

MAPPING CONTENT TO THE USER JOURNEY

HOW TO

A guide to using this template.

My customers are coming from...

Here, you'll dig into your analytics to see your top sources of traffic.

This means they are in funnel stage...

When we know where the audience has come from, we can assume what funnel stage they are in.

- Organic 1 - problem aware and searching for a solution (**awareness**)
- Organic 2 - have searched for you by name - solution aware (**consideration**)
- Paid - problem aware because they have clicked on your solution (**consideration**)
- Referral & Social - solution aware and in a more trustworthy frame of mind as they have been referred (**consideration > decision**)
- Email - solution and brand aware as they have come from a high-attention traffic source (**decision**)



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They are trying to solve...


What are the pain points that keep your audience searching for a solution? List these here.

They are convinced by...

According to their funnel stage, what content is likely to convince them to move to the next funnel stage? There are many formats of content and whichever one you choose should be directly related to the goal at hand, conversion.

- **Problem agitation:** Blog posts, infographics, visual representations of the problem, how-to guides or videos.
- **Solution content:** Reports, white papers, expert interviews, Q&As.
- **Conversion content:** Case studies, webinars, e-books, white papers, live Q&As, events, podcasts.





THE TEMPLATE - YOUR TURN

My customers are coming from...	This means their funnel stage is...	They are trying to solve...	They are convinced by...
Source 1	Awareness, consideration or decision?	Pain point 1 Pain point 2 Pain point 3	Problem agitation content, solution content or conversion content?
Source 2	Awareness, consideration or decision?	Pain point 1 Pain point 2 Pain point 3	Problem agitation content, solution content or conversion content?
Source 3	Awareness, consideration or decision?	Pain point 1 Pain point 2 Pain point 3	Problem agitation content, solution content or conversion content?
Source 4	Awareness, consideration or decision?	Pain point 1 Pain point 2 Pain point 3	Problem agitation content, solution content or conversion content?

WHAT NEXT?

Read the full article on User Journey Mapping at
[The Content Strategist blog](#)

Questions?

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