

INFORMATION ABOUT THE FICTITIOUS BUSINESS:

- Business Name: GreenTech Home Solutions
- Product/Service: Eco-friendly home automation products (smart thermostats, energy-efficient lighting, water-saving systems, etc.)
- Target Audience: Homeowners aged 30-50 who are environmentally conscious and tech-savvy.
- Content Marketing Channels: Blog, YouTube, Instagram, Facebook, and Email Newsletters.

RESPONSE:

Customer Journey Step	Target Audience's Question	Content Marketing Channel	Content Marketing Idea	Impact Score
Passive looking	What are eco-friendly home solutions?	Blog	"Top 5 Eco-friendly Home Automation Products of 2023"	9
Active looking	How do smart thermostats save energy?	YouTube	Video demonstration of GreenTech's smart thermostat in action	8
Deciding	Why should I choose GreenTech over competitors?	Instagram	Customer testimonials and success stories with before-after energy savings	10
Consuming	How do I set up my new GreenTech product?	YouTube	Step-by-step installation and setup guides for each product	8
Satisfaction	How can I maximize the benefits of my GreenTech products?	Email Newsletter	Monthly tips and tricks on optimizing energy savings and product features	7
Passive looking	Are smart homes really eco-friendly?	Blog	"The Environmental Impact of a Smart Home: Facts & Figures"	8
Active looking	How much can I save with water-saving systems?	Facebook	Infographics showing average water savings with GreenTech products	9

Deciding	What are the long-term benefits of GreenTech products?	Instagram	Time-lapse video showing a year's worth of energy and water savings	9
Consuming	Are there any maintenance tips for my products?	Blog	"Maintaining Your GreenTech Products: A Comprehensive Guide"	7
Satisfaction	How can I be part of the eco-friendly community?	Email Newsletter	Invitations to local eco-friendly events, workshops, and webinars	8

Note: The above table is based on a fictitious company and the content ideas are generated based on the provided criteria.