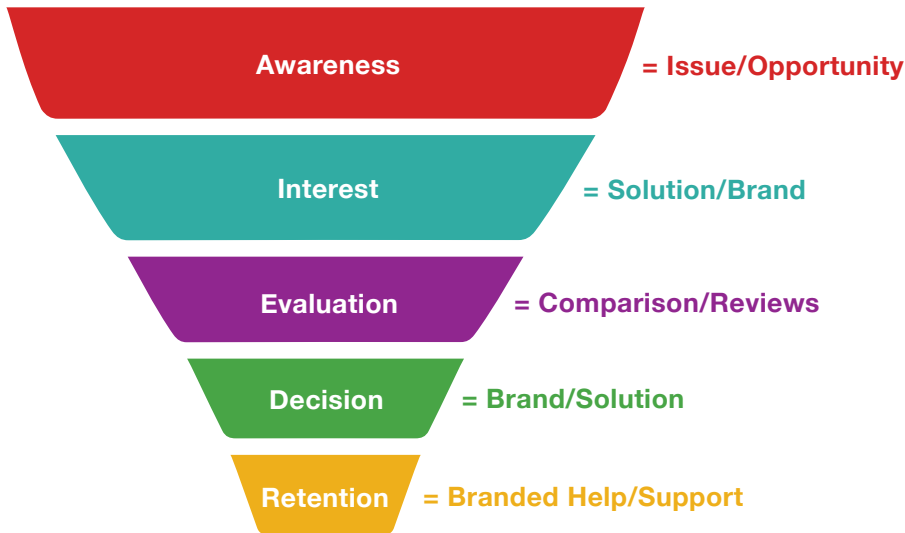


# Content Resource Matrix

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	



Start Your Journey With Us

(888) 252-7866 [sales@blastam.com](mailto:sales@blastam.com) | [www.blastam.com](http://www.blastam.com)

Locations: Rocklin, San Francisco, New York, Seattle, Los Angeles, Chicago, Boston, London



# 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



Start Your Journey With Us

(888) 252-7866 [sales@blastam.com](mailto:sales@blastam.com) | [www.blastam.com](http://www.blastam.com)

Locations: Rocklin, San Francisco, New York, Seattle, Los Angeles, Chicago, Boston, London

