



“Buyer’s Guide” Guide

Examples in the Wild

[Marketing Automation by Pardot](#)

[Marketo: The Definitive Guide to Account Based Marketing](#)

[Intercom: The Growth Handbook](#)

[HubSpot: Content Marketing Playbook](#)

[Conversational Commerce](#)

A buyer’s guide should:

- Assist businesses and individuals alike in their buying decisions.
- Be used for complex products and large buying committees, or first time the client is buying something like this
- Provide all the necessary information and comparisons a person needs to choose a solution to their problems. You’re giving them what they need in order to make an informed decision on the solution that is right for them.

A buyer’s guide should include:

- Education about the topic
- Product specifications
- Comparisons of similar products
- Customer testimonials
- Answers to any objections a person has by giving a detailed account of exactly what your product or service provides

Introduce your Topic	• Title - “Marketing Automation Buyer’s Guide” or “Buyer’s Guide to Diversity Hiring” • Simple introduction - what is the buyer’s guide about • Table of contents
Product or Service in Detail	• Define your market terms “market automation, or decision making AI” • Get into details about the solution, why it matters, what value it drives • Describe specific features and what value they drive • Describe process from adoption to results

Provide evidence	• Stats and charts on why they need “X” kind of solution, not necessarily yours but a solution • The showcase why your product is best • Customer testimonials and case studies
Comparison of other products	List out the specific features/functionality you offer. I would need to speak to you further to make some suggestions here, but it seems the robots themselves, sensors, software, and training component might all be framed as individual applications of the product Alternatively or in addition, you can list out some ideal Use Cases (e.g. insertion, finishing, quality testing, assembly, machine tending, pick and place)
How to get started	Outline the Process for how to get started with your product - what they client needs to do, what you will provide
Conclusion	Call to Action + Contact Us