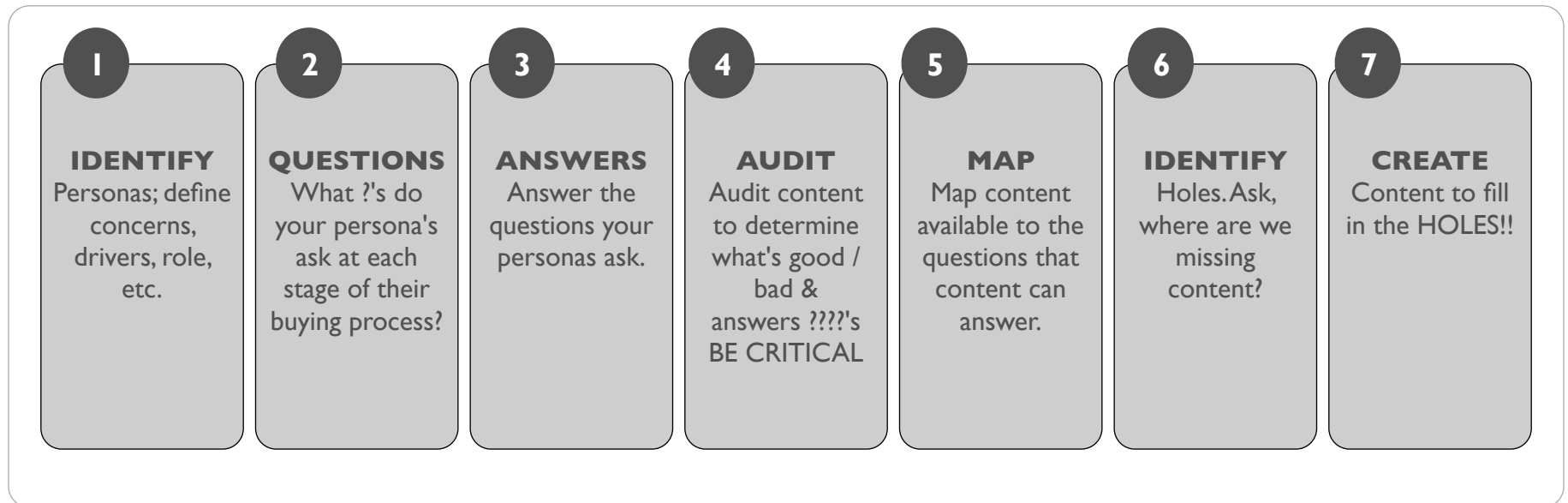
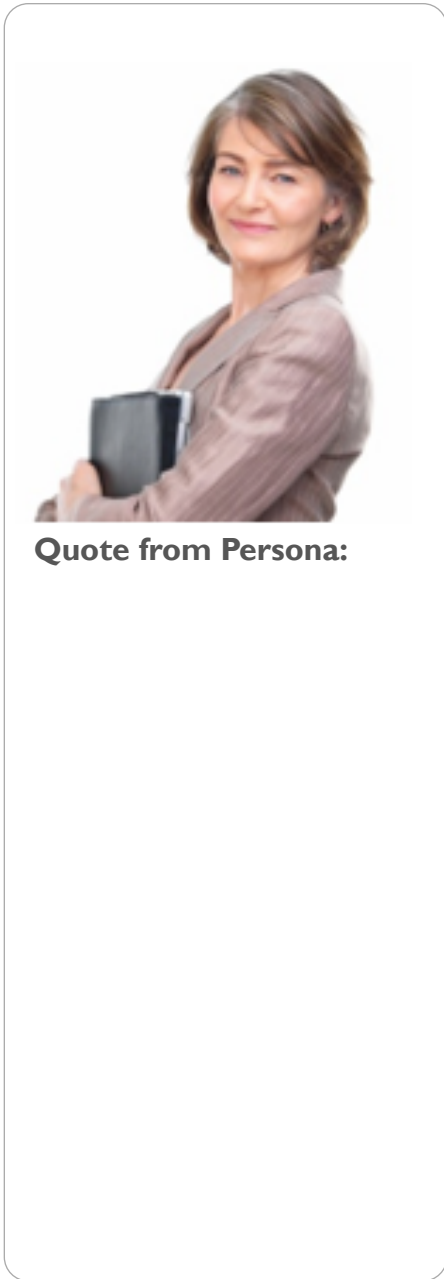


CONTENT MAPPING PROCESS For Lead Nurturing Strategy + Content Inventory



PERSONA NAME:



Title:

Time in Job:

Works Directly With:

Daily Tasks:

Responsibilities:

Likes / Dislikes about Job:

Frustrations:

Pressures:

Concerns:

Needs:

Role in Buying Process: (i.e. decider, user, gate keeper)

Buying Stage: (i.e mid-late)

Drivers: (i.e. cost, benefits)

PERSONA:

QUESTIONS

Early

Education (Unaware of Problem)

- 1.
- 2.
- 3.

Early (Mid)

Education (What Needs Fixing)

- 1.
- 2.
- 3.

