Content mapping example

A content mapping template helps you make sure you’re putting the right content, in front of the right people, in the right way, and at the right time. Once completed, like this, it ensures persona personalization throughout the prospect’s journey with you and boosts your business’ odds of closing the deal.

Remember, one size does not fit all and so you should have unique content maps for each persona. For a blank version of this template to work off, head [here](https://docs.google.com/document/d/1IMBDBH87LAw1gFeY8z2Y1uiB8maQMPfLf1ucOqhX61w/edit?usp=sharing).

| **Persona** | **Stage of the funnel** | | | |
| --- | --- | --- | --- | --- |
| **[Persona name]** | **Awareness**  They know they’ve got a problem and they’re looking for a solution. | **Interest**  You’re on their radar - but your competitors probably are too. | **Consideration**  You’ve piqued their interest and they’re evaluating your product(s). | **Decision**  They’re weighing up whether to pick you, your competitor or no-one. |
| Jane doesn’t have the final say but she drives the business case to get internal buy-in.  She’s responsible for digital campaign delivery and optimisation.  Jane’s current struggles are around getting a holistic view of all her campaigns and providing the sales team with enough qualified leads. | **Content type:**  Online Ask Me Anything (AMA)  **Content theme:**  How to deliver more SQLs at less cost - to be done with a key, internal stakeholder | **Content type:**  In-depth article  **Content theme:**  Match Jane’s core problems to potential knock-on effects and then solutions. Use internal data and case studies as proof points throughout | **Content type:**  Video demo  **Content theme:**  Show Jane how much value she’ll get out of the product with a 2-minute video, focusing primarily on the campaign dashboard and lead-gen features | **Content type:**  Product one/two-pager  **Content theme:**  Reiterate the value to Jane and help her get that internal buy-in with a proof-driven document pulling out your USPs, value, price and case studies |
| **Channel** | | | |
| Promote via email, social media, website, and newsletter. | Promote via email and social media and optimize for SEO | Include in marketing’s nurture emails and retargeting campaigns |  |