

Content Planning Matrix



cmimmio.com

Quarterly Content Planning Matrix

Quarter: Q__ 20__ Planning Date_____

CONTENT INVENTORY BY BUYER JOURNEY STAGE

AWARENESS STAGE (Problem recognition)

Goal: Build awareness and educate on problems
Brand/Performance Split: 80% Brand / 20% Performance

Existing Content:

Type	Name	Status	Performance
Blog Post			
Blog Post			
Video			
Podcast			
Social posts			



Gaps / Needed:

Topic	Priority (1 - 3)	Owner

CONSIDERATION STAGE (Solution research)

Goal: Educate on solution types and build consideration
Brand/Performance Split: 50% Brand / 50% Performance

Existing Content:

Type	Name	Status	Performance
Guide			
Webinar			
Case study			



Type	Name	Status	Performance
Comparison			
Email series			

Gaps / Needed:

Topic	Priority (1 - 3)	Owner

EVALUATION STAGE (Vendor comparison)

Goal: Demonstrate superiority and drive demos
Brand/Performance Split: 30% Brand / 70% Performance

Existing Content:

Type	Name	Status	Performance
Product demo			
Comparison page			
ROI calculator			
Customer story			
Technical docs			

Gaps / Needed:

Topic	Priority (1 - 3)	Owner

DECISION STAGE (Final validation)

Goal: Remove obstacles and close deals
Brand/Performance Split: 20% Brand / 80% Performance

Existing Content:

Type	Name	Status	Performance
Pricing page			
Security docs			
Implementation guide			
Reference program			
Contract templates			

Gaps / Needed:

Topic	Priority (1 - 3)	Owner

ADVOCACY/RETENTION STAGE (Post-purchase)

Goal: Ensure success, expand, and create advocates
Brand/Performance Split: 70% Brand / 30% Performance

Existing Content:

Type	Name	Status	Performance
Onboarding			
Knowledge base			
Newsletter			
Community			
Upsell campaigns			

Gaps / Needed:

Topic	Priority (1 - 3)	Owner

CONTENT PRODUCTION PLAN

Existing Content:

Topic / Name	Stage (1 - 3)	Deadline

RESOURCES REQUIRED:

Writers: _____ Designers: _____

Video: _____ Budget: _____



Now go work on it!

In case you're still unsure what to do and need some help, no worries.

Just contact [C-Mimmi-O!](#)



[C-Mimmi-O website](#)



[C-Mimmi-O YouTube](#)



[C-Mimmi-O LinkedIn](#)



[C-Mimmi-O Facebook](#)



[C-Mimmi-O Instagram](#)



[C-Mimmi-O tumblr](#)