

CONTENT MAP

BUYER PERSONA

	DEMOGRAPHICS	PROFESSIONAL ROLE	BUYING DECISIONS	RESOURCES AND INFLUENCES	VALUES AND GOALS	CHALLENGES
 Name						

COSTUMER JOURNEY

ACTIONS

QUESTION /
THOUGHTS

TOUCH POINTS

OPPORTUNITIES

NOTES



An  Amazon.com company

CONTENT MAP

	AWARENESS	ENGAGEMENT	VALUATION	PURCHASE	POST-PURCHASE
SUGGESTED CONTENT TYPES	BLOG POSTS INFOGRAPHICS VIDEOS BUYING GUIDES CHECKLISTS SOCIAL MEDIA POSTS INTERACTIVE CONTENT	EMAIL NEWSLETTERS BLOG POSTS INFOGRAPHICS VIDEOS SOCIAL MEDIA POSTS INTERACTIVE CONTENT	LANDING PAGES MARKETING CASE STUDIES PRODUCT AND SERVICE LISTS DATA SHEETS REVIEWS AND TESTIMONIALS WEBINARS E-BOOKS AND WHITE PAPERS	SALES AND LANDING PAGES FREE TRIAL SIGN-UP PAGES REVIEWS LIVE DEMOS FREE CONSULTATIONS FAQS	POST-PURCHASE USER GUIDES CUSTOMER PORTALS EMAIL NEWSLETTERS COUPONS SURVEYS SOCIAL MEDIA POSTS
EXISTING CONTENT					
CONTENT NEEDED					