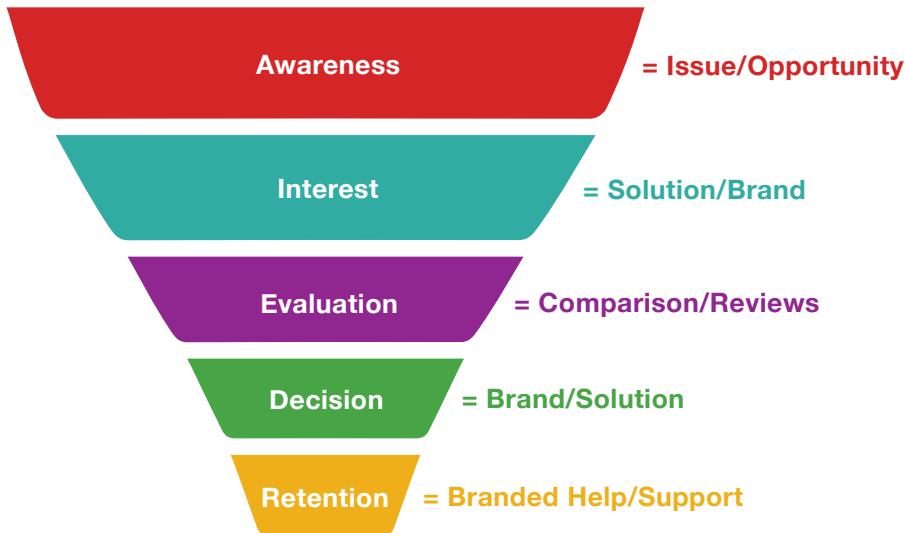


Content Resource Matrix

Your content is only as good as its timeliness and relevance to your customers. While it's easy to publish lots of content, many organizations do so without considering the intent and desired outcome. Successful content publishers need to efficiently deliver the right content to the right person at the right time. Use this easy-to-follow Content Resource Matrix to plan, publish, and deliver content that maps to each stage of the customer journey.



Customer Journey

- Understand your customers' experience and needs throughout their customer journey.
- Know how your content fits into the overall journey.
- Strategically assign each content type and delivery channel to one or more of the customer journey stages.

Content Resource Matrix

This Content Resource Matrix lists different types of content and the optimal digital marketing channel for each (e.g. Organic, PPC, Social). We've also identified whether the content resource should support a micro goal (e.g. downloading a white paper) or a macro goal (e.g. requesting a demo), or both.

While these recommendations follow industry best practices, each organization will have unique audiences, messages, and goals that should be considered as well.

- 1** Is the goal micro or macro? This depends on your strategy and should be defined by your research.
- 2** What stage does the content address? Does the message align with your goals and address your customers' needs?
- 3** Content is best suited for delivery and consumption in these channels.

Goal Type	1		2				
	Micro	Macro	Awareness	Interest	Evaluation	Decision	Retention
Analyst Reports					Organic PPC Social		
Blog Posts	Organic Social		3 Organic Social	Organic Social	Organic Social		
Buying Guides	Organic Social		Organic Social	Organic Social	Organic Social	Organic Social	
Cartoons	Organic Social						
Case Studies	Organic Social		Organic Social	Organic Social	Organic Social	Organic Social	



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Content Resource Matrix

Goal Type	Micro		Macro		
	Awareness	Interest	Evaluation	Decision	Retention
Analyst Reports			Organic PPC Social		
Blog Posts	Organic Social	Organic Social	Organic Social	Organic Social	Organic Social
Buying Guides	Organic Social	Organic Social	Organic Social	Organic Social	
Cartoons	Organic Social				
Case Studies	Organic Social	Organic Social	Organic Social	Organic Social	
Catalogs	Organic PPC Social	Organic PPC Social	Organic PPC Social		Organic Social
Checklists	Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic PPC Social	
Company / Industry News	Organic Social	Organic Social			Organic Social
Contests	Organic Social				
Configurators			Organic PPC Social	Organic PPC Social	
Consultations			Organic PPC Social	Organic PPC Social	
Curated Lists	Organic Social	Organic Social			
Customer Testimonials		Organic Social	Organic Social		
Data Sheets / Production Specs	Organic Social	Organic Social	Organic Social	Organic Social	
Demo (Online or In-Person)			Organic PPC Social	Organic PPC Social	
Ebooks	Organic PPC Social	Organic PPC Social	Organic PPC Social		
Estimates / Quotes			Organic PPC Social	Organic PPC Social	
Expert Guides	Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic Social
Features Guides	Organic PPC Social	Organic PPC Social	Organic PPC Social		
Free Trial			Organic PPC Social	Organic PPC Social	
Games	Organic PPC Social	Organic Social			
Guest Posts	Organic Social	Organic Social			
Images	Organic Social	Organic Social	Organic Social	Organic Social	Organic Social
Infographics	Organic Social	Organic Social			
Interactive Tools	Organic PPC Social	Organic PPC Social	Organic PPC Social		
Instructional Videos			Organic Social	Organic Social	Organic Social
Look Books	Organic PPC Social	Organic PPC Social	Organic PPC Social		
Microsite	Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic Social
Newsletter	Organic Social				Organic Social
Online Forums	Organic Social	Organic Social	Organic Social	Organic Social	Organic Social
Podcasts	Organic Social	Organic Social			Organic Social
Product Comparisons			Organic PPC Social	Organic PPC Social	
Product Reviews/Ratings		Organic Social	Organic Social		
Promoted Posts	Social				Social
Quizzes	Organic Social				
Reddit Posts	Social	Social	Social	Social	Social
Event Registrations		Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic PPC Social
Resource Pages / FAQ	Organic Social	Organic Social	Organic Social		Organic Social
ROI Calculator			Organic PPC Social	Organic PPC Social	
Slideshares	Organic Social	Organic Social			Organic Social
Social Media Posts	Social				Social
Solution Builders/Planner			Organic PPC Social	Organic PPC Social	
Surveys	Organic Social	Organic Social			
Videos	Organic PPC Social	Organic PPC Social	Organic PPC Social		
Webinars (Live & On-Demand)	Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic PPC Social	Organic PPC Social
White papers	Organic PPC Social	Organic PPC Social	Organic PPC Social		
Widgets	Organic Social	Organic Social			
Wiki	Organic Social	Organic Social			Organic Social



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