Content Planning Guide

Get the right content, at the right time, in the right place, to the right person.

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Content Planning Guide

- When it comes to customers and content, it's important to deliver the right content, to the right people, at the right time, and on the most effective channel.
- With this content planning guide, we aim to target customers with content based on:
  - General characteristics of a prospective buyer or group of purchasers
  - And, how close and how likely they are to making a purchase

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Buyer Personas

- A buyer persona is a generalized representation of an ideal customer. It will help better understand your current and prospective customers, and allow you to create content and meet them on their terms – based on their needs, behaviors, and concerns.

- Strong buyer personas are created through research and analytics – insight gathered from current customers.

- When identifying a buyer persona, here are some attributes to identify:
    - Demographic
    - What does a typical day look like for them?
    - What are their pain points?
    - What problem do you help them solve?
    - What do they value most?
    - What are their goals?
    - Where do they currently go for information? – Most effective channels
    - What are possible objections to proposed solutions i.e. the product/service?

How to use this guide

- To help making content creation and organization easier, we have created a simple "workflow" to map out content and topics by buyer personas and stages within their lifecycle.
- The buyer persona, the "Who", is defined in the first column
- The lifecycle stages, the "Where", follow. These stages identify where a prospective customer is within buying process/how close they are to making a purchase.
  - **Awareness**: A potential customer or advocate has is made aware of a potential problem or opportunity. This could either be self identified or defined by a 3rd party i.e. someone could realize they have trouble sleeping, or an article they read might point out that someone in their age range is susceptible to trouble sleeping.
  - **Consideration**: A person has clearly defined and given a name to their problem or opportunity and is taking steps to learn of solutions or others with similar problems.
  - **Decision**: A person has defined the solution to their problem and has either begun searching for a specific solution or product to solve the problem.
- We have included some empty, editable templates to get started

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Persona	tapp Lifecycle Stage		
Persona Name	Awareness	Consideration	Decision
Name and define the problem, need, or opportunity that the persona needs help with or to solve. **Persona Name** **Definition of Problem** **Effective Channels**	Have realized and expressed symptoms that need to be fulfilled. **Content Ideas**	Have clearly identified their problem and possible solutions and are undertaking research. **Content Ideas**	Have selected their solution, brand, and way to acquire/solve their problem. **Content Ideas**

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