**CONTENT MARKETING MAPPING TEMPLATE **

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **PERSONA ONE** | **STAGE** | **PROBLEM / PAIN POINT** | **CUSTOMER QUESTIONS** | **CONTENT IDEAS** | **CONTENT TYPE** | **CALL TO ACTION** | **AUTHOR** |
|   | **AWARENESS** |  |  |  |  |  |  |
| **INTEREST** |  |  |  |  |  |  |
| **DESIRE** |  |  |  |  |  |  |
| **ACTION** |   |   |  |  |  |  |
| **PERSONA TWO** | **STAGE** | **PROBLEM / PAIN POINT** | **CUSTOMER QUESTIONS** | **CONTENT IDEAS** | **CONTENT TYPE** | **CALL TO ACTION** | **AUTHOR** |
|   | **AWARENESS** |  |  |  |  |  |  |
| **INTEREST** |  |  |  |  |  |  |
| **DESIRE** |  |  |  |  |  |  |
| **ACTION** |  |  |  |  |  |  |

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