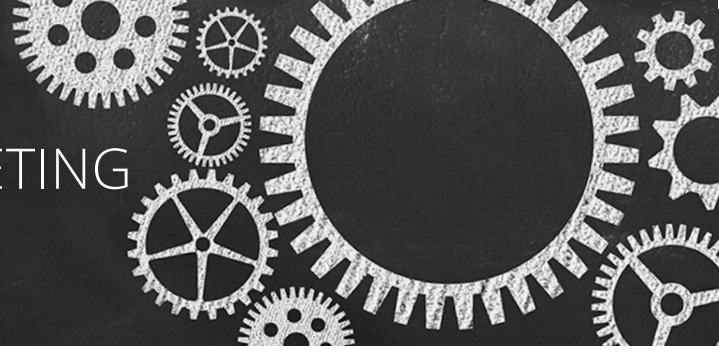


# CREATE YOUR CONTENT MARKETING MISSION STATEMENT



1. What is our greatest challenge?

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2. What is our goal?

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3. What target audience can help achieve this goal?

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4. What valuable content — separate from our products and services — can we deliver to this audience?

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5. What makes our content and its delivery different from others?

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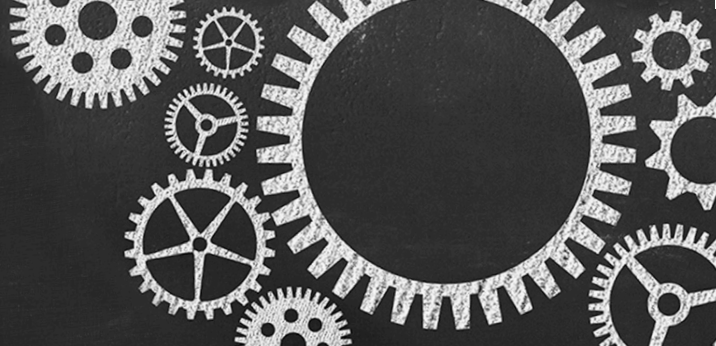
**MISSION STATEMENT:** \_\_\_\_\_

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# DEFINING BUYER PERSONAS



Who is our target buyer?

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In what kind of company or industry do they work?

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What are his/her characteristics?

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What is his/her age?

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What is his/her job title/role?

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What does a typical day look like?

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What are his/her priority initiatives?

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What are the typical challenges they face?

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Where is the gap in his/her needs and wants, beyond our products and services?

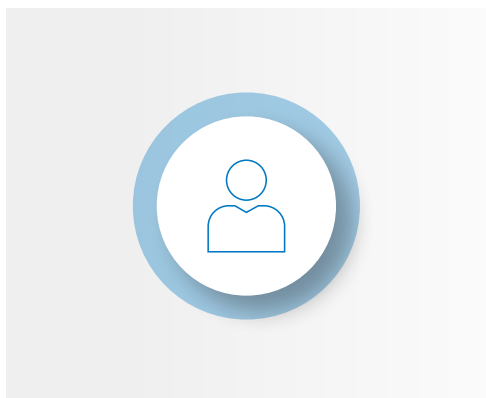
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Where are they in the purchasing funnel?

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Why should they care about us?

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## PUT A PICTURE OF YOUR BUYER HERE.

What is his/her name?

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Keep this photo handy to help guide your content marketing strategy, planning and execution.