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| --- | --- | --- | --- | --- |
|  | **Example Name** | **ID & Version** | **Phase** | **Creation Date** |
| **Content Map**  | **cmap-anl-xmpl1-01** | **Analyze** | **March 2015** |
| **Persona** | **Lifecycle Stages** |
| **Noreen Smith****Marketing Manager** | **Awareness**OrDiscovery | **Interest**Or Research | **Desire**OrProspecting | **Action**OrOpportunity | **Post-Purchase**OrConsumer Advocate |
| **Content examples for one persona** |
| **Type of Buyer:****Needs to buy new software for her company** | • Industry blog• Social mediacommunities• General how-tovideos• Industry whitepapers• GeneralpurposeeBooks• Advertising• Trade shows | • Company blog• Overviewbrochure• Specifichow-to videos• Best-practiceswhite papers and eBooks• Webinars | • Product/servicevideos• Webinars - specific• Product/service brochures• Limited product trial• Online vendor demo• End user testimonialvideos * Case study white papers

• Vendor comparisons• Personal emails | • Product/servicevideos• Webinars - specific• Product/service brochures• Limited product trial• Online vendor demo• End user testimonialvideos * Case study white papers

• Vendor comparisons• Personal emails | • Upgrade offers • Onboardingdocumentation• Customersatisfactionsurvey• Customerretentioncommunications |