crown jewel marketing

The 5 Stages of Awareness

Meet buyers where they are. Help them take the next step.

LESS AWARE → MORE AWARE

01 Unaware

Does not see the problem yet.

YOUR MOVE

Name the problem in their language.

02 Problem Aware

Sees the problem; needs a way forward.

YOUR MOVE

Show that a better way exists.

03 Solution Aware

Knows the options; has not found you.

YOUR MOVE

Position your offer as the right fit.

04 Product Aware

Knows your offer; needs confidence.

YOUR MOVE

Prove the fit with relevant evidence.

05 Most Aware

Wants your offer; is ready to act.

YOUR MOVE

Make the next step easy.

Match the message and next step to the buyer's current awareness.

Based on Eugene Schwartz, Breakthrough Advertising. Adapted for Crown Jewel Marketing.