

*“Target the **Right** Market at the **Right** Time
with the **Right** Content!”*



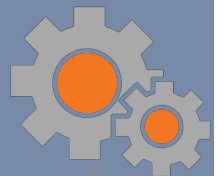
Content Mapping Template

Target YOUR Buyer Personas with
the Proper Content



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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)
- B)** How close that person is to making a purchase (where they are in the “**buyer's journey**”, sometimes referred to as lifecycle stage)



Who Are 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, that's fine! You can always develop more personas later if needed.



Who Are 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?



What Is The Buyer's Journey?

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?) or the **Buyer's Journey**. This location in the buying cycle is known as a **lifecycle stage**.

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



What Is The Buyer's Journey? (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.



Need To Learn HOW To Create Buyer Personas?

NOTE: This Ebook is a companion to our other Ebook:

“Buyer Personas – How To Create and Utilize Personas in your Marketing Efforts”.

It's recommended you download that Ebook and complete your Buyer Personas BEFORE you begin using the templates on the following pages.



Target the **Right** Market at the **Right** Time
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Buyer Personas

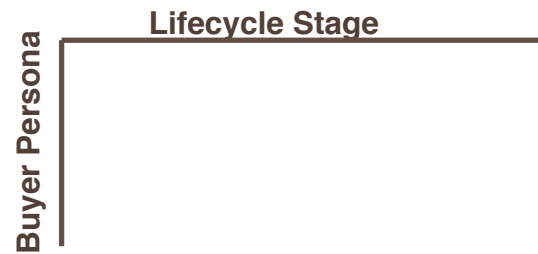
How to Create and Utilize Personas
in your Marketing Efforts

The Weyer Web Works logo, consisting of the letters 'WW' in a stylized, blue, rounded font, with the text 'weyer web works' below it and a small gear icon to the right.

**Copy and Paste this URL to
download your Free Guide:**
<http://hubs.ly/H016Pqv0>

How To Use These Templates?

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. **Over the next few pages, we'll walk through an example and it will make more sense.**

PERSONA

1

Persona Name

Jimmy Gym Owner

Problem or Opportunity the
Persona needs help with:

Lifecycle Stage – Buyer's Journey

AWARENESS

Realized and expressed
symptoms of potential problem
or opportunity.

Content Ideas

CONSIDERATION

Clearly defined and given a
name to their problem or
opportunity.

Content Ideas

CONSIDERATION

Clearly defined and given a
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Content Ideas



PERSONA

Persona Name

Jimmy Gym Owner

Problem or Opportunity the
Persona needs help with:

2

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

Lifecycle Stage – Buyer’s Journey

AWARENESS

Realized and expressed symptoms of potential problem or opportunity.

Content Ideas

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Lifecycle Stage – Buyer’s Journey

AWARENESS

Realized and expressed symptoms of 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]

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Content Ideas

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

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Content Ideas

- ✓ Request a quote
- ✓ Phone assessment of equipment needs

5



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Content Ideas

This is a blank template – a few are included on the next few pages. When you create your Buyer Personas and have a good sense of who they are and where they are in the Buyer’s Journey (Lifecycle Stages), mapping out the proper content strategy will guide your inbound marketing efforts.

Plan > Create > Distribute > Analyze (repeat)



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WeyerWebWorks is owned by TMC13, LLC; a Florida based consulting firm that was formed in 2008 to provide Web and Interactive design and development, marketing, go-to-market strategy, lead generation and project management. The founder, TJ Weyer, has 15+ years of managing web projects.

Let's collaborate and turn your website and web assets into a lead generation engine to attract, convert and close new customers – and delight existing ones so they continue to come back and continue the inbound marketing cycle.

Experience. Results.

Buyer Personas are a key part of a successful marketing plan and mapping the proper content to their place in the Buyer's Journey will generate results. We can help! Contact Us Today.

WeyerWebWorks.com/contact

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