

CUSTOMER-CENTRIC INTERACTIVE CONTENT PLANNING

Persona Name:

Buyer Journey Stage: Education Solution Selection

Customer Journey Stage: Launch Stabilize Expand

Key question buyer/customer is asking:

Content plan:

New Content Modify Existing Content: _____

Our proof point:

Interactive content type:

- Data Visualizer Assessment Demonstration
 Calculator Selector/Configurator e-Commerce
 Gamification Other: _____

Information I'd like to know about the buyer/customer:

Describe the interactive content:

How will I use this information?

- Lead qualification Lead nurture Sales conversations

How will I capture this information?

Where does this live?

(Website, partner portal, landing page, etc.)