

Customer Intent Content Mapping



Overall Company Branding	
Company Voice	
Company Core Values	

Customer Journey Stage	Awareness						
Channel							
Viewer Intent On Channel							
Content Piece							
Desired Viewer Action							

Customer Journey Stage	Consideration						
Channel							
Viewer Intent On Channel							
Content Piece							
Desired Viewer Action							

Customer Journey Stage	Decision						
Channel							
Viewer Intent On Channel							
Content Piece							
Desired Viewer Action							

Customer Journey Stage	Brand Champion						
Channel							
Viewer Intent On Channel							
Content Piece							
Desired Viewer Action							