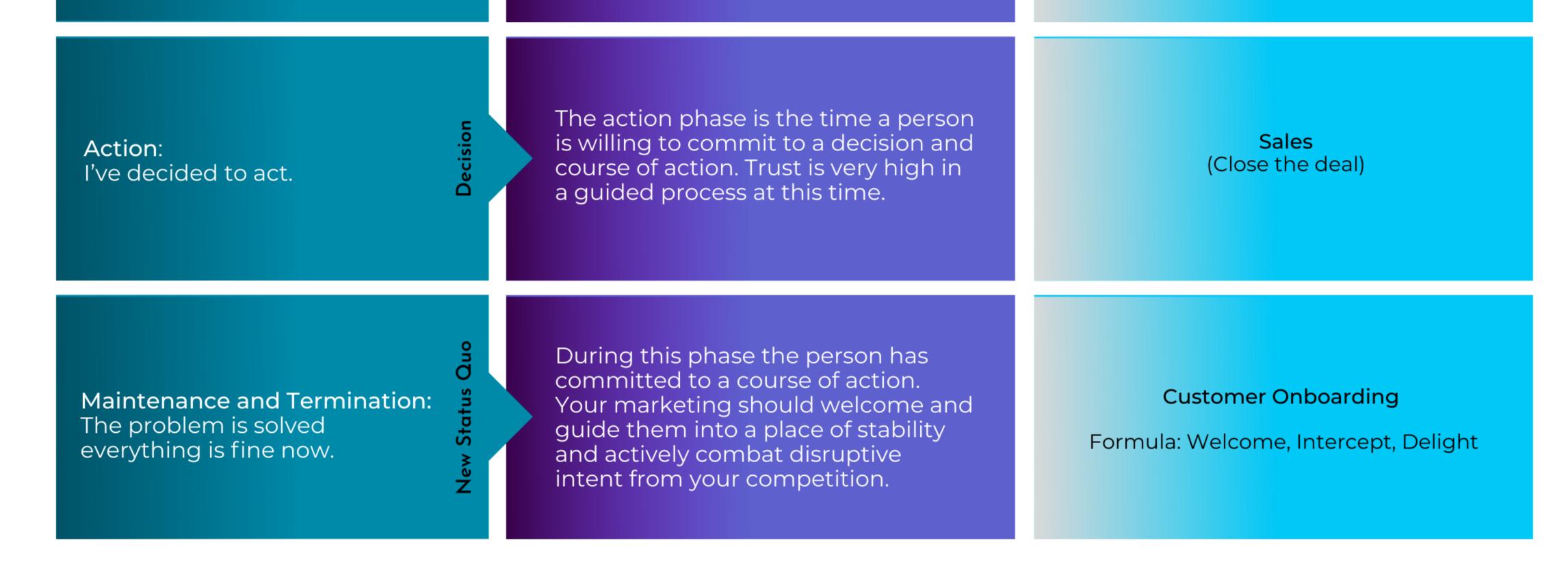
Marketing based on the Transtheoretical model



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.



	S	or need by targeting pain points.	Lead Generation
Contemplation: Something has changed. This doesn't feel right.	Disruption	Seeks to disrupt the status quo or resonate with persons who are disrupted, presenting our product/service as a solution to their pain points.	Formula: Problem, Aggravate, Solve
Preparation:	Research	Seeks to reinforce how our	Lead Nurture
Willing to change, but what		product/service will help them solve	(Educational)
can I do about it?		the problem	Formula: Problem, Solution, Benefits
Preparation (continued): This	Deliberation	Seeks to guide (through human or	Lead Nurture + Sales
is a good idea, but will		digital resources) to persuade them	(Promotional)
actually work?		to decide in favor of our solution	Formula: Solution, Benefits, Credibility



Marketing based on the Transtheoretical model



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 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 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.

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.

