

CONTENT MAPPING IN FIVE STEPS

Content is more important today than it has ever been. It helps with generating leads when the right message is delivered at the right time. In order to make sure your content is properly targeting your audience, you need to make sure you map everything you have in regards to your content. This will tell you what you have and help you to identify the holes.

#1 – Choose Your Persona

A persona represents your ideal customer, and a company should have several personas based on demographics and interest types. The strongest personas you have should be based on your market research and insights from internal staff. The number of personas will depend on your business.

When content mapping, you need to define these personas. If you don't have all your personas, don't worry about it. You can always evaluate later and build from what you are creating today.

#2 – Define the Stage Within the Modern-Day Funnel

The modern-day funnel consists of the following stages:

- Awareness – Brand awareness begins online through channels like blogging. This is the stage the persona is starting to hear about your products or services in a very high level. They may know you have something in their area, but they are not officially ready to know more.
- Interest – There is zero commitment for someone to buy at this stage. Once someone downloads a piece of content from the awareness stage, they may be interested in learning more about your product, service or even brand's story. This is a fragile stage. Anything that looks negative to those in this stage will impact if they move to the consideration stage. In fact, your persona can stay in this stage for a while, which is why you need to have many touch points by providing quality information.
- Consideration – This person is considering your product or service. They are thinking about the positives and negatives about your brand. You should really highlight your competitive advantages in this stage.
- Intent – The lead may be considering making a purchase with your company in this stage, so this is an excellent stage to provide a demo.
- Evaluation – This is the stage the lead is starting to get pricing information.
- Purchase – The sales transaction is complete, and the now customer moves into a flywheel approach for re-engagement.

In order to target a specific persona, you need to know where they are at in this funnel. For example, you should never ask someone in the awareness stage to buy something. It will come off as obnoxious and promotional.

Today, people are looking for answers to problems. They are not looking to talk to a sales person until they are ready. Therefore, they are conducting their own research, which is why your content is so important. It helps to answer their questions and bring the persona down the funnel.

#3 – Organize Your Keywords by Each Stage

The type of keywords the persona uses will be different depending on the stage they are in the funnel. Search intent is the reason why your persona is conducting that specific search. After you conduct your keyword research, you'll want to organize them by their intent. Search intent is grouped into the following buckets:

- Informational intent – this is when a person is looking for information about a topic.
- Navigational intent – this is when a person is looking for a specific website.
- Transactional intent – this person is using keywords with the intention to buy.
- Commercial investigation – this person may have the intention of buying soon but needs more time and convincing.

#4 – Add Existing Content to Each Persona and Their Corresponding Stages

Once you organize the keywords, look to see what types of content you have that align to these keywords, such as blog posts, case studies, etc. While keywords are mostly used online, this will still tell you what your audience is interested in when it comes to finding more information. Remember, people are doing most of their research before asking to speak with a sales representative. Therefore, they are going to do this research online.

#5 – Find the Gaps in Your Content According to Each Stage

Now that you have all your existing content mapped according to the stage within the funnel, you should be able to identify where you need more content. This is where you can start building your content to provide the information your audience is asking for when searching for answers.