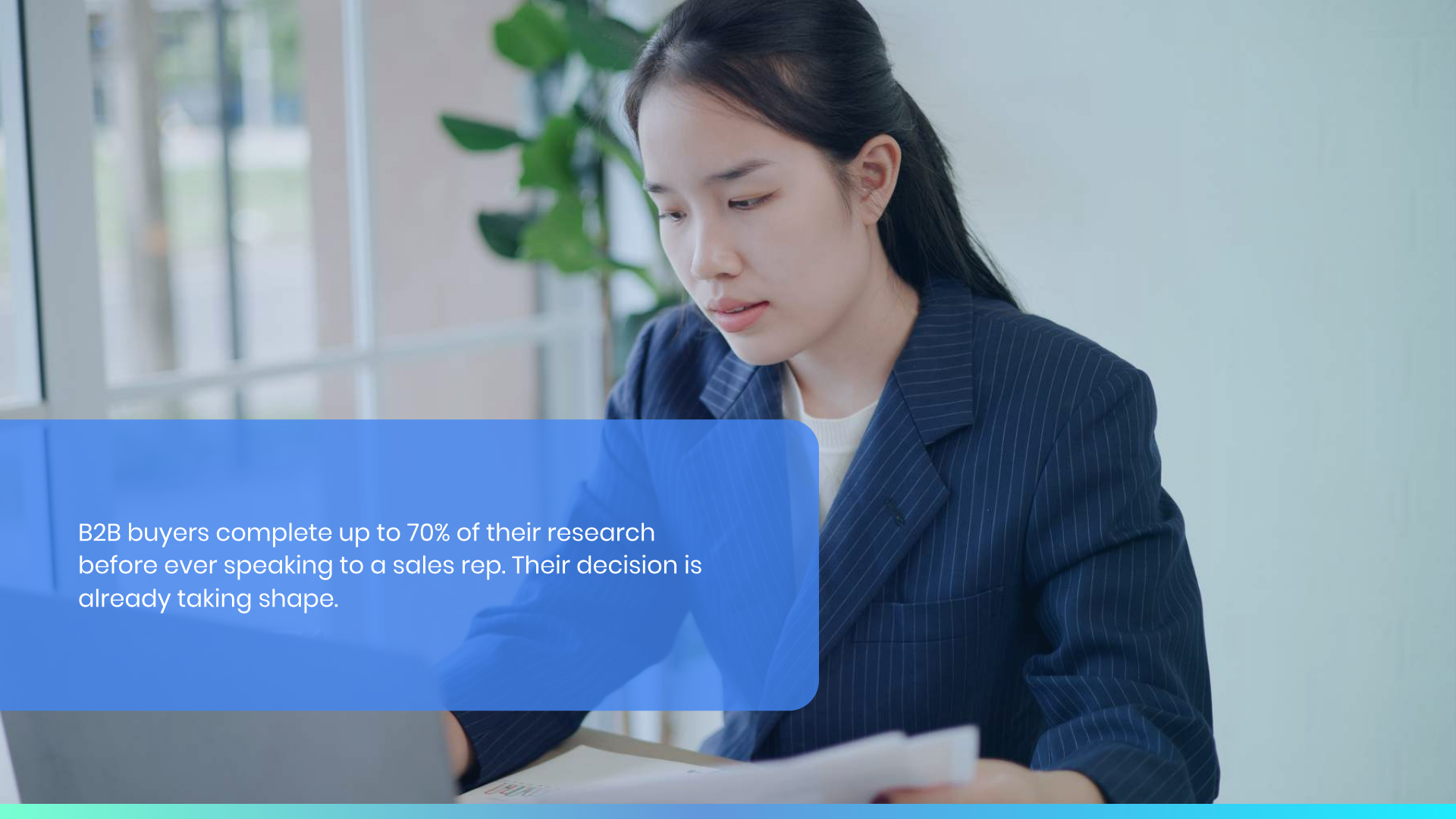




# 2026 Buyer Journey: 7 Stages Where Buyers Decide to Hire Before They Call

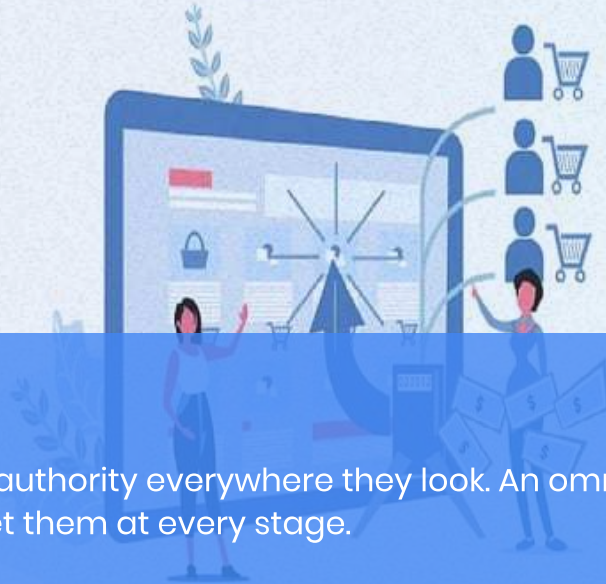
A woman with dark hair tied back, wearing a dark blue pinstriped blazer over a white top, is seated at a desk. She is looking down at a laptop screen, which is partially visible in the foreground. The background shows a blurred office environment with a window and a green plant. A semi-transparent blue box is overlaid on the left side of the image, containing white text.

