FULL LIFECYCLE CONTENT MAP

Columns (customer journey): AWARENESS · EDUCATION · SELECTION · ONBOARDING · USE/IMPACT · EXPANSION

Rows (stages): RESEARCH THE PROBLEM · RESEARCH SOLUTIONS · SEE HOW IT WORKS · TAKE ACTION

Phases: MARKETING · SALES · POST SALE

Lifecycle markers: PROSPECT · #MQL · #SQL · #COMMIT · #ONBOARD · #RENEWAL · #LTV

Content items by column

AWARENESS: Vision, Research Article, Quora, Industry Reports, Word of Mouth, eBooks, Specialist Webinar, Podcasts, Infographic, Events, Case Study Videos, YouTube Video, Search, Online Sign-Up

EDUCATION: Advert, Expert Webinar, Analyst Reports, Meetups of Practitioners, Blog Post, Case Study, Newsletter, Referral Websites, How-to videos, Demo, Trend Reports, Rating, RFP Template, Team Introduction

SELECTION: Questionnaire, Whiteboard Videos, Book, Proposal, Project Timeline, Checklists, Testimonials, Data Sheet, POC, Trial, Meetup of Vendors, Calculators, Internal Demo, Terms and conditions, Workshop, Execute Commit

ONBOARDING: Meetup, Integrate

USE/IMPACT: Breakfast Series, Industry Event, Newsletter, Client Portal, How-to videos, Meetups as speaker, Best-practice videos, Panel, Awards Program

EXPANSION: HERO Program, Customer Advisory Board, Peer Visit, Regulation

Sidebar text

Horizontally across the content map, you see the journey your customer goes through. Vertically down the map, the customer goes through four stages:

1. They conduct research and understand the problem.
2. They look for and research the solution.
3. They look for a way to see the solution in action.
4. They take an action: download something, click on trial, or start to chat on website.

As a customer progresses in their understanding, they advance to the next level of content. Take for example, "See How It Works." Early on, the customer isn't interested in committing to a two-hour whiteboard session; they're just looking for a quick video. But the level of commitment increases as they progress through the experience and become more invested.

DEFINITIONS:

- **Prospect:** Could be a subscriber or lead. Has either enrolled in a blog/resource or completed a non-decision stage form on website but NOT provided their phone number or pain point.
- **MQL (Marketing Qualified Lead):** Has completed a non-decision or decision stage form but NOT a demo and provided their phone number or pain point.
- **SQL (Sales Qualified Lead):** Has completed a decision stage demo form on website or call and entered by sales.

REVHEAT

SCHEDULE A CALL