Mini-Guide to Mapping Content to Senior Care Buyer Personas

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Introduction

When creating content for your audience, don't just pick a senior care topic that sounds interesting—be strategic. Every resource, whether it's a blog, e-book, or newsletter, should provide value to a potential client.

Content mapping aligns your content to the needs of the people you're targeting—your buyer personas—at every stage in the Buyer's Journey. It creates a path that allows leads to dig deeper and deeper into your resources until they trust you and want to buy your services.

Terms Used in This Mini-Guide

Let's start by defining the core inbound marketing concepts discussed in this guide:

Buyer Persona: A semi-fictional representation of your ideal customer based on research, interviews, and what you know about your current prospects and customers.

The Buyer's Journey: The three-step process a prospect goes through to make a purchase decision, including identifying a problem, researching solutions, and making a final decision.

Content Mapping: The act of understanding, organizing, and presenting content to your audience in a way that will capture them at every stage of the Buyer's Journey.

Why Is Mapping Content to Buyer Personas Important?

Content mapping ensures that your website and inbound marketing materials focus on the customer, not on you. It allows your business to become a trusted adviser for all things senior care so that when a prospect is ready to hire a provider, they turn to your organization.

How Mapping Content to Personas Converts Leads to Customers

Every piece of content should be created and distributed with the end user in mind and should specifically align with their common pain points and motivations at one of the three stages in the Buyer's Journey. This is especially important for prospects who are in the awareness and consideration stages, when they are not yet ready to be sold to but want helpful information that will allow them to make confident decisions.

Content that directly addresses a persona pain point has a better chance of earning a website visitor's trust. When content is authoritative and trustworthy, it's more likely to generate leads.

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Here's How It Works

Moving leads from the awareness to the consideration stage requires a conversion tactic called gating. This is when you put a piece of content behind a form in an effort to obtain a visitor's contact information. Anytime you gate an offer, you are requesting a transaction from your audience. Before you gate content, it's important to assess whether or not your persona would value it enough to give away some of their information in return. Ask yourself the following questions:

1 **Does this content directly address a common pain point for a buyer persona?**

2 **Is this offer more valuable than what others are offering for free?**

Asking these questions of your content is especially important in the senior care industry, where so much content is readily available online. If a visitor can find the same information somewhere else without giving away their email address, they are going to use that resource instead of yours.

The bottom line: You can't generate qualified leads without content that addresses a specific pain point and provides value to one of your buyer personas.

Understanding Your Senior Care Buyer Personas

Once you understand why content focused on buyer personas matters, research, interview, and develop some of your own. Before you map content to your buyer personas, make sure that each persona meets these criteria.

Current: Your buyer personas should be authentic, up-to-the-minute representations of your target audience segments. As you learn more about your target audience, revise and develop your personas to make them as accurate as possible.
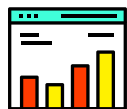
Data-driven: Are your personas based on specific and measurable facts? Avoid basing your personas on guesswork or assumptions.

Logical: It would be amazing if senior care prospects engaged with your organization before they had an immediate need. However, that is an ideal situation—not reality. When thinking about your personas, don't focus on the perfect client; instead, consider who is a good, logical fit for your services.

Fictionalized: Although you use real data and customers to create your personas, they're meant to be fictional representations of your audience segments. Each persona must strike a balance between broadly describing a segment and detailing specific goals, challenges, and decision-making factors.

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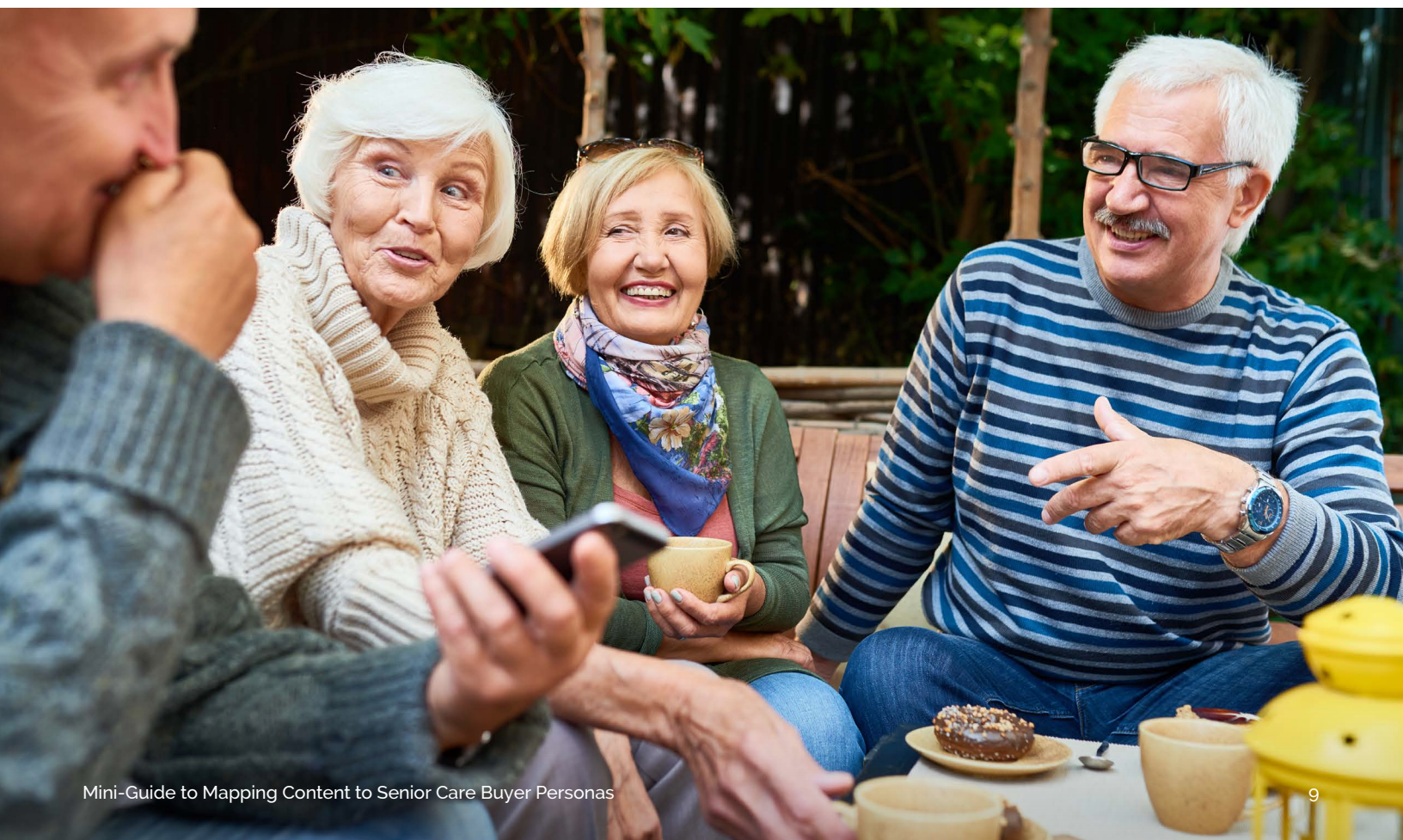
Getting to Know Your Personas' Buyer's Journeys

A senior care client typically begins their Buyer's Journey in a time of need or crisis. They start looking for solutions when it's time to address a problem, whether they're finding additional vendors to accommodate an influx of residents or hiring an adviser to devise a plan for a loved one.

