buyer Journey Mapping Template**

**Purpose:** This template helps map your B2B buyer's journey across different stages of awareness and decision-making.

**How to Use**

1. Start with one buyer persona
2. Fill in each cell with relevant information
3. Use real customer data when possible
4. Update quarterly or when market changes occur

**Tips**

- Color code cells based on completion status
- Link to relevant documents/resources in cells
- Add comments for team collaboration

**Buyer Persona:** (Your info here)

**Solution:** (Your info here)

| Journey Stage Questions                                  | Unaware        | Problem Aware  | Consideration  | Decision       |
|--|----------------|----------------|----------------|----------------|
| <b>KNOWLEDGE</b>   |                |                |                |                |
| 1. What are they thinking about their current situation? | Your info here | Your info here | Your info here | Your info here |
| 2. What activities are they experiencing?                | Your info here | Your info here | Your info here | Your info here |
| 3. What are their top 3 priorities right now?            | Your info here | Your info here | Your info here | Your info here |
| 4. What are their top 3 concerns right now?              | Your info here | Your info here | Your info here | Your info here |
| <b>BUYER ACTIONS</b>                                     |                |                |                |                |
| 5. What activities are they currently focused on?        | Your info here | Your info here | Your info here | Your info here |
| 6. Where are they looking for information?               | Your info here | Your info here | Your info here | Your info here |
| 7. What steps are they taking to solve their problem?    | Your info here | Your info here | Your info here | Your info here |
| 8. What would help them move forward?                    | Your info here | Your info here | Your info here | Your info here |
| <b>WORKS TO BE DONE</b>                                  |                |                |                |                |
| 9. What primary tasks are they trying to accomplish?     | Your info here | Your info here | Your info here | Your info here |
| 10. What content needs to be addressed?                  | Your info here | Your info here | Your info here | Your info here |
| 11. What's making these tasks difficult?                 | Your info here | Your info here | Your info here | Your info here |
| 12. What would success look like to them?                | Your info here | Your info here | Your info here | Your info here |
| <b>INFORMATION NEEDED</b>                                |                |                |                |                |
| 13. What questions are they asking?                      | Your info here | Your info here | Your info here | Your info here |
| 14. What information do they need to move forward?       | Your info here | Your info here | Your info here | Your info here |
| 15. What proof points would convince them?               | Your info here | Your info here | Your info here | Your info here |
| 16. What concerns need to be addressed?                  | Your info here | Your info here | Your info here | Your info here |
| <b>INFLUENCE</b>   |                |                |                |                |
| 17. Who are they listening to?                           | Your info here | Your info here | Your info here | Your info here |
| 18. Who needs to be involved in decisions?               | Your info here | Your info here | Your info here | Your info here |
| 19. What external factors are affecting them?            | Your info here | Your info here | Your info here | Your info here |
| 20. What communication channels do they trust?           | Your info here | Your info here | Your info here | Your info here |
| <b>CONTENT STRATEGY</b>                                  |                |                |                |                |
| 21. What content will resonate with them?                | Your info here | Your info here | Your info here | Your info here |
| 22. Which channels do they prefer?                       | Your info here | Your info here | Your info here | Your info here |
| 23. How do they want to engage with vendors?             | Your info here | Your info here | Your info here | Your info here |
| 24. What content best delivers your message?             | Your info here | Your info here | Your info here | Your info here |
| <b>ACCELERATION STRATEGY</b>                             |                |                |                |                |
| 25. What's stopping them from moving forward?            | Your info here | Your info here | Your info here | Your info here |
| 26. How can we remove these obstacles?                   | Your info here | Your info here | Your info here | Your info here |
| 27. What would make them more confident?                 | Your info here | Your info here | Your info here | Your info here |
| 28. How can we build trust?                              | Your info here | Your info here | Your info here | Your info here |
| <b>SUCCESS METRICS</b>                                   |                |                |                |                |
| 29. KPIs   | Your info here | Your info here | Your info here | Your info here |
| 30. Conversion goals                                     | Your info here | Your info here | Your info here | Your info here |
| 31. Time in stage  | Your info here | Your info here | Your info here | Your info here |

CLICK HERE TO GET YOUR COPY



# Ready to Transform Your Buyer's Journey?

While this template provides a framework, creating and implementing a truly effective buyer-centric marketing strategy takes expertise and resources. Need help?

Vende Digital's B2B marketing experts can help you:



**CONDUCT IN-DEPTH  
BUYER JOURNEY  
RESEARCH AND  
ANALYSIS**



**DEVELOP CONTENT  
STRATEGIES ALIGNED  
TO EACH JOURNEY  
STAGE**



**BUILD AUTOMATED  
NURTURE PROGRAMS  
THAT CONVERT**



**CREATE MEASUREMENT  
FRAMEWORKS TO  
TRACK SUCCESS**



Let's discuss your buyer's journey and identify opportunities to accelerate growth.

**BOOK A FREE  
ASSESSMENT**

