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.

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	**Content type:** Online Ask Me Anything (AMA)	**Content type:** In-depth article	**Content type:** Video demo	**Content type:** Product one/two-pager

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 theme:	**Content theme:**	**Content theme:**	**Content theme:**
How to deliver more SQLs at less cost - to be done with a key, internal stakeholder	Match Jane's core problems to potential knock-on effects and then solutions. Use internal data and case studies as proof points throughout	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	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	