



Content Strategy Workbook

This workbook is designed to help you explore the needs of your identified persona(s) and help translate those needs into content that, ultimately, will fuel your buyer's journey. Note that completion of this workbook will serve as the framework for your content marketing strategy. Execution of the strategy is subsequent to this exercise.

Section 1: Content Ideation

Section 2: Content Mapping & Asset Identification

Section 3: Content Creation

Section 4: Buyer Journey Next Steps

Section 1: Content Ideation

In this section, you're translating the attributes, pain points, and goals of persona _____ into content themes that will guide your journey.

Goals

List what they're trying to accomplish here	List associated content ideas here

Challenges

List their everyday pain points here	List associated content ideas here

Opportunity Areas

List how you can solve their problems here	List associated content ideas here

Obstacles

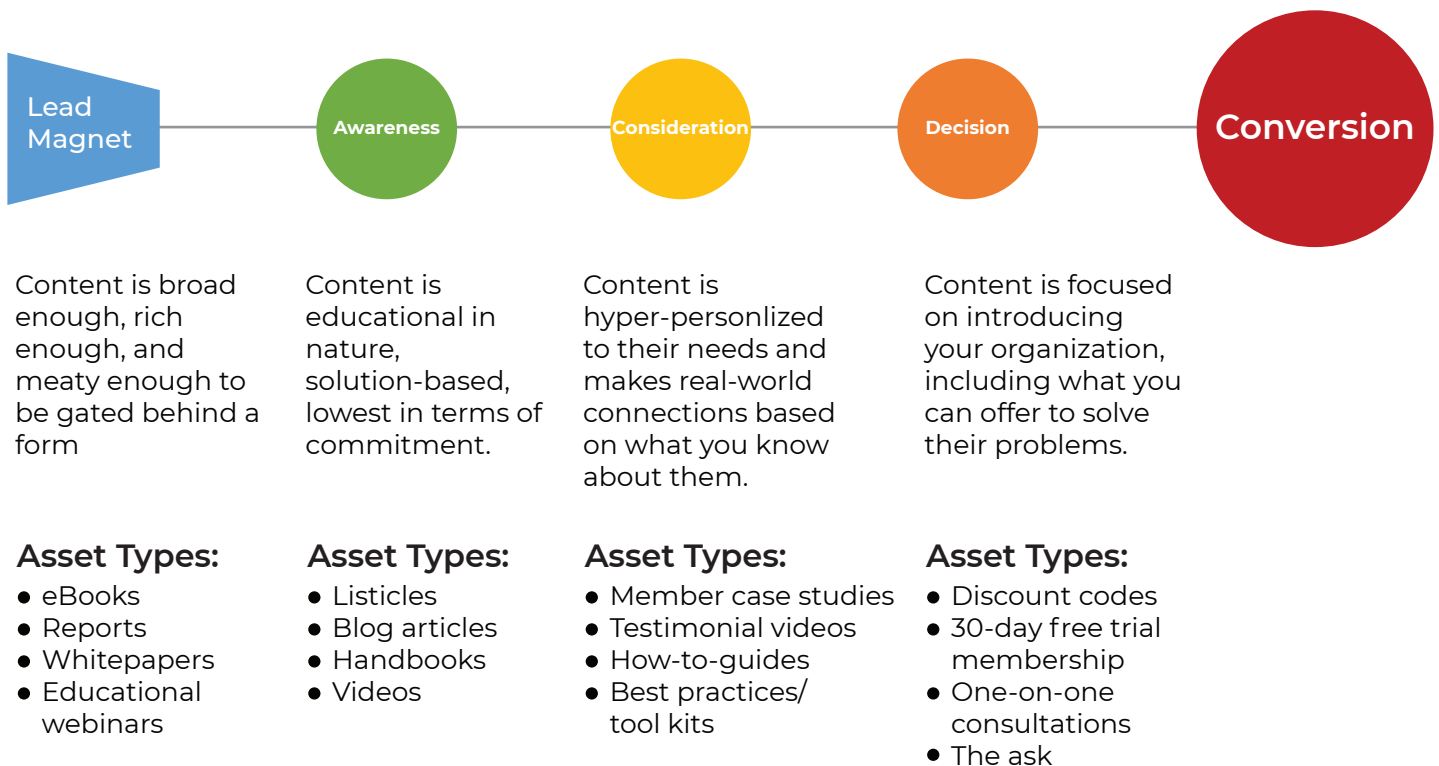
List what may prevent them from converting	List associated content ideas here

