

The **Transtheoretical model** is one of the most effective and definitely the most common model used in modern psychology to bring about change in an individual's behavior. It is the foundation of all Tactical MA methodologies.



The Buyer's Journey



The Marketing



The Tactics

<div>Precontemplation: Everything is fine</div> <div>Status Quo</div>	<div>This stage is defined by persons who do not have, or are not aware of, a problem that your business can solve. Marketing is trying to create demand or need by targeting pain points.</div>	<div>Lead Generation</div> <div>Formula: Problem, Aggravate, Solve</div>
<div>Contemplation: Something has changed. This doesn't feel right.</div> <div>Disruption</div>	<div>Seeks to disrupt the status quo or resonate with persons who are disrupted, presenting our product/service as a solution to their pain points.</div>	
<div>Preparation: Willing to change, but what can I do about it?</div> <div>Research</div>	<div>Seeks to reinforce how our product/service will help them solve the problem</div>	<div>Lead Nurture (Educational)</div> <div>Formula: Problem, Solution, Benefits</div>
<div>Preparation (continued): This is a good idea, but will actually work?</div> <div>Deliberation</div>	<div>Seeks to guide (through human or digital resources) to persuade them to decide in favor of our solution</div>	<div>Lead Nurture + Sales (Promotional)</div> <div>Formula: Solution, Benefits, Credibility</div>
<div>Action: I've decided to act.</div> <div>Decision</div>	<div>The action phase is the time a person is willing to commit to a decision and course of action. Trust is very high in a guided process at this time.</div>	<div>Sales (Close the deal)</div>
<div>Maintenance and Termination: The problem is solved everything is fine now.</div> <div>New Status Quo</div>	<div>During this phase the person has committed to a course of action. Your marketing should welcome and guide them into a place of stability and actively combat disruptive intent from your competition.</div>	<div>Customer Onboarding</div> <div>Formula: Welcome, Intercept, Delight</div>

Practical Implementation

How to implement Lead Generation messages.

Lead Generation Messaging Themes:

Others like you have this problem
It has this consequence
This resource can help

Effective Channels

Organic and Paid Search, Organic and Paid Social, Email, Conventional and digital ads

Effective Offers

Troubleshooting Guides
Assessments
Evaluation
Insight and thought leadership
(Whitepaper, eBook, Infographic)

Note: This is not about your brand or your company, it's about starting a conversation.

How to implement Lead Nurture messages.

Lead Nurture Messaging Themes:

Others like you have solved this problem with us
We specifically help solve your problem like this
This is how to minimize your risk of getting started

Effective Channels

Email, Organic and Paid Search, Organic and Paid Social, conventional and digital ads

Effective Offers

Calculators
Specific Information Guides
(Whitepaper, Case Study, Infographic)

Note: This stage is very much about your brand and your company, it's about educating your buyer on how you help.