B2B buyers complete up to 70% of their research before ever speaking to a sales rep. Their decision is already taking shape.

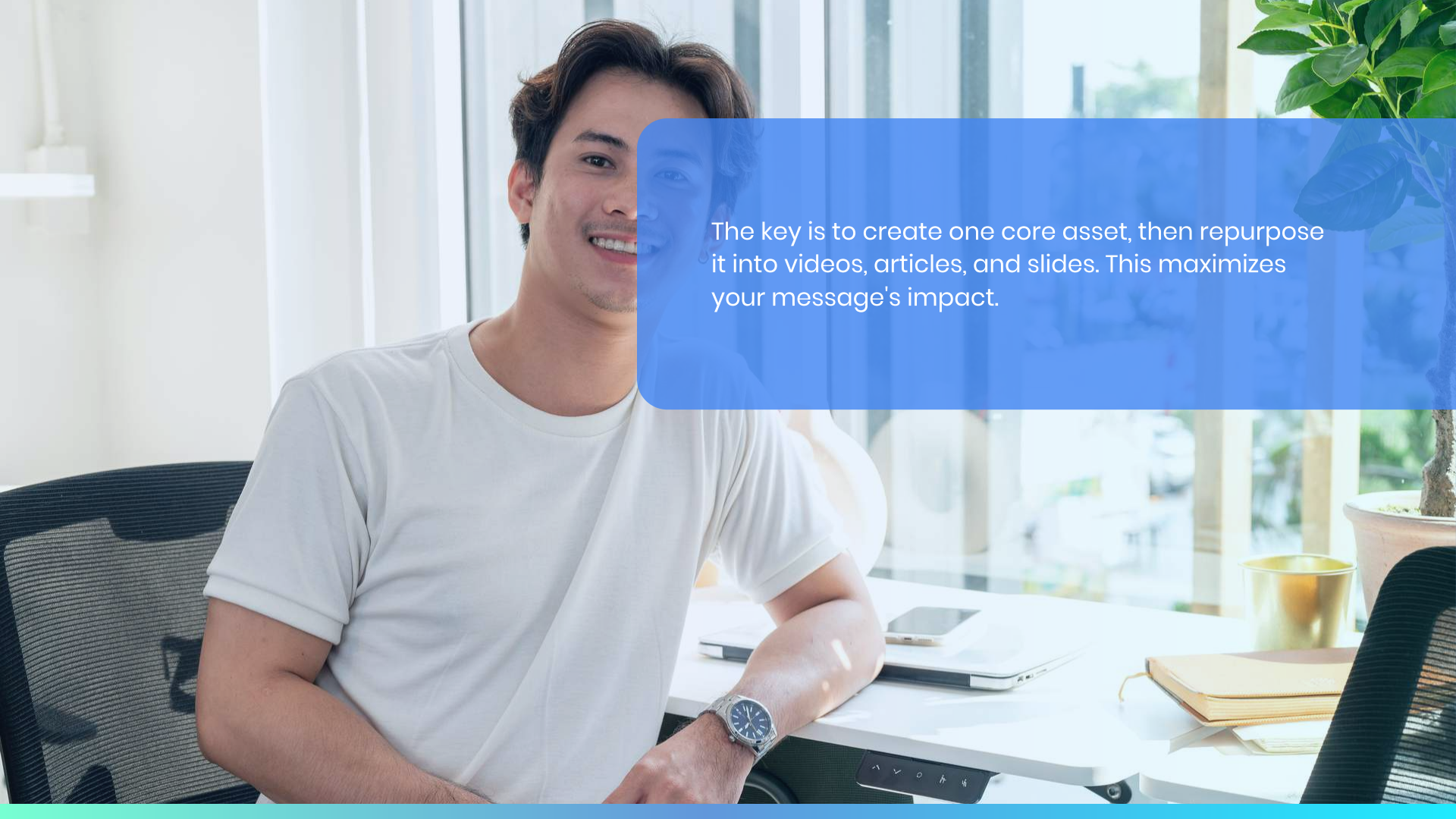
With over 30% of B2B buyers using AI for research, answers now appear without a click. This new 'zero-click' world is where you must be visible.




# Marketing Trends 2021



Winning means being the trusted authority everywhere they look. An omnichannel content strategy ensures you meet them at every stage.



The key is to create one core asset, then repurpose it into videos, articles, and slides. This maximizes your message's impact.

A woman with dark hair, wearing a black button-down shirt, is speaking and gesturing with her hands. She is holding a small blue object in her right hand. A man with a beard, wearing a red suit jacket, white shirt, and black tie, is listening and looking at her. He is holding a stack of white papers. They are in a news studio with a blue and red background. A semi-transparent blue box is overlaid on the left side of the image, containing text.

FunnelTide's advantage is distribution. We publish your content across a network of over 300 high-authority sites and news outlets.



This approach builds trust and loyalty. Brands with strong omnichannel strategies see an 89% customer retention rate on average.

A group of four business professionals (two women and two men) are celebrating in an office setting. They are all smiling and raising their fists in a gesture of triumph. The scene is decorated with balloons, including a yellow one and a blue one with a smiley face. In the foreground, there are several glasses of red wine and a plate of fried food on a table. The background shows office shelves and windows.

**Stop waiting for the call and start influencing the decision. See how the FunnelTide process can build your authority and drive growth.**