Section 2: Content Mapping & Asset Identification

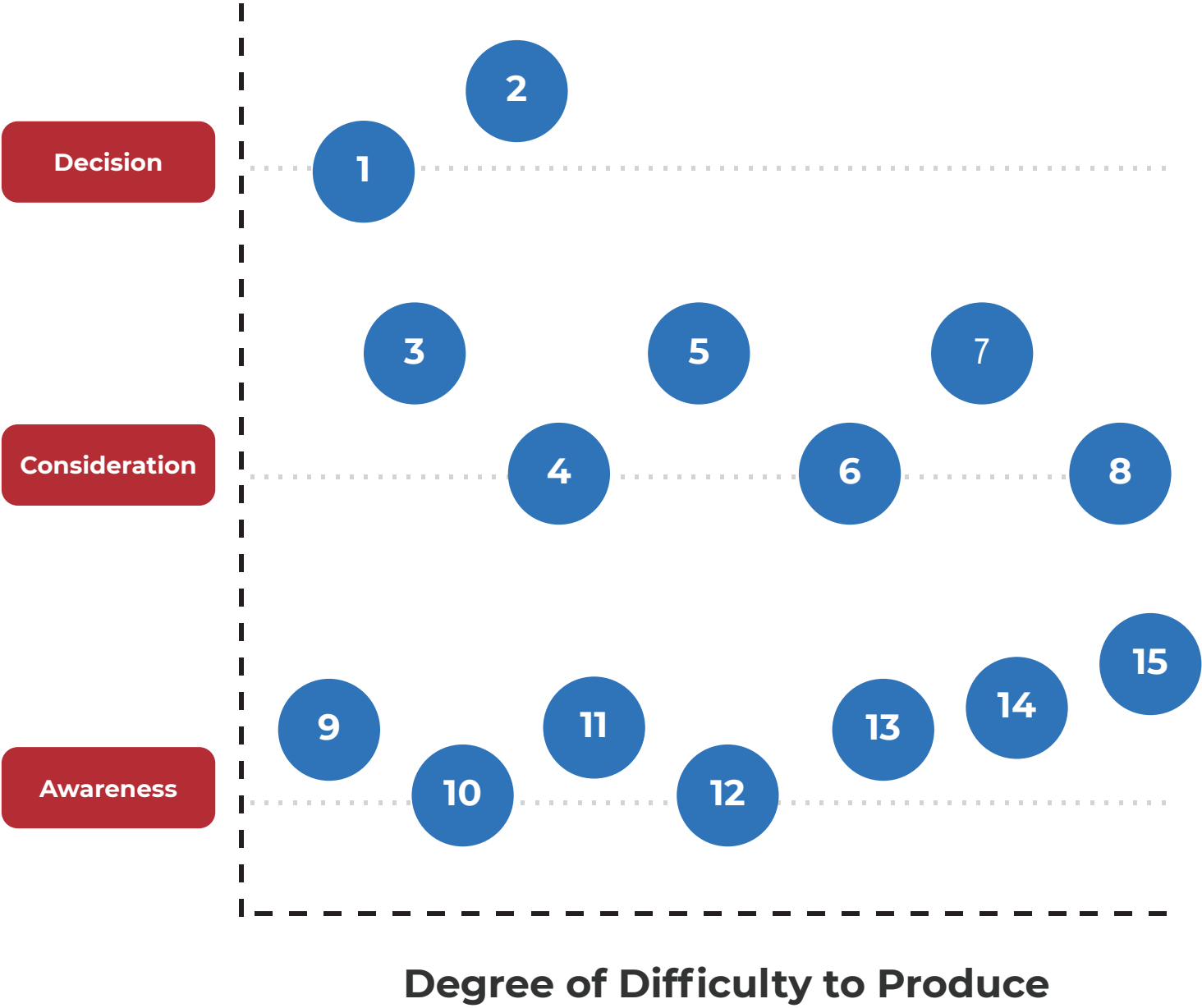
In this section, you're mapping your identified content themes with the different stages of the buyer's journey: Awareness, Consideration, Decision. Note that one theme could, in theory, stretch across all stages of the journey.

Concurrently, this is where you'll determine the format of your content assets. You'll do this by mapping what asset resonates best at each stage of the funnel with how your persona's demographics, traits, and behaviors indicate how they may consume content.

Graph A



Graph B



- 1. Free Trial
- 2. Product/Service Literature
- 3. Case Study
- 4. Industry Predictions
- 5. Product/Service Webinar

- 6. Interactive Web Tool
- 7. Vlog
- 8. Whitepaper
- 9. Social Media
- 10. Blog

- 11. Infographic
- 12. eBook
- 13. How-To Video
- 14. Webinars
- 15. Templates

Theme	Awareness	Consideration	Decision

Section 2: Content Generation

Content Inventory:

In this section, you'll take audit of all the content that you have currently, identify what content can be repurposed, and identify what content needs to be created based on your collection of content assets.

[illegible]

Content Generators (Subject Matter Experts/Writers/Editors)

In this section, you'll identify subject matter experts (SMEs) and/or writers or editors for the content assets that either don't exist or exist but need repurposing.

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Section 4: Buyer Journey Next Steps

Now that you've identified your content, where it's going to sit in the funnel, who's going to generate or repurpose it, you can start plotting your buyer's journey using your [Buyer Journey Workbook](#).