

# CONTENT GRID v2

The "buying" process begins long before a sales person contacts a prospect. The fuel that drives a prospect from latent interest to active demand is created, curated or procured by a brand, distributed over social channels and measured against business objectives. The Content Grid v2 is a framework for the process of Content Marketing.

## DISTRIBUTION CHANNELS

- TWITTER ■
- FACEBOOK ■
- QUORA / FOCUS / LINKEDIN ■
- BLOGS / WEBSITES ■
- YOUTUBE / VIMEO ■

## BUSINESS OBJECTIVES

## PROSPECT GOALS

	AWARENESS	CONSIDERATION	CLOSE
BORED AT WORK	VIRAL VIDEOS	INFOGRAPHICS	EBOOKS, PLAYBOOKS & GUIDES
VAGUE NOTION OF POSSIBLE SOLUTION	ARTICLES	CURATED LISTS	
INTERESTED IN A SOLUTION		QUIZZES & WIDGETS	TREND REPORTS
RESEARCHING VENDORS		E-NEWSLETTERS	PRESS RELEASES
EVALUATING PRODUCTS		WEBINARS	IN-PERSON EVENTS
NARROWING FIELD		DEMO VIDEOS	
SOCIAL VETTING		INTERACTIVE DEMOS	CASE STUDIES
NEGOTIATION		WHITEPAPERS	REFERENCE CHECKLISTS
PURCHASE		ANALYST REPORTS	
		DATA SHEETS	
		ROI CALCULATORS	PRICING GUIDES

## KEY PERFORMANCE INDICATORS

TRAFFIC / PAGE VIEWS / TIME ONSITE  
 CONTENT DOWNLOADS  
 INBOUND LINKS / PAGE RANK  
 FANS / FOLLOWERS  
 MENTIONS / COMMENTS / SHARES

OPEN / CLICK-THROUGHS  
 INQUIRIES / DATABASE GROWTH  
 FORM SUBMISSION RATE  
 FUNNEL CONVERSION (STAGE CHANGE)

QUALIFIED / ACCEPTED LEADS  
 MEETING WITH SALES  
 OPPORTUNITIES  
 ACTIVE PIPELINE / PIPELINE VALUE  
 CLOSED DEALS