Before you can map content that nurtures a persona from the awareness to the decision stage, you must deeply understand the process leading up to purchase. Here are four questions to ask to help you get in the headspace of your personas as they go through their Buyer's Journeys.
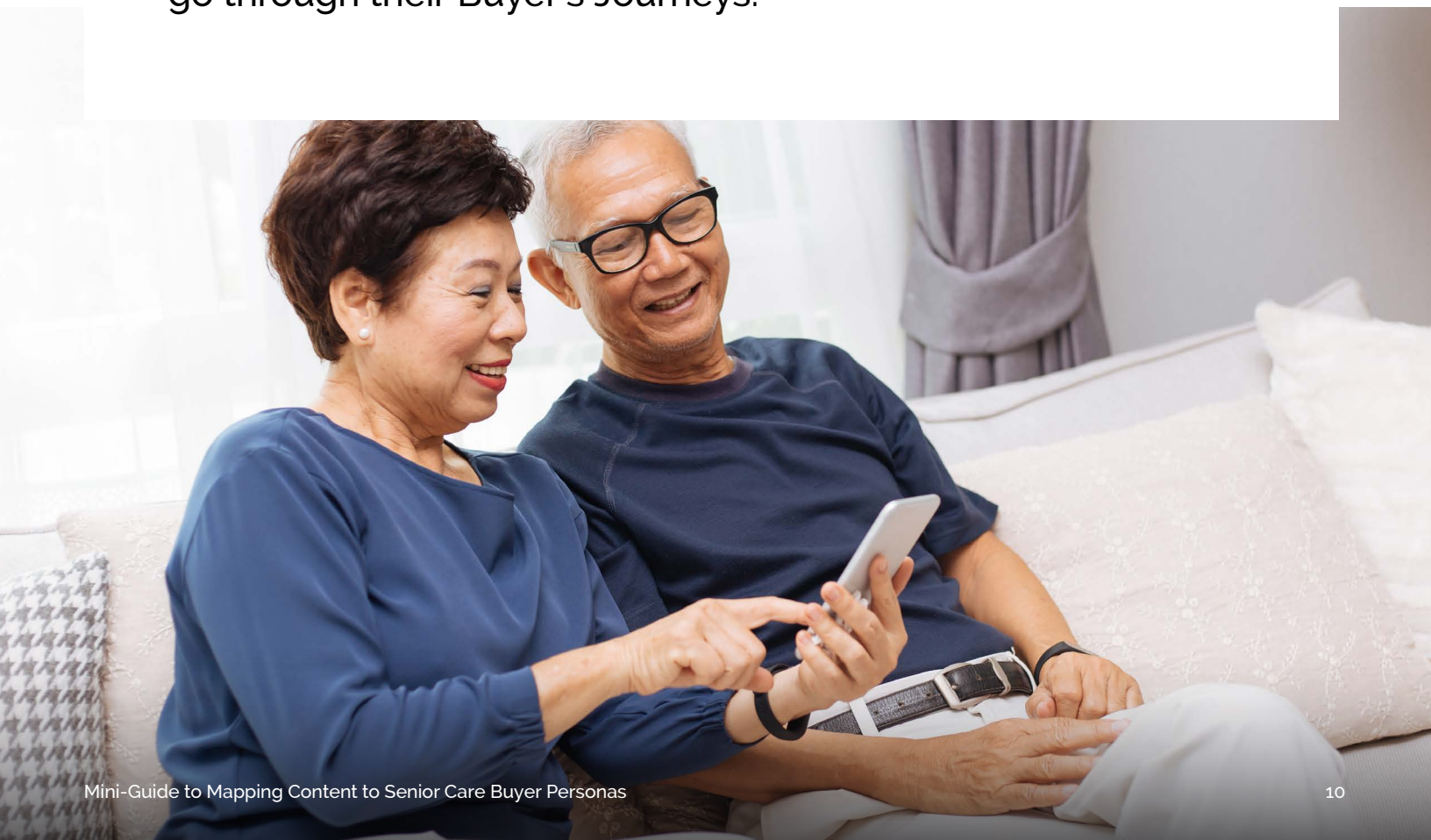
1 **Who would be the best fit for my senior care services?**

Yes, it's important to reach as many people as possible with your inbound efforts, but if you don't reach the right people, you won't generate qualified leads or customers. Don't think of buyer personas as all of the possible client profiles you could encounter; think of them as customer segments that will help you reach your revenue goals.

