


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 | |

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 | | | | | |