

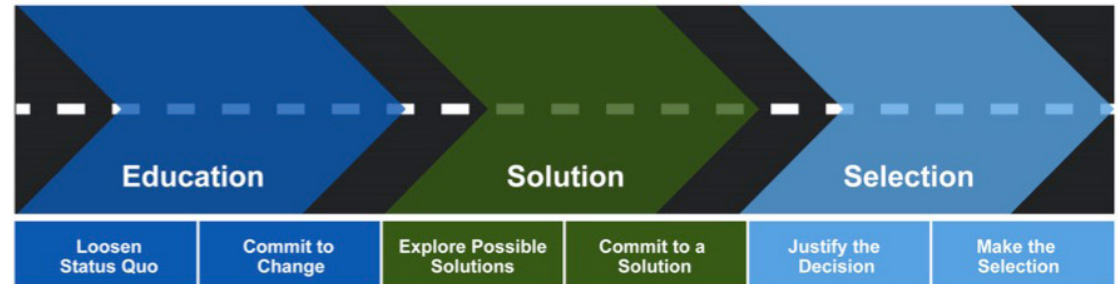
Content Mapping Worksheet

Source: SiriusDecisions

Instructions:

For this exercise, let's identify content needs on the buyer's journey.

Identify the content you have or need to build in order to answer your prospect's questions in each stage of their journey.



	Education	Solution	Selection
Digital <i>(ex. web pages)</i>	We have: We need:	We have: We need:	We have: We need:
Interactive <i>(ex. ROI Calculator)</i>	We have: We need:	We have: We need:	We have: We need:
Offline <i>(ex. trade shows)</i>	We have: We need:	We have: We need:	We have: We need:
Sales Tools <i>(ex. PowerPoint)</i>	We have: We need:	We have: We need:	We have: We need: