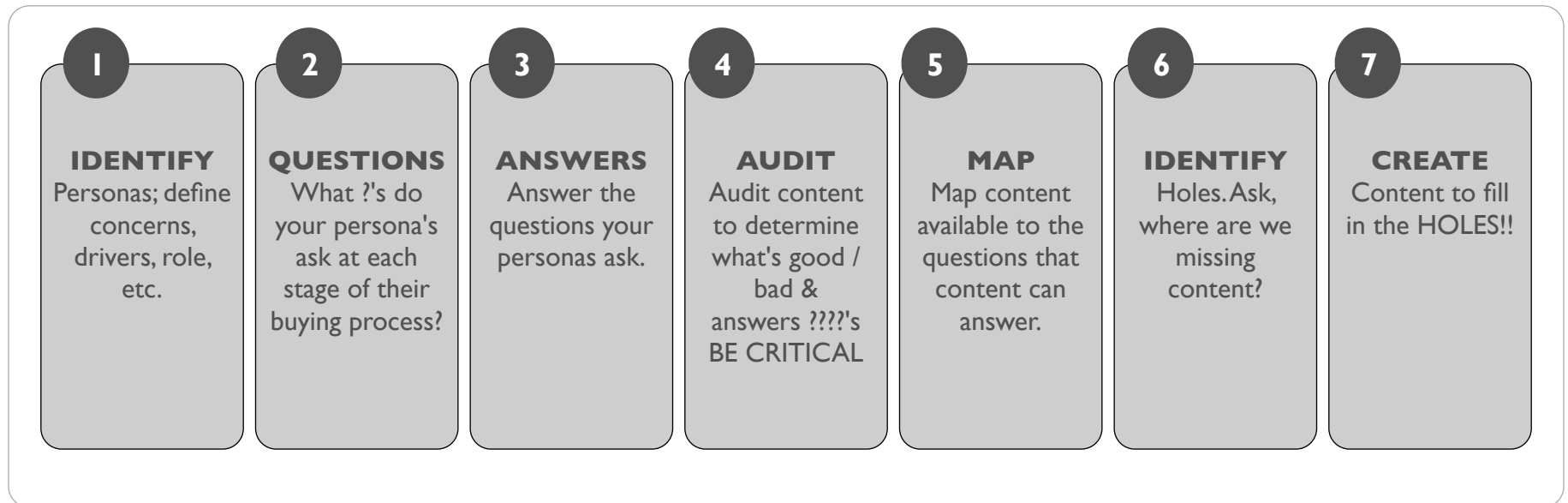
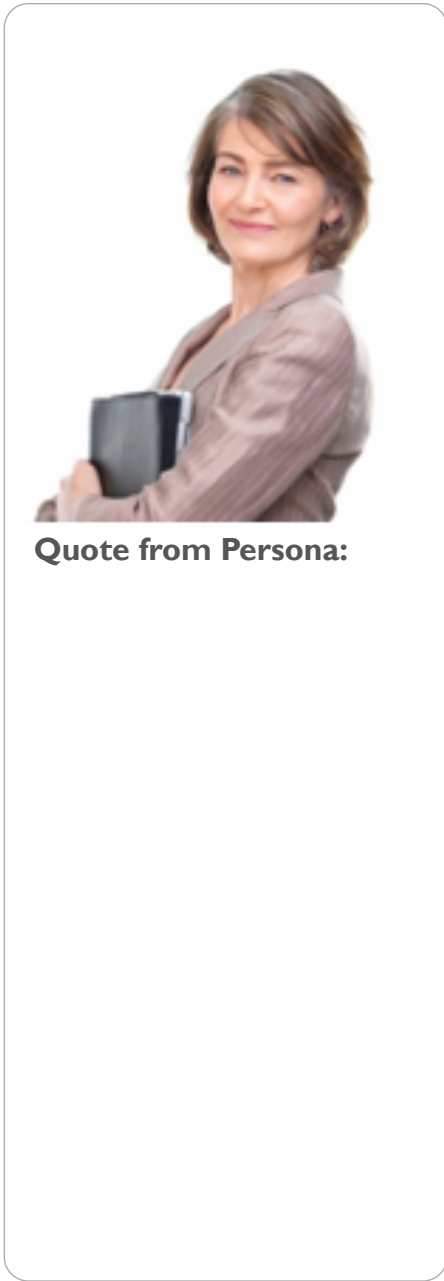


