CUSTOMER-CENTRIC WEBSITE PLANNING

Persona Name:

EDUCATION PHASE	SOLUTION PHASE	SELECTION PHASE
Question:	Question:	Question:
Content Need: ☐ Modify Existing Content ☐ New Content Theme: Purpose:	Content Need: ☐ Modify Existing Content ☐ New Content Theme: Purpose:	Content Need: ☐ Modify Existing Content ☐ New Content Theme: Purpose:
Format: ☐ Blog ☐ Ebook ☐ SlideShare ☐ 1-sheet ☐ Infographic ☐ Video ☐ Webinar ☐ Webinine (9-minute webinar) ☐ Interactive Content ☐ Other:_____	Format: ☐ Blog ☐ Ebook ☐ SlideShare ☐ 1-sheet ☐ Infographic ☐ Video ☐ Webinar ☐ Webinine (9-minute webinar) ☐ Interactive Content ☐ Other:_____	Format: ☐ Blog ☐ Ebook ☐ SlideShare ☐ 1-sheet ☐ Infographic ☐ Video ☐ Webinar ☐ Webinine (9-minute webinar) ☐ Interactive Content ☐ Other:_____
Where does this live? (Website, partner portal, landing page, etc.)	Where does this live? (Website, partner portal, landing page, etc.)	Where does this live? (Website, partner portal, landing page, etc.)
Describe personalization: (Industry- or persona-based, real-time personalization, etc.)	Describe personalization: (Industry- or persona-based, real-time personalization, etc.)	Describe personalization: (Industry- or persona-based, real-time personalization, etc.)

Customer-Centric Marketing

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