U.S. Bank and MSP-C Content Strategy Mad Lib 2019

1. User Goal _____

2. User Goal _____

3. User Goal _____

4. Adjective _____

5. Adjective _____

6. Adjective _____

7. Adjective _____

8. Adjective _____

9. Desired Action _____

10. Desired Action _____

11. Business Goal _____

12. Business Goal _____

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Our content should help our users and customers ___User Goal___ , ___User Goal___ and ___User Goal___ .

To do this, we must deliver content that is ___Adjective___ , ___Adjective___ and ___Adjective___ .

This content will make readers feel ___Adjective___ and ___Adjective___ , making them more like to

___Desired Action___ and ___Desired Action___ , which will help us ___Business Goal___ and ___Business Goal___ .