

# The Content Marketing Road Map

Which Type of Content Do You Need?



## 1 | Are Customers Finding You Online? Is Your Web Traffic Sufficient?

### YES

Be sure to MAINTAIN your discovery content efforts, while checking to see if other areas of the journey need more attention.

#### Consider:

- ✓ Blog Articles - 2-4X/month
- ✓ Social Media - Ongoing



### NO

You need content to BOOST Brand Discovery.

#### Consider:

- ✓ Long SEO blogs
- ✓ Published Articles
- ✓ Thought Leadership Campaigns
- ✓ Social Media
- ✓ Postcards / Direct Mail
- ✓ Email Nurturing

## 2 | Is Your Website Generating Enough Leads? Do You Have Both Ungated Content & Top-of-Funnel Gated Content So Prospects Can Start Their Buying Analysis?

### YES

Congrats! You have mastered top-of-funnel content. Keep up the great work.

#### Consider:

- ✓ Blog Articles - 2-4X/month
- ✓ New Gated Content - 1X/quarter



### NO

You need content to BOOST Brand Discovery.

#### Consider:

- ✓ Blog Articles - 2-4X/month
- ✓ 2-3 Top-of-Funnel Gated Offers - buying guides, white papers, infographics and decision trees all work well to increase lead generation.

## 3 | Is Your Lead Conversion Rate High Enough? Are Prospects Becoming Buyers Or Are They Choosing Your Competitors?

### YES

Congrats! You have mastered top-of-funnel content. Keep up the great work.

#### Consider:

- ✓ Case Studies
- ✓ Testimonials
- ✓ Success Stats



### NO

You are failing to differentiate your company as the top choice. Mid-funnel content can help!

#### Consider:

- ✓ Case Studies
- ✓ Testimonials
- ✓ Success Stats
- ✓ Road Maps
- ✓ Sales Deck / Collateral Updates
- ✓ Email Nurturing Campaigns

## 4 | Is Your Customer Retention Rate High Enough?

### YES

Well done! You are engaging and delighting your customers. Continue to frequently provide value.

#### Consider:

- ✓ Blog Articles
- ✓ E-Newsletters
- ✓ Risk Management Guides
- ✓ Safety Tips
- ✓ Quarterly Progress Report



### NO

Your customers may not feel engaged and connected, or like they're receiving year-round value.

#### Consider:

- ✓ Onboarding Guide / Onboarding
- ✓ Emails
- ✓ Blog articles
- ✓ E-Newsletters
- ✓ Safety Tips
- ✓ Risk Management Guides / Quarterly
- ✓ Progress Report