

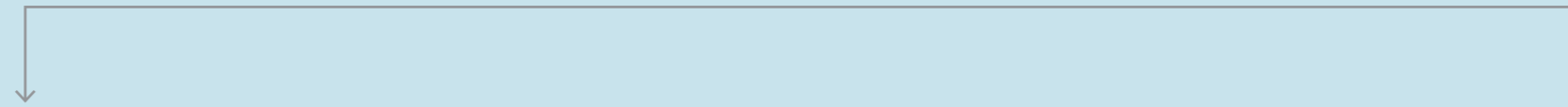
# Content mapping canvas

DATE:

PRODUCT/SERVICE:

CUSTOMER PERSONA:

## THE CUSTOMER JOURNEY



### DISCOVERY

The customer is researching a solution to solve a need. They may not yet be aware of your business.

### CONSIDERATION

The customer creates a shortlist of companies to compare and evaluate.

### DECISION

The customer makes a decision to engage with the business.

### ADVOCATE

80% of future sales come from 20% of your current customers. Invest in servicing them, too.

#### 1. COMMON CUSTOMER QUESTIONS:

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#### 2. HOW OUR BUSINESS CAN ANSWER THESE QUESTIONS:

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#### 3. TOP 5 CONTENT TOUCHPOINTS WE WILL USE TO DO THIS:

- Articles/case studies/ blogs
- Brochure
- Contact forms
- Email subscription
- Guides/e-books/white papers
- Images/infographics
- Presentations
- Press releases
- Reports – trends, data
- SEO/SEM
- Social media
- Videos/webinars
- Website – services pages

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