

Zone Content Planner

Instructions: For each phase of the buying cycle, list the content you have available for each buyer persona.

Persona Name _____

| Awareness | Evaluation | Purchase |
|-----------|------------|----------|
| | | |
| | | |
| | | |
| | | |
| | | |

Persona Name _____

| Awareness | Evaluation | Purchase |
|-----------|------------|----------|
| | | |
| | | |
| | | |
| | | |
| | | |

Persona Name _____

| Awareness | Evaluation | Purchase |
|-----------|------------|----------|
| | | |
| | | |
| | | |
| | | |
| | | |