AI-ENABLED BUYER'S FLOW · PRODUCT MARKETING

Five stages. The buyer talks to no one until the fourth.

What they do, and what has to already exist for you to survive it.

01 SIGNAL SPARK

A breach, an audit, a problem they can't ignore. They prompt an LLM, not Google.

YOU NEED

Content that names the problem in the buyer's words, not your category's.

02 AI SCOUTING

The LLM builds the shortlist. Anonymous, fast, and entirely outside your view.

YOU NEED

Plain, parsable claims. Marketing poetry does not survive summarising.

03 PEER ECHO

They check the machine against humans: Slack, Reddit, DMs.

YOU NEED

Customers who speak for you where you aren't present and can't post.

04 DEMO HUNT

Proof, on their own terms. YouTube and walkthroughs — still no sales call.

YOU NEED

Short, specific demos. No filler intro. Real use cases, shown fast.

05 JUSTIFICATION

They ask AI to build the internal deck that sells you to their boss.

YOU NEED

Structured public talking points. Gaps get filled in by your competitor.

Nothing here is a funnel stage you control. Every one of them happens whether you participate or not.

If you are still writing for a linear journey, you are not behind. You are absent from the shortlist.