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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**  Or  Discovery | | **Interest**  Or  Research | | **Desire**  Or  Prospecting | | | **Action**  Or  Opportunity | | **Post-Purchase**  Or  Consumer Advocate |
| **Content examples for one persona** | | | | | | | | | |
| **Type of Buyer:**  **Needs to buy new software for her company** | • Industry blog  • Social media  communities  • General how-to  videos  • Industry white  papers  • General  purpose  eBooks  • Advertising  • Trade shows | • Company blog  • Overview  brochure  • Specific  how-to videos  • Best-practices  white papers and eBooks  • Webinars | | | • Product/service  videos  • Webinars - specific  • Product/  service brochures  • Limited product trial  • Online vendor demo  • End user testimonial  videos   * Case study white papers   • Vendor comparisons  • Personal emails | | • Product/service  videos  • Webinars - specific  • Product/  service brochures  • Limited product trial  • Online vendor demo  • End user testimonial  videos   * Case study white papers   • Vendor comparisons  • Personal emails | | | • Upgrade offers  • Onboarding  documentation  • Customer  satisfaction  survey  • Customer  retention  communications |