CONTENT MAPPING PROCESS For Lead Nurturing Strategy + Content Inventory

1. IDENTIFY
   Personas; define concerns, drivers, role, etc.

2. QUESTIONS
   What ?’s do your persona’s ask at each stage of their buying process?

3. ANSWERS
   Answer the questions your personas ask.

4. AUDIT
   Audit content to determine what’s good / bad & answers ???’s BE CRITICAL

5. MAP
   Map content available to the questions that content can answer.

6. IDENTIFY
   Holes. Ask, where are we missing content?

7. CREATE
   Content to fill in the HOLES!!
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:

Early Education (Unaware of Problem)

Early (Mid) Education (What Needs Fixing)

Early (Late) Education (What Solutions Are There)

Mid Demonstration of Expertise

Mid (Late) Differentiation of Solutions

Late Validation of Product / Company

QUESTIONS

1.  
2.  
3.  

1.  
2.  
3.  

1.  
2.  
3.  

1.  
2.  
3.  

1.  
2.  
3.
CONTENT INVENTORY: Content Mapping Diagram / Content Audit

Inventory

Persona A
Buying Stage
Early
Mid
Late

Persona B
Buying Stage
Early
Mid
Late

Persona C
Buying Stage
Early
Mid
Late

Drip Marketing
<table>
<thead>
<tr>
<th>Buying Stage</th>
<th>Questions</th>
<th>Answer / Topic</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaware of Problem</td>
<td>1. [Unsure]</td>
<td>1. (i.e. best practice, or webinar invite)</td>
<td>1. (i.e. social, email, phone call)</td>
</tr>
<tr>
<td></td>
<td>2. [Unsure]</td>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>3. [Unsure]</td>
<td>3.</td>
<td>3.</td>
</tr>
<tr>
<td>Determine Criteria</td>
<td>1. [Unsure]</td>
<td>1.</td>
<td>1. (i.e. email, guide, demo)</td>
</tr>
<tr>
<td></td>
<td>2. [Unsure]</td>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>3. [Unsure]</td>
<td>3.</td>
<td>3.</td>
</tr>
<tr>
<td>Evaluate Options</td>
<td>1. [Unsure]</td>
<td>1.</td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td>2. [Unsure]</td>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>3. [Unsure]</td>
<td>3.</td>
<td>3.</td>
</tr>
<tr>
<td>Chose Solution</td>
<td>1. [Unsure]</td>
<td>1. (i.e. ROI case study)</td>
<td>1. (i.e. ROI case study)</td>
</tr>
<tr>
<td></td>
<td>2. [Unsure]</td>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td>3. [Unsure]</td>
<td>3.</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td>2. [Unsure]</td>
<td>2.</td>
<td>2.</td>
</tr>
</tbody>
</table>