

Content mapping template

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. It targets prospects at various stages of the buying funnel and is designed to pinpoint which types of content will be most effective in leading them to the next stage of the funnel. If you work with copywriters, this kind of template is a good document to handover and ensure they're putting the right product focus into their writing.

Remember, you should have a different content mapping template for each persona. To see one in action, 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.
Give a brief overview of your persona here, including things like their: <ul style="list-style-type: none"> Goals Pain-points Barriers 	<u>Content-type:</u> I.e. blog post, whitepaper, video, podcast, webinar, etc.	<u>Content-type:</u>	<u>Content-type:</u>	<u>Content-type:</u>
	<u>Content theme:</u>	<u>Content theme:</u>	<u>Content theme:</u>	<u>Content theme:</u>

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- Role in the buying process
 - Preferred content
- For example, a how-to guide on [insert relevant topic] or webinar around [insert relevant topic].

Channel

E.g. marketing email, sales rep email, website, newsletter, social post, paid ad, etc.
