

Persona: Solution Design Engineer Decision Maker

Journey: Conduct initial research for the best technology solution in IoT components for smart solar panels

Task Steps	1. Search for a tech partner online	2. Click on ad from online banner; land on campaign page	3. Survey capabilities and design solutions for IoT and smart buildings	4. Bookmark pages of interest, then go research on competitors' websites	5. Return to the company homepage	6. Click on whitepaper, then complete form, then back to website to view more info	7. Receive whitepaper within email and print it	8. After reading paper, return to the website homepage for more information
Journey Map Stage	Discovery	Discovery	Discovery	Discovery	Discovery	Discovery	Awareness	Awareness
User's State	Anonymous	Anonymous - pre-qualified for solution	Anonymous - qualified for solution	Anonymous - qualified	Recognized	Recognized	Known	Known
Channel	1. Desktop / Mobile organic search 2. Paid search - branded keyword	Desktop / Mobile company website	Desktop / Mobile company website	Desktop / Mobile company website	1. Desktop / Mobile company website 2. Chatbot	Desktop / Mobile company website	Mobile / Email Print (PDF and print)	Desktop / Mobile company website
Content	1. Ensure content for website is optimized for SEO, page meta description should be written in a way to highlight capabilities in this space 2. Paid-media keyword, plus the copy around latest IoT smart building capabilities targeted to decision making design engineer	1. Herospace promotion: Featured story on creating a smart IoT solar solution for a newly designed hospital 2. 1st Spotlight promotion: Tips on leveraging solar for smart buildings 3. 2nd Spotlight: Featured capabilities and design solutions list 4. 3rd Spotlight: Featured solar and smart building products in featured product list 5. 4th Spotlight: Point of view on IoT and smart buildings - embedded video <i>The rest of the content is default page content</i>	1. Solutions overview that list solutions with priority stories for solar technologies within the smart building industry 2. 1st Spotlight promotion: Featured solar and smart building products 3. 2nd Spotlight: Featured capabilities 4. 3rd Spotlight: Analyst report on best solutions in industry; and, Whitepaper on designing for smart buildings <i>The rest of the content is default page content</i>	N/A	1. Herospace promotion: Whitepaper entitled: Solar Solution for Smart Buildings: An Intelligent Approach 2. 1st Spotlight promotion: Point of view on IoT and smart buildings video in spotlight 3. 2nd Spotlight: Featured capabilities and design solutions list 4. 3rd Spotlight: Featured solar and smart building products in featured product list 5. Chatbot: Asks about newest circuit boards for solar technology 6. 4th Spotlight: Point of view on IoT and smart buildings - embedded video <i>The rest of the content is default page content</i>	1. Form for new customer in IoT and smart building market 2. Privacy terms and statement 3. Sign-up for newsletters on IoT and smart buildings 4. Confirmation page that links back to section product category section of the website	1. Email with PDF that welcomes Linda with link to PDF 2. PDF whitepaper, with an introductory letter embedded in PDF, that is addressed to Linda, by first name	1. Herospace promotion: Video on a story about an award-winning smart building design leveraging solar technology 2. Featured capabilities and design solution in spotlight 3. Featured solar and smart building products in featured products list 4. Chatbot: Asks if Linda would like to speak with a sales representative in Los Angeles (her area) 5. Solution specification for solar components in smart building (image and link) <i>The rest of the content is default page content</i>