## CONTENT MAPPING PROCESS For Lead Nurturing Strategy + Content Inventory



**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**

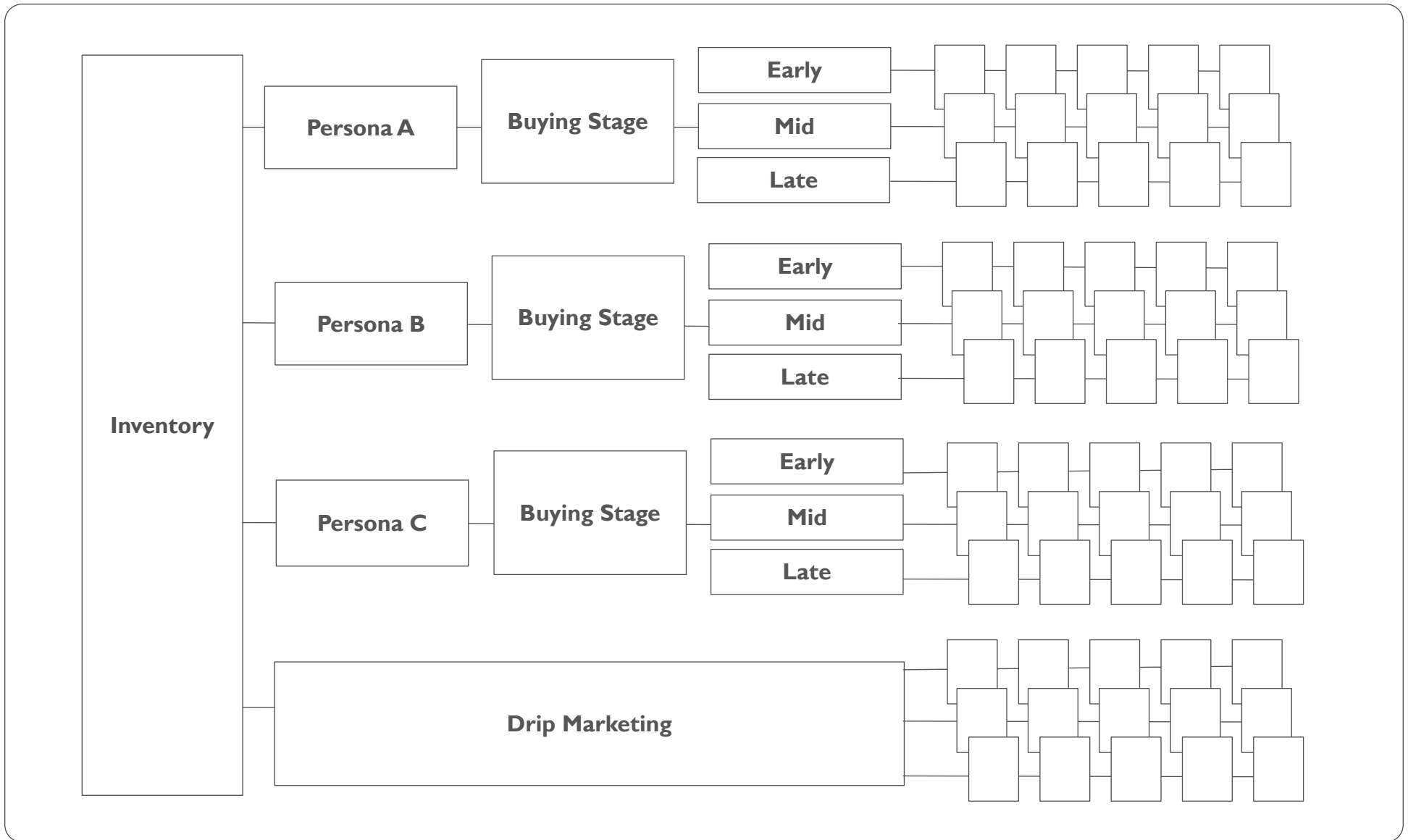
- 1.
- 2.
- 3.

**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
<b>Unaware of Problem</b>	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.
<b>Determine Criteria</b>	1.	1.	1. (i.e. i.e. email, guide, demo)
	2.	2.	2.
	3.	3.	3.
<b>Evaluate Options</b>	1.	1.	1.
	2.	2.	2.
	3.	3.	3.
<b>Chose Solution</b>	1.	1. (i.e. ROI case study)	1. (i.e. ROI case study)
	2.	2.	2.
	3.	3.	3.
<b>Resolve Issues</b>	1.	1.	1.
	2.	2.	2.