

4 Steps to

Develop a Content Plan



Step 1: Create Buyer Personas | Profile Template



DIRECTIONS:

Use this worksheet as a guide for creating an avatar for each of your major marketing segments. Use your knowledge of their pain points, interests, and other psychographic characteristics to complete this worksheet. Most companies target 3 – 5 Buyer Personas, so repeat the steps in this template for each of your Personas.



Persona Name

(tip: find a memorable and creative name for your persona, e.g. "Molly the Marketing Machine")

Common Demographic & Firmographic characteristics:

(Age, company size, job level, etc.)

Professional goals

(e.g. "seeking a promotion within 12 months", or "meeting this year's lead quota")

Personal goals

(e.g. "achieving work/life balance," or "finding a spouse/long-term relationship")

Defining characteristics:

(e.g. tech savvy, ambitious, laid back)

What keeps them up at night?

(e.g. "managing child's activity schedule," or "achieving deadlines at work")

Where do they spend time online?

(e.g. industry blogs, Twitter, LinkedIn, etc.)

Key challenges that your product can solve for this person:

The most useful and compelling features of your product according to this person:

Common objections to the product:

What compels this person to buy your product?

Step 2: Create Buyer Persona Matrix | Matrix Template



DIRECTIONS:

Use this matrix to summarize the top-line characteristics of multiple personas. This can act as an easy reference point for marketing and sales teams.

<i>Example Personas:</i>	Molly the Marketing Machine	Sam the Sales Guru	Elle the Executive
Job Title			
Professional Goals			
Personal Goals			
Defining Characteristics			
Key Challenges			
Favorite Online Spots			
Favorite Product Features			
Common Objections			
Compelling Events			

Step 3: Map Out Buyer's Journey | Buying Process Template

DIRECTIONS:

Use this template to map out all of the steps a buyer goes through from the initial need identification through purchase. This provides the framework for creating the right content at the right time during a buyer's journey.

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
<i>Example:</i>	Buyer has identified an issue that they need to solve	Buyer starts researching different solutions for the problem	Buyer studies the different solutions available and identifies potential vendors that can provide a solution	Buyer identifies criteria needed to make a decision on a specific vendor	Buyer decides on a vendor

Step 4: Build a Content Plan | Content Mapping Template

DIRECTIONS:

Use this template to map out the content for each persona at each step in their buyer's journey.

<i>Buyer Persona/ Buying Stage</i>	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Molly the Marketing Machine Issue: Needs to generate more sales-ready leads	Lead Scoring Whitepaper Content Marketing Toolkit SEO 101 eBook	Marketing Automation Overview Business Case for Marketing Automation	Forrester Wave Report Awards Marketing Automation Buyer's Checklist	Case Studies Testimonials Demo	Training Materials on Setting Up a Lead Scoring System in Act-On
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