



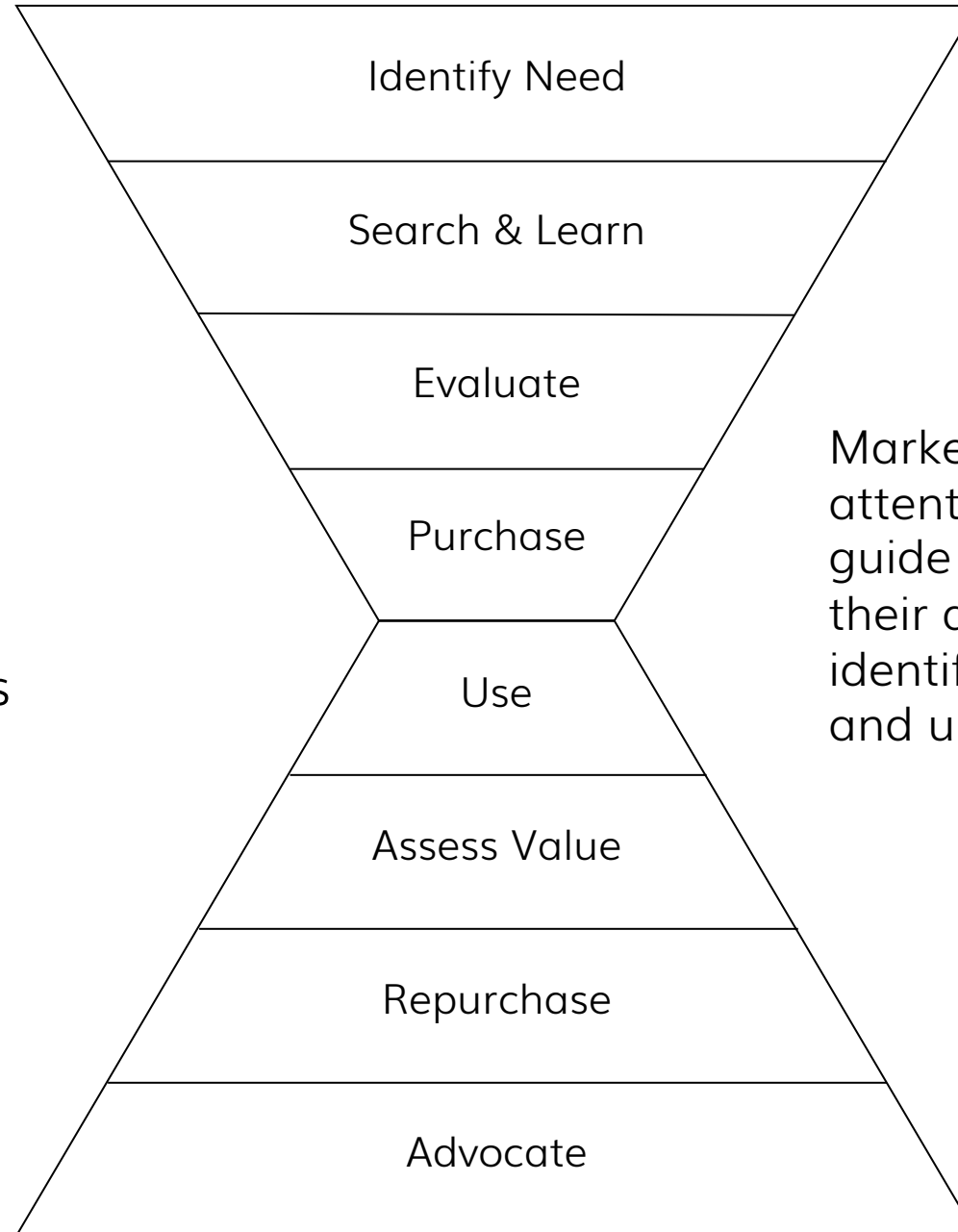
# Align Marketing Objectives with Customers' Needs to Formulate Your Content Plans

CONTENT PLANNING MATRIX

**ANNUM**<sup>®</sup>

# Customer Journey

Decision-Making Process



Marketing's purpose is to capture the attention of the target audience and guide them through each phase of their decision-making process from identifying a need, through purchase, and ultimately to brand advocacy.



# Content Planning Matrix

Prioritize from the bottom up

#	Phase	Objective	Customer Need	Content
	Identify Need	More awareness	Monitor trends Identify a pain point or opportunity	Thought leadership Deliver a remarkable solution/experience
	Search & Learn	More brand engagement	Search for education, information, inspiration Identify solutions, options	Tips, education Unique value proposition
	Evaluate	More active leads/prospects	Compare features and benefits Find out what other's think Get an idea of what it will be like	Detailed product and corporate information Reviews, testimonials, case studies Competitive comparison, sample/demo/trial
	Purchase	Higher conversion rate	Assess cost and potential outcome Validate solution, build consensus, gain approval	ROI/value models Credentials, sell in support, a guarantee
	Use	Ensure successful use	Figure out how to use	Instructions, tutorials Customer support
	Assess Value	Better product outcomes	Evaluate performance, outcome Determine satisfaction with investment	Surprise and delight, reinforce purchase decision Gather feedback and refine products
	Repurchase	More retention Higher tickets/LTV	Decide to repurchase Decide to try another product	Promote additional uses Promote companion products
	Advocate	More raving fans	Determine whether to endorse and how	Ask for endorsement Provide exclusive access/engaging content to promote sharing

# How to Use the Content Planning Matrix

1. Review your current marketing efforts and identify the **PHASES** that need more marketing support.
2. Determine your marketing **OBJECTIVES** based on the weak links in the journey.
3. For each marketing objective you will find aligned **CUSTOMER NEEDS** and the **CONTENT** that addresses them.
4. Prioritize your marketing objectives and the associated content plans by **NUMBERING** them starting from the bottom up.

We want you to prioritize from the bottom up to ensure your product experience is producing raving