

B2B SaaS Content Strategy Template

1. Buyer Persona

Describe your ideal customer. Focus on their pain points, motivations, and decision-making process.

Example:

- Role: RevOps Lead
- Needs: Pipeline visibility, forecasting tools
- Pains: Dirty CRM data, unclear reporting
- Content Preference: How-to guides, thought leadership, product demos

2. Customer Journey Mapping

Map your content to each stage of the buyer journey.

Stage	Goal	Content Type
Awareness	Identify the problem	Blog, Social, Video
Consideration	Explore solutions	Case Study, Email
Decision	Pick a tool	Demo, Feature Page

3. Content Pillar Themes

List 3–5 core themes that all content will revolve around.

Example:

- CRM Clean-Up
- Forecasting Accuracy
- Sales Team Productivity

4. Content Inventory: What to Create

Start with an MVP stack:

- 3 Blog Posts

- 1 Case Study
- 1 LinkedIn Thought Leadership Series
- 1 Email Nurture Sequence

5. KPIs and Success Metrics

Identify key metrics to track performance.

Examples:

- Time on Page
- Demo Bookings
- Email Open/Click Rate
- Lead Quality