**EXAMPLE - Audience #1: Ellen Sanderson, Decision maker at Purplebricks**

**EXAMPLE**

**(Templates on page 3)**

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| Awareness  Realising |  | Consideration  Comparing |  | Shortlisting |  | Decision  Participating |

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| **Offline** |  | **Which pages will they visit at this stage and in what order** |  | **Which pages will they visit at this stage and in what order** |  | **Final page** |
| Questions they have: |  | Questions they have: |  | Questions they have: |  | Questions they have: |
| How can we get a better quality service without affecting our bottom line? |  | Who are these guys? What can they do for us? |  | How difficult will it be to switch? Who else do they work with? What have they said? |  | How can I get in touch with them? |
|  |  |  |  |  |  |  |
| Action they take: |  | Action they take: |  | Action they take: |  | Action they take: |
| Instructs her research team to find some alternative options |  | Ensures we can do what they need and finds out why they're better than other panel managers |  | Looks at setup process and reads reviews onsite and offsite |  | Finds phone number and calls them to discuss their options further |
|  |  |  |  |  |  |  |
| To include: |  | To include: |  | To include: |  | To include: |
| Ensure good SEO to be found for relevant search terms |  | Clear navigation, engaging/personable About page, a list of key benefits on the Panel Management and Survey pages |  | Step-by-step process diagram of how to switch, logos of past clients with testimonials and a Trust Pilot widget |  | Phone number shown as preferred contact method; explain why this is |

**EXAMPLE - Audience #2: Sarah Wilson, Director of Bridges Estate Agents**

**EXAMPLE**

**(Templates on page 3)**

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| Awareness  Realising |  | Consideration  Comparing |  | Shortlisting |  | Decision  Participating |

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| **Offline** |  | **Which pages will they visit at this stage and in what order** |  | **Which pages will they visit at this stage and in what order** |  | **Final page** |
| Questions they have: |  | Questions they have: |  | Questions they have: |  | Questions they have: |
| How much time and effort could we save using panel management? |  | How does panel management work for us? Why should I choose to work with these guys? |  | Who do they already work with? Do we have the IT know-how required for this? |  | What does it look like? How does it work? |
|  |  |  |  |  |  |  |
| Action they take: |  | Action they take: |  | Action they take: |  | Action they take: |
| Starts to Google different options and comes across our company |  | Reads about panel management before reading about the company |  | Reads reviews onsite and offsite, reads the setup process and looks at the team |  | Calls us to arrange a demo |
|  |  |  |  |  |  |  |
| To include: |  | To include: |  | To include: |  | To include: |
| Ensure good SEO to be found for relevant search terms |  | A brief but engaging/informative explanation of what panel management is (an infographic, perhaps) plus an engaging About page with a similarly approachable tone of voice |  | Logos of past clients with testimonials and a Trust Pilot widget, step-by-step process diagram of how to switch (inc. what technical support is needed from them) |  | Ensure the demo booking CTAs are frequent and prominent (for awareness) with the phone number attached |

**Audience #1: Add name here**

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| **Awareness  Realising** |  | **Consideration  Comparing** |  | **Shortlisting** |  | **Decision  Participating** |

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| **Offline** |  | **Which pages will they visit at this stage and in what order** |  | **Which pages will they visit at this stage and in what order** |  | **Final page** |
| Questions they have: |  | Questions they have: |  | Questions they have: |  | Questions they have: |
| These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |
|  |  |  |  |  |  |  |
| Action they take: |  | Action they take: |  | Action they take: |  | Action they take: |
| This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |
|  |  |  |  |  |  |  |
| To include: |  | To include: |  | To include: |  | To include: |
| Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |

**Audience #2: Add name here**

|  |  |  |  |  |  |  |
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| **Awareness  Realising** |  | **Consideration  Comparing** |  | **Shortlisting** |  | **Decision  Participating** |

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| **Offline** |  | **Which pages will they visit at this stage and in what order** |  | **Which pages will they visit at this stage and in what order** |  | **Final page** |
| Questions they have: |  | Questions they have: |  | Questions they have: |  | Questions they have: |
| These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |
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| Action they take: |  | Action they take: |  | Action they take: |  | Action they take: |
| This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |
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| To include: |  | To include: |  | To include: |  | To include: |
| Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |

**Audience #3: Add name here**

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| **Awareness  Realising** |  | **Consideration  Comparing** |  | **Shortlisting** |  | **Decision  Participating** |

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| **Offline** |  | **Which pages will they visit at this stage and in what order** |  | **Which pages will they visit at this stage and in what order** |  | **Final page** |
| Questions they have: |  | Questions they have: |  | Questions they have: |  | Questions they have: |
| These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |  | These are the questions they are looking to answer at this stage in the process |
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| Action they take: |  | Action they take: |  | Action they take: |  | Action they take: |
| This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |  | This is the action they will take in order to try and answer their questions |
|  |  |  |  |  |  |  |
| To include: |  | To include: |  | To include: |  | To include: |
| Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |  | Things that should be included in the design to help answer their questions |