



COLUMN FIVE

Target Persona Messaging Matrix

Target Persona (Name)

[Empty dashed box for Target Persona Name]



Value Prop

[Empty dashed box for Value Proposition]



Messaging Pillar 1

The key message/pain or gain point to communicate to target persona that aligns with key motivator.

[Empty dashed box for Messaging Pillar 1 key message]

Supporting Proof Point(s): Reinforces messaging pillar with additional details or statistics.

[Empty dashed box for Messaging Pillar 1 supporting proof point]

Call to Action: Encourages target persona to take the next step in the marketing funnel.

[Empty dashed box for Messaging Pillar 1 call to action]

Messaging Pillar 2

The key message/pain or gain point to communicate to target persona that aligns with key motivator.

[Empty dashed box for Messaging Pillar 2 key message]

Supporting Proof Point(s): Reinforces messaging pillar with additional details or statistics.

[Empty dashed box for Messaging Pillar 2 supporting proof point]

Call to Action: Encourages target persona to take the next step in the marketing funnel.

[Empty dashed box for Messaging Pillar 2 call to action]

Messaging Pillar 3

The key message/pain or gain point to communicate to target persona that aligns with key motivator.

[Empty dashed box for Messaging Pillar 3 key message]

Supporting Proof Point(s): Reinforces messaging pillar with additional details or statistics.

[Empty dashed box for Messaging Pillar 3 supporting proof point]

Call to Action: Encourages target persona to take the next step in the marketing funnel.

[Empty dashed box for Messaging Pillar 3 call to action]



Column Five specializes in strategic content marketing for growth-stage SaaS companies. We help ambitious teams scale their marketing on the road to IPO and beyond.

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