

MAPPING CONTENT TO PERSONAS

Once you've defined your personas, you'll want to take stock of the content available to you. In the left-hand column, list your buyer personas. Then, map content to each of those personas. Which of your company's content assets correspond to which buyer personas? Have you found any third-party reports, blog posts, or infographics that might be helpful to your buyers, as well? Jot them down in the table below.

PERSONA	CONTENT ASSETS	URL