

## 1. FIRST THINGS FIRST

Business Goal / Mission Stmt	Content Goals	Target Audience	Key Message
To sell subscriptions to our awesome cloud-based software app, which solves the problem of procrastination for professionals.	1) Get users to create accounts. 2) Collect email addresses.	Global, tech-savvy professionals who need to stop procrastinating at home and work.	This app will improve your productivity by 100%.

## 2. THE CONTENT MAP

USER TYPE & INTENT	USER EMOTION	EXAMPLE	CONTENT TYPE	CONTENT/ PAGE PURPOSE	BIZ GOAL	TIPS FOR VOICE/TONE	MEDIA TYPES
Potential prospect, necessarily user or fan	Distraction Boredom	"I have so many emails in my inbox, and I have no time!"	Email, social media, Blog, Press Release	Engage, delight, showcase insight and expertise by tackling hot topics.	Get people to believe they have the problem the app solves.	Get to the point really quickly, surprise & delight, use slightly more formal tone.	Copy, images, infographics, video, PR
Prospect, has just arrived at website for first time	Interest Anticipation Optimism Curiosity	"A productivity app is exactly what I need. I might sign up, but what about features and price?"	Public website / homepage	Communicate who we are, create credibility, and positive experience immediately.	Get users to create an account	Express confidence, & personality show users how easy the app is, delight with features and service info.	Copy, video, images, testimonials.
Prospect, is skeptical as to whether this app meets needs.	Skepticism Interest	"I'm thinking about signing up for this app, But exactly how will it increase my productivity?"	Public website pages, Email	Educate, alleviate skepticism	Get users to create an account	Be specific and succinct in what the app does, express confidence.	Copy, video, testimonials. Infographic, discounts
Prospect, ready to buy	Anticipation	"I'm ready to get started using this app."	Public website pages, Email	Successful account creation	Fill out this form to get started	Ask the user for exactly what we need; don't distract with non-essentials.	Copy, Form
New customer, needs to activate	Curiosity Interest Optimism Trust	"I guess I need to attend a webinar so I learn how to use this app effectively."	Email, Social Media, Member pages of site	Educate about product use	Activation, retention	Educate, don't sell; show users how easy the app is, express personality.	Webinars, Guides, FAQs, video, infographics
Customer, average user, infrequent user	Distraction, Curiosity, Trust	"Oh yeah, I forgot I have this app on my iPad."	Email, social media	Re-engage users, continue to educate	Engagement, Retention, Create referrers	Get to the point, be casual, surprise and delight	Copy, contests, videos, infographics.
Loyal Customer, Evangelist	Trust Admiration Interest	"I always look forward to the tips & tricks they send me."	Newsletter, social media, Member pages	Reward usage, ask for referrals	Retention, Referrals	Treat these users like friends, appreciate them.	Copy, rewards, incentives