



Content Mapping Template

Use buyer personas & lifecycle stages to plan content



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How to use this template: Buyer Personas

Different people have different requirements when it comes to your products or services. We've talked about creating buyer personas to identify your ideal customers in other documents, which you can find in our [Digital Business Toolkit](#).

Understanding who your ideal customer(s) is/are enables you to create content that addresses their needs and frustrations. It allows you to show how you solve their problems.

But not all buyers will be at the same stage of their purchase journey, even within the same buyer persona. Some will be just starting out, others will be almost ready to make a decision.

Content mapping helps you create the right content to show to people at each stage of their buying journey:
Awareness, Consideration & decision

How to use this template: Lifecycle Stages

There are 3 key lifecycle stages to anyone's buying process. These are the same whether you're buying a car, a technology platform, marketing services or a packet of crisps.

Awareness: the buyer knows they have a problem they need to solve.

Consideration: the buyer gathers information on the possible solutions to their problem.

Decision: the buyer evaluates the solutions and decides which is right for them

How to use this template: Content Mapping

This content mapping template will help you to:



Name the problem each user persona (buyer) needs help with



Identify where they are on their buyer journey



Plan content to address their needs at that stage

You can use a new template for each problem that each of your user personas may have.

Step 1: Choose your persona

	LIFECYCLE STAGE		
PERSONA NAME	AWARENESS	CONSIDERATION	DECISION
Steve: Marketing Manager	<i>Knows they have a problem they need to solve</i>	<i>Gathering information on the possible solutions</i>	<i>Evaluating the solutions and ready to choose one</i>
List the first problem this persona needs you to solve	<i>Content ideas</i>	<i>Content ideas</i>	<i>Content ideas</i>

Step 2: Define their problem

	LIFECYCLE STAGE		
PERSONA NAME Steve: Marketing Manager	AWARENESS <i>Knows they have a problem they need to solve</i>	CONSIDERATION <i>Gathering information on the possible solutions</i>	DECISION <i>Evaluating the solutions and ready to choose one</i>
Steve needs to raise brand awareness for a new product launch through social media but doesn't have the skills in-house and hasn't got budget to recruit	<i>Content ideas</i>	<i>Content ideas</i>	<i>Content ideas</i>

Step 3: Define content for the Awareness stage

	LIFECYCLE STAGE		
PERSONA NAME	AWARENESS	CONSIDERATION	DECISION
<p>Steve: Marketing Manager</p> <p>Steve needs to raise brand awareness for a new product launch through social media but doesn't have the skills in-house and hasn't got budget to recruit</p>	<p><i>Knows they have a problem they need to solve</i></p> <ul style="list-style-type: none">• Social Media QuickStart Guide (eBook)• How to target your ideal customer on social media (blog post)• Social Media for Tech Businesses (eBook)	<p><i>Gathering information on the possible solutions</i></p> <p><i>Content ideas</i></p>	<p><i>Evaluating the solutions and ready to choose one</i></p> <p><i>Content ideas</i></p>

Step 4: Define content for the Consideration stage

	LIFECYCLE STAGE		
PERSONA NAME Steve: Marketing Manager Steve needs to raise brand awareness for a new product launch through social media but doesn't have the skills in-house and hasn't got budget to recruit	AWARENESS <i>Knows they have a problem they need to solve</i> <ul style="list-style-type: none">• Social Media QuickStart Guide (eBook)• How to target your ideal customer on social media (blog post)• Social Media for Tech Businesses (eBook)	CONSIDERATION <i>Gathering information on the possible solutions</i> <ul style="list-style-type: none">• In-sourcing vs. out-sourcing social media: should you use an agency? (eBook)• Social media ROI calculator (Excel sheet)	DECISION <i>Evaluating the solutions and ready to choose one</i> Content ideas

Step 5: Define content for the Decision stage

	LIFECYCLE STAGE		
PERSONA NAME	AWARENESS	CONSIDERATION	DECISION
<p>Steve: Marketing Manager</p> <p>Steve needs to raise brand awareness for a new product launch through social media but doesn't have the skills in-house and hasn't got budget to recruit</p>	<p><i>Knows they have a problem they need to solve</i></p> <ul style="list-style-type: none">• Social Media QuickStart Guide (eBook)• How to target your ideal customer on social media (blog post)• Social Media for Tech Businesses (eBook)	<p><i>Gathering information on the possible solutions</i></p> <ul style="list-style-type: none">• In-sourcing vs. Out-sourcing social media: should you use an agency? (eBook)• Social media ROI calculator (Excel sheet)	<p><i>Evaluating the solutions and ready to choose one</i></p> <ul style="list-style-type: none">• How to choose the right social media agency (infographic)• Budget justification proposal (Word doc)