

## Consistently great content doesn't just happen. It requires long-term planning with a clear and concise roadmap for your content.

The purpose of your content is to help your prospects move through the buyer's journey:



### Each piece of content should have:



1 The type of information each of your buyer personas is looking for at each stage of the buyer's journey.



2 A clear, consistent, and easy-to-follow message.



3 Benefit-oriented call-to-action (CTA), which is a desired next step for the prospect to take.