Although it's easy to argue that anyone who knows or serves senior citizens could become a customer, your personas should describe specific types of clients that will help you reach your business goals.

Once you compose realistic depictions of your target audience, you'll be able to adjust your messaging to appeal to their needs, goals, and desires.

2 **What are my personas looking for in a senior care provider?**

Your [sales team] is a great place to start when determining what questions a persona may be trying to answer. Ask them to provide a list of the most frequently asked questions they receive from prospects.

You can use these questions to create content. Remember, focus on answering just one question per resource. You want to be thorough, specific, and helpful so you can build your audience's trust.

3 **How do my personas search for senior care information?**

Not all content platforms were created equal, and not all attract the same audience. For instance, the adult child who is acting as a caregiver for their parents may spend a good deal of their time on Facebook, but you would be unlikely to see them Snapchatting their friends or colleagues. Your content will get the best results when you meet the audience where they are and speak the way they speak.

Once you have identified the content, the Buyer's Journey stage, and the format and language that will make sense to your persona, you can make sure that your content is optimized for them to find it.

**4** **What's motivating them to make a decision?**

In senior care, there is typically an event that triggers the start of the Buyer's Journey. For example, when Kathy goes to her parents' house for Thanksgiving, she notices it's not as pristine as it once was and that her mom seems more forgetful. This motivates her to start looking into senior care.

Mapping Your Current Content Library

Mapping existing content to a specific persona and stage in the Buyer's Journey will give you a better idea of how you can use that content to nurture leads. It also helps identify gaps in your resource library. Here's how to map content at each stage of the senior care Buyer's Journey.

Awareness: Identify the pain point addressed by the resource. Would the piece be most helpful to someone who is unaware of senior care as a viable solution? If so, map this content to the awareness stage. To select a persona, think about what type of prospect would search for this content and why.
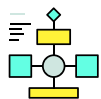
Consideration: If a piece of content builds an argument that explains why your senior care service is the best solution to a pain point, map it to the consideration stage. To select a persona, think about who would find this argument most compelling.

Decision: If a resource provides testimonials and specific examples to support why your services are the best option for senior care, map it to the decision stage. To select a persona, think about who would be most likely to decide to purchase your services after reading this information.

Mapping New Content

Before creating new content, it's important to double-check that your topic aligns to a specific persona and stage in the senior care Buyer's Journey. Answer these questions before you create an outline or start writing:

■ **Which persona?** Each piece of content should target one persona. This makes it easier for you to target the right audience and track the results of your efforts.

■ **What stage?** Where are the gaps in your current content library? Is it clear where each piece of content belongs in the Buyer's Journey?

■ **What strategy?** With each piece of content you build, you are trying to direct each senior care persona further down the sales funnel. Make sure that each piece of content you create supports this strategy.

■ **What platform?** Make sure you are promoting your content where the persona is most likely to see it. For example, if you're targeting medical supply vendors to supply your senior care service, think about what publications they're most likely to read and promote your content there.

■ **What's the goal?** You should always have an idea of what success should look like for every piece of content. The goal of awareness content is to generate website traffic. Consideration content should produce conversions. Decision content should help convert sales qualified leads to customers. If you don't get the results that you hope for, you may need to reevaluate your content goals.

