

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	Interest	Consideration	Decision
	They know they've got a problem and they're looking for a solution.	You're on their radar – but your competitors probably are too.	You've piqued their interest and they're evaluating your product(s).	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:	<u>Content-type:</u> I.e. blog post, whitepaper, video,	<u>Content-type:</u>	<u>Content-type:</u>	<u>Content-type:</u>

<ul style="list-style-type: none"> Goals Pain-points Barriers Role in the buying process Preferred content 	<p>podcast, webinar, etc.</p> <p><u>Content theme:</u></p> <p><u>Content theme:</u></p> <p><u>Content theme:</u></p> <p><u>Content theme:</u></p> <p>For example, a how-to guide on [insert relevant topic] or webinar around [insert relevant topic].</p> <p>Channel</p> <p>E.g. marketing email, sales rep email, website, newsletter, social post, paid ad, etc.</p>
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