



CONTENT MAPPING TEMPLATE

USING BUYER PERSONAS & LIFECYCLE STAGES TO CREATE TARGETED CONTENT



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Introduction: What Is Content Mapping?

When it comes to content, one size rarely fits all. To ensure that your company's content is effective at generating and nurturing leads, you need to deliver the **right content**, to the **right people**, at the **right time**. Content mapping is the process of doing just that.

With content mapping, the goal is to target content according to **A)** the characteristics of the person who will be consuming it (that's where **buyer personas** come in), and **B)** how close that person is to making a purchase (i.e. their **lifecycle stage**).

Buyer Personas

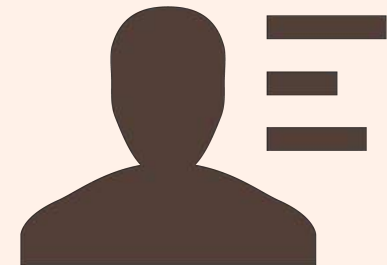
Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. If you're just getting started with personas, don't go crazy! You can always develop more personas later if needed.

Buyer Personas (continued)

When developing buyer personas, here are some of the questions you should think about:

- What is their demographic information?
- What is their job and level of seniority?
- What does a day in their life look like?
- What are their pain points? What do **you** help them solve?
- What do they value most? What are their goals?
- Where do they go for information?
- What are their most common objections to your product/service?



Lifecycle Stages

The buyer persona you target with your content is just one half of the content mapping equation. In addition to knowing **who** someone is, you need to know **where** they are in the buying cycle (i.e. how close are they to making a purchase?). This location in the buying cycle is known as a **lifecycle stage**.

For the purposes of this template, we're divvying up the buying cycle into three lifecycle stages: **Awareness, Consideration, & Decision**.

Lifecycle Stages (continued)

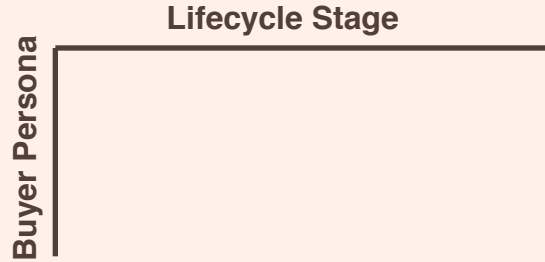
Awareness: In the awareness stage, a person has realized and expressed symptoms of a potential problem or opportunity.

Consideration: In the consideration stage, a person has clearly defined and given a name to their problem or opportunity.

Decision: In the decision stage, a person has defined their solution strategy, method, or approach.

How to Use This Template

To help you map out content topics by buyer persona and lifecycle stage, we've put together a simple grid system.



Your buyer persona (plus a key problem or opportunity that persona needs help with) goes on the y-axis, while the three lifecycle stages are fixed on the x-axis. In the next few slides, we'll walk you through an example.



PERSONA

LIFECYCLE STAGE

PERSONA NAME

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

DECISION

Have defined their solution strategy, method, or approach.

Problem or opportunity that the above persona needs help with:

Content Ideas

Content Ideas

Content Ideas

Here's what the template looks like blank. Use a new blank template to map out content for each problem or opportunity that your buyer personas need help with.



PERSONA

LIFECYCLE STAGE

PERSONA NAME

1

Jimmy Gym Owner

Problem or opportunity that the above persona needs help with:

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

Content Ideas

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas



PERSONA

LIFECYCLE STAGE

PERSONA NAME

Jimmy Gym Owner

Problem or opportunity that the above persona needs help with:

Jimmy is new to gym ownership. He needs to buy some gym equipment, but is unsure where to begin, how much he should spend, etc.

2

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

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Have clearly defined and given a name to their problem or opportunity.

Content Ideas

DECISION

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LIFECYCLE STAGE

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Jimmy is new to gym ownership. He needs to buy some gym equipment, but is unsure where to begin, how much he should spend, etc.

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

3

- Beginner's Guide to Buying Gym Equipment [Ebook]
- New or Used: When to Stretch Your Gym Equipment Budget & When to Splurge [Infographic]

CONSIDERATION

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- New or Used: When to Stretch Your Gym Equipment Budget & When to Splurge [Infographic]

CONSIDERATION

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Content Ideas

- Gym Equipment Budget Template [Excel spreadsheet]
- Purchasing Timeline for Gym Equipment: What Should You Buy First? [PowerPoint worksheet]

4

DECISION

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Content Ideas



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CONSIDERATION

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Content Ideas

- Gym Equipment Budget Template [Excel spreadsheet]
- Purchasing Timeline for Gym Equipment: What Should You Buy First? [PowerPoint worksheet]

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas

- Request a quote
- Phone assessment of equipment needs

5

Your Turn!

Here are 10 blank content mapping templates to get you started. Need more? Simply right click (or ctrl click) on a slide to the left and select “Duplicate.”

Want see how HubSpot’s all-in-one marketing platform can help you create highly targeted content?

[Right Click Here to Learn About Our
Content Optimization System](#)



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