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Content Mapping

Guide for Creating Your
Own Content Map



What is content mapping?

Effective content must have context in order to create and nurture leads. In order to create effective content, you must first understand and organize the flow of your content to match the needs of your buyer personas at their stage in the buyer's journey. This process is called content mapping.

Buyer Personas

Buyer personas are fictional representations of your ideal customers or prospects. Truly understanding your target audience is the first step in creating content.

Buyer personas define basic questions about your target audience like age, title and other demographics. Additionally, they provide valuable insight into the questions they are asking and challenges/issues that keep them up at night.

If you haven't created your buyer personas yet, now is the time. [Click here to download Imagine's workbook on creating buyer personas.](#)

Buyer's Journey

The buyer's journey is the path your prospect takes as they move closer to making a purchasing decision. There are four stages to the buyer's journey. They are:

1. Epiphany - During this stage, the prospect realizes they have a problem or an issue or they recognize they need to change something.
2. Awareness - Research is conducted.
3. Consideration - Options are considered.
4. Decision - A course of action is selected.

Taking Inventory

Mapping your content can seem like an overwhelming task. That's why Imagine has created an easy-to-use Excel spreadsheet to help you get started. The spreadsheet includes columns for buyer persona, stage of the buyer's journey, content type, content name, URL and additional notes. The Excel format allows you to easily sort and isolate information as you analyze your overall content strategy. Our hope is that you find it as useful as we have and that it helps you develop an even more successful strategy for generating leads through content marketing.

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