Early (Late)

Education (What Solutions Are There)

- 1.
- 2.
- 3.

Mid

Demonstration of Expertise

- 1.
- 2.
- 3.

Mid (Late)

Differentiation of Solutions

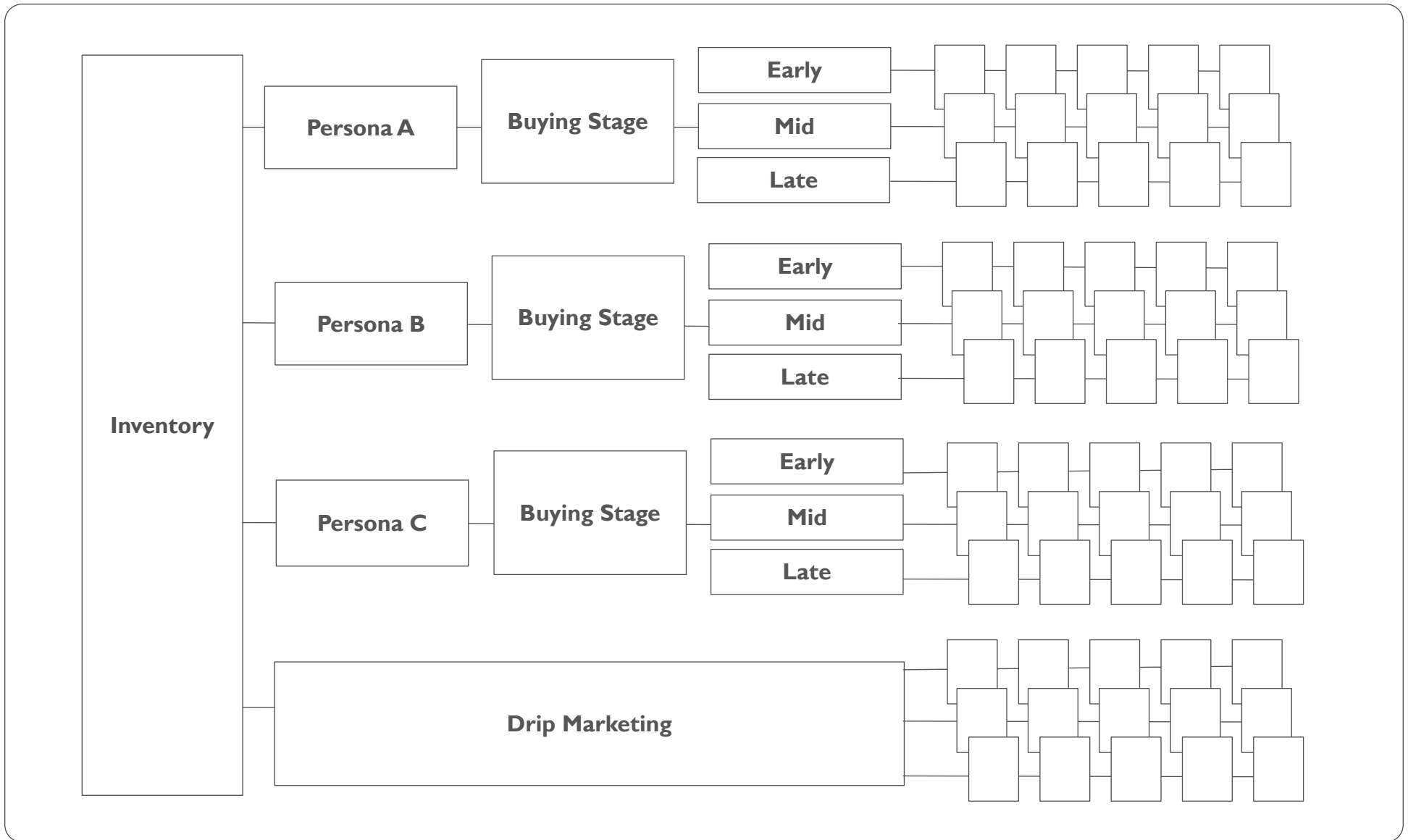
- 1.
- 2.
- 3.

Late

Validation of Product / Company

- 1.
- 2.
- 3.

CONTENT INVENTORY: Content Mapping Diagram / Content Audit



CONTENT MATRIX: Questions, Answers + Content Formats

Buying Stage	Questions	Answer / Topic	Format
Unaware of Problem	1.	1. (i.e. best practice, or webinar invite)	1. (i.e. social, email, phone call)
	2.	2.	2.
	3.	3.	3.
	4.	4.	4.
Determine Criteria	1.	1.	1. (i.e. i.e. email, guide, demo)
	2.	2.	2.
	3.	3.	3.
Evaluate Options	1.	1.	1.
	2.	2.	2.
	3.	3.	3.
Chose Solution	1.	1. (i.e. ROI case study)	1. (i.e. ROI case study)
	2.	2.	2.
	3.	3.	3.
Resolve Issues	1.	1.	1.
	2.	2.	2.