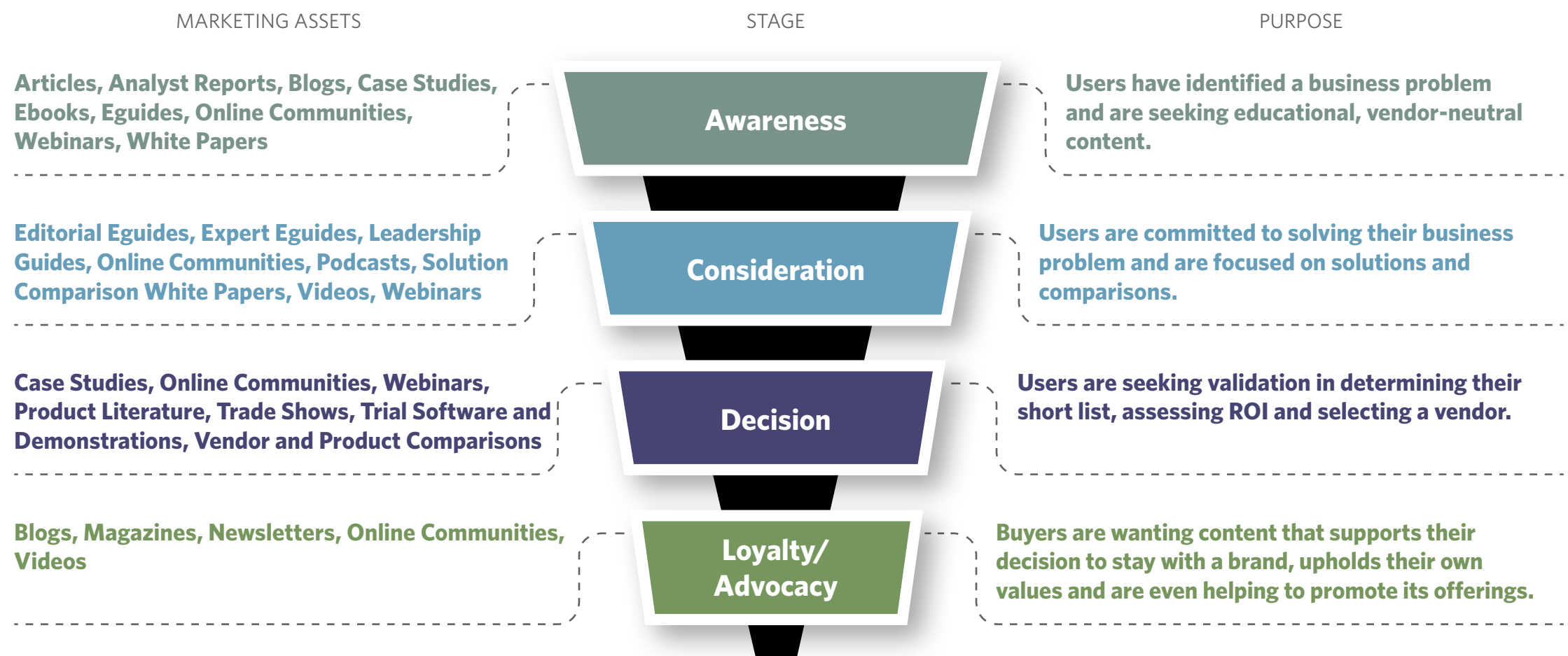


# MAP YOUR CONTENT TO A BUYER'S JOURNEY

Here's an example of how to align the right type of content with the right stage of your buyer's journey.



## Twirling Tiger Tips for optimizing content:

- Map your entire content library and see where you need to fill gaps with more content to move users along the buyer's journey.
- An effective content program starts with an outline that guides its story line with four core elements: objective, personas, story and medium.
- Focus content on the audience's needs, not the brand.
- Fill every stage of a buyer's journey with content worth reading.

If you'd like help with any or all of these functions, call Gordon Hunt at 919-816-6876 or email [ghunt@twirlingtiger.com](mailto:ghunt@twirlingtiger.com).

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