

CONTENT MAP

Crafting a content map is an essential output of your content strategy. It provides a consensus vehicle for internal and external teams, and is developed after you have settled on personas, worked with sales to understand the funnel, and researched your target market on what subjects resonate, where they are most likely to look for information, and what format they are likely to engage with and consume.

Content Maps should be living documents and always hold lots of ideas. Magnetude generally recommends clients map out two months of content that are scheduled, and consistently generate new ideas based on industry dynamics or repurpose previously successful content based on metrics.



PERSONA/AUDIENCE:

Definition: Based on your persona development, identify the audience the content will be appeal to – generally tied to decision maker, gatekeeper or influencer.



Tip: Generating content is an investment. If you are limited in capacity, focus on the persona that will most directly impact sales.



LEAD LIFECYCLE STAGE:

Definition: The part of the funnel the content is created to address. For example, Awareness, Consideration, Credibility, Decision.



Tip: Content campaigns should be designed to address each stage of the funnel. Clear identification in conjunction with sales helps to drive topics that are compelling to the audience.



CONTENT IDEA:

Definition: What is the proposed title of the content piece that clearly identifies the topic and creatively drives engagement.



Tip: Research what is popular among your target market and create an opposing view or interesting take on the subject. Don't be afraid to be controversial if appropriate.



CHALLENGE OR OPPORTUNITY PERSONA NEEDS HELP WITH:

Definition: Based on your product or service and the intended audience, broadly articulate the topical area where challenges/opportunities may exist.



Tip: Research specifically tied to the intended audience is imperative. What are the topics that are being discussed on social, at events, in articles, publications etc.



EXISTING:

Definition: Depending on where you are in your content planning, identifying content that already exists that can be utilized for campaigns.



Tip: Presentations are a great source to modify and utilize for content, focusing on the market trends, market size, segmentation of the market etc.



CONTENT SUMMARY:

Definition: Create a sentence or two about the issue/challenge this piece will address, the key points that will be made and the purpose for publication.



Tip: Sometimes great ideas can be developed into a series. Breaking up ideas into parts, especially if the concept is complex, can extend the amount of content and ensure prospects get the benefit of your depth of knowledge.

FORMAT:

Definition: Identifies the possible content format for the idea. For example, blog, video, case study, eBook.

i Tip: If the idea lends itself to repurposing, list the same idea in two or three different formats, being careful to identify what will differentiate each piece from another.

VERTICAL:

Definition: If your business targets specific verticals (retail, healthcare, etc.), identify whether the piece of content will be squarely targeted at a specific vertical or provide a horizontal (universal) message.

i Tip: There can be enormous differences in vertical nomenclature and distribution with a vertically oriented content strategy. Likewise, if (for example) you are utilizing an email list, understanding how your list is segmented and who you would mail to is imperative.

KEYWORDS:

Definition: What are the most highly relevant keywords that will be utilized in this piece to contribute to your SEO strategy. Keyword research should have already been done prior to working on your content map.

i Tip: If possible, use the keyword in the title of your piece and sprinkle it throughout – avoiding constant repetition that will impact the readability.

WAYS TO PROMOTE:

Definition: Identify how the content will be distributed (social, email, contributed article etc.)

i Tip: If paid promotion is on your list, ensure the content is right for that channel to avoid costly mistakes.

GATED:

Definition: Will the content piece require registration (ie. lead generating).

i Tip: Aim for at least one gated piece per quarter and make sure it's compelling enough to warrant registration. It's generally an excellent indicator of a good prospect.

OWNER/TIMING:

Definition: Who will be responsible for generating the content, when is it due and when will it be released.

i Tip: Always have someone review with a critical eye to ensure the message is clear. Often what sounds right to the writer may be misinterpreted.

CONTENT MAPS are a strategic and tactical foundation utilized for clients across industries. From identifying and capturing the persona information that feeds the map to keeping our finger on the pulse of the industry and generating creative ways to capture prospects attention, the Magnetude team of senior level marketing experts truly become integrated as part of our clients' business. Content strategy and implementation is only one of the integrated services we offer as part our engagements. We hope this useful tool illustrates the depth of thinking required for content planning and provides you with a baseline for planning.

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