

CONTENT MAPPING



	Buyer's Journey		
	Demand Generation	Pipeline Velocity	
Stage	Prospect	Opportunity	Customer
Goal	Lead to qualified account	MQL/MQA to Opportunity	Opportunity to customer
Content	<p>Blog posts:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>E-books/white papers:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p>Webinars:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>Video testimonials:</p> <p>Customer: _____</p> <p>Customer: _____</p> <p>Customer: _____</p> <p>Customer case studies:</p> <p>Pain point: _____</p> <p>Case study: _____</p> <p>Pain point: _____</p> <p>Case study: _____</p> <p>Pain point: _____</p> <p>Case study: _____</p>	<p><input type="checkbox"/> Video testimonials</p> <p><input type="checkbox"/> Customer case studies</p> <p><input type="checkbox"/> Competitive analysis</p> <p>"How-to" resources:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>Proof of ROI:</p> <p><input type="checkbox"/> ROI calculator</p> <p><input type="checkbox"/> Aggregate customer data</p> <p><input type="checkbox"/> Industry data</p> <p><input type="checkbox"/> Case studies</p>



CONTENT MAPPING



	Customer's Journey			
Stage	Adoption	Cross-Sell/Upsell	Land & Expand	"Always On" Air Cover
Goal	Customer to advocate	Winning new business	Winning more business	Keeping top-of-mind
Content	<input type="checkbox"/> Implementation guide <input type="checkbox"/> Tutorials <input type="checkbox"/> Knowledge base How-to resources: 1. _____ 2. _____ 3. _____	<input type="checkbox"/> Product webinar <input type="checkbox"/> Video testimonials <input type="checkbox"/> Customer case studies <input type="checkbox"/> Proof of ROI	<input type="checkbox"/> Video testimonials <input type="checkbox"/> Customer case studies <input type="checkbox"/> Proof of ROI	<input type="checkbox"/> Quarterly reports <input type="checkbox"/> Newsletter Thought leadership themes: 1. _____ 2. _____ 3. _____

