

CONTENT MAPPING TEMPLATE

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PERSONA ONE	STAGE	PROBLEM / PAIN POINT	CUSTOMER QUESTIONS	CONTENT IDEAS	CONTENT TYPE	CALL TO ACTION	AUTHOR
	AWARENESS						
	INTEREST						
	DESIRE						
	ACTION						
PERSONA TWO	STAGE	PROBLEM / PAIN POINT	CUSTOMER QUESTIONS	CONTENT IDEAS	CONTENT TYPE	CALL TO ACTION	AUTHOR
	AWARENESS						
	INTEREST						
	DESIRE						
	ACTION						

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