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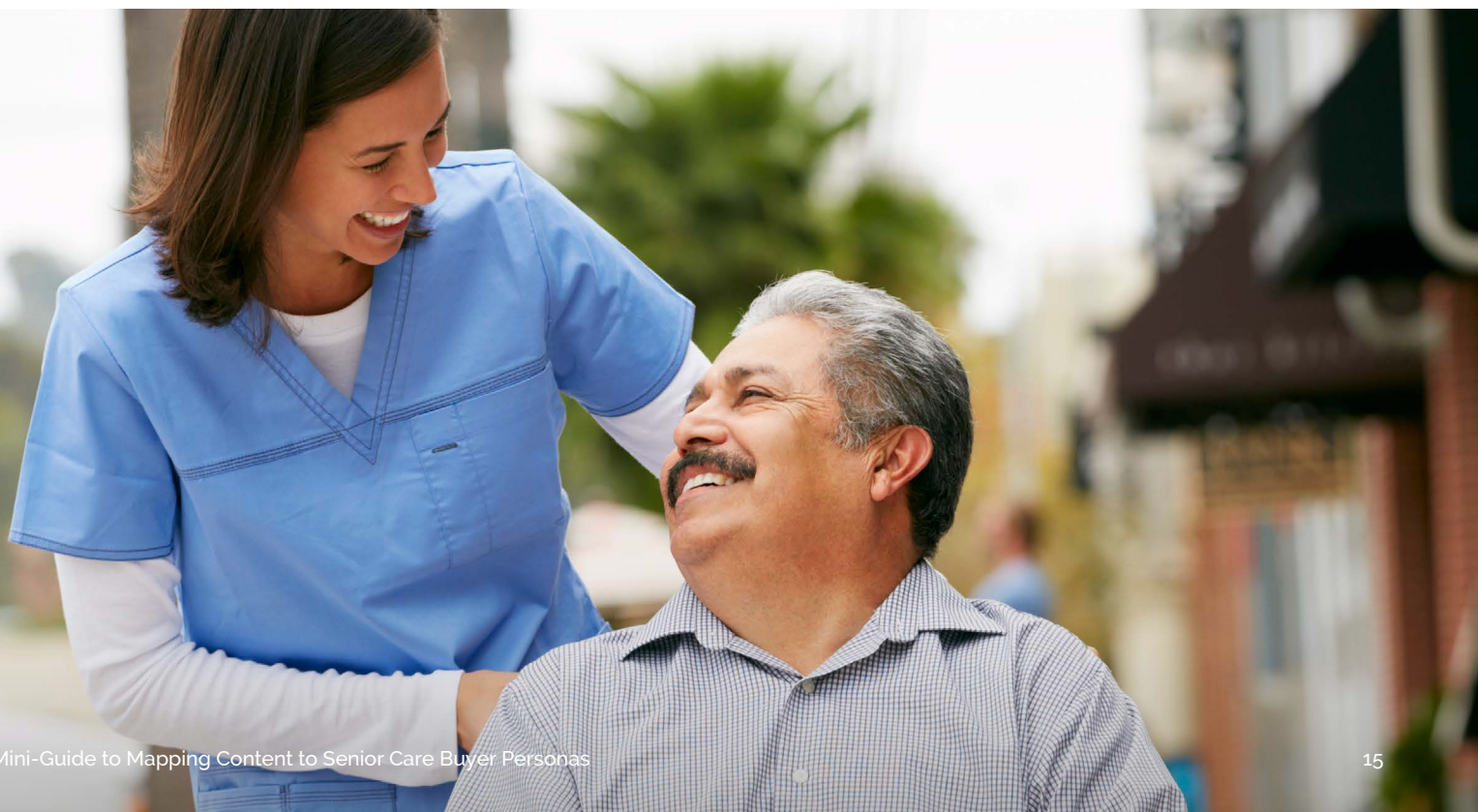
Do You Have a Plan to Move Forward?

The Content Marketing Research Institute reported in 2018 that 90 percent of all top-performing marketers put their audience's informational needs ahead of their company's promotional message.

By mapping content to your buyer personas, you can be sure you're meeting the needs of your target audience.

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