

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					
Suggested Content Types	Awareness	Engagement	Valuation	Purchase	Post-Purchase
	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					