

B2B Content Matrix

Example Matrix for a Company that Sells CRM Software

	Awareness	Consideration	Decision	Retention
	<i>Recognize problem, research category, define business requirements, research vendor landscape</i>	<i>Short list vendors, evaluate vendor solutions</i>	<i>Contract and pricing negotiations</i>	<i>Ensure usage and satisfaction to retain customers and increase revenue</i>
Researcher / product champion – sales operations manager	<p>How to align your marketing and sales process</p> <ul style="list-style-type: none"> Format: PDF, webinar, slide ware, blog post series, tweet, contributed article <p>Analyst report on state of CRM industry</p> <ul style="list-style-type: none"> Format: PDF, blog post, tweet, media alert <p>Buyer's guide to enterprise CRM solutions</p> <ul style="list-style-type: none"> Format: PDF, webinar, slide ware, blog post series, tweet, media alert <p>CRM 2.0 survey report</p> <ul style="list-style-type: none"> Format: PDF, infographic, webinar, slide ware, blog post series, tweet, media alert, LinkedIn update <p>Case studies</p> <ul style="list-style-type: none"> Format: PDF, presentation, blog post series, podcast series, tweet, LinkedIn update 	<ul style="list-style-type: none"> Demonstration Blog content Sales presentations Product collateral Web content ROI calculator Free trial Product feature matrix RFP content Case studies 	<ul style="list-style-type: none"> Contracts and licensing Pricing schedules RFP content 	<ul style="list-style-type: none"> Product tips and tricks Product news Customer-only forum Customer satisfaction surveys Comprehensive online help and FAQs Case studies
Decision maker – VP of sales	<p>Key drivers to sales productivity</p> <ul style="list-style-type: none"> Format: PDF, presentation, blog post series, podcast series, tweet, LinkedIn update <p>Case studies</p> <ul style="list-style-type: none"> Format: PDF, presentation, blog post series, podcast series, tweet, LinkedIn update 	<ul style="list-style-type: none"> Demonstration Blog content Sales presentations Product collateral Web content ROI calculator Free trial Case studies 	<ul style="list-style-type: none"> Contracts and licensing Pricing schedules RFP content 	<ul style="list-style-type: none"> Case studies Custom ROI analysis
Influencer – IT Manager		<p>CRM and the secure enterprise</p> <ul style="list-style-type: none"> Format: PDF, blog post series <p>Integration guide</p> <ul style="list-style-type: none"> Format: PDF, tutorial <p>Deployment guide</p> <ul style="list-style-type: none"> Format: PDF, tutorial 		<ul style="list-style-type: none"> New integration guides Tech news bulletins Customer technical forum