COLUMN FIVE

Target Persona
Messaging Matrix

Target Persona (Name)

⬇

Value Prop

⬇

Messaging Pillar 1

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

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

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

Messaging Pillar 2

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

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

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

Messaging Pillar 3

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

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

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

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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