

CONTENT MARKETING MISSION STATEMENT

- **1 What is our goal?**
- **2 What target audience can help us satisfy that goal?**
- **3 What valuable experience can we deliver at a key stage of their journey?**
- **4 What makes OUR approach to delivering this value different?**

Our mission:

USE GOALS TO COME UP WITH POTENTIAL CONTENT IDEAS

Start by describing the ideal customer who might benefit most from the content you create:

- **WHO** is the person? What traits characterize her/him?
- **WHAT** roles does she/he play? What does her/his typical day look like?
- **WHERE** is there a gap in her/his needs/wants (beyond our products/services)?
- **WHEN** does she/he need to close this gap (i.e., where is she in the purchase funnel)?
- **WHY** would she care about us, as a company (aside from our product)?

TARGET PERSON: _____

Job title/Role: _____

Typical challenge: _____

Needs Gap: _____

What she/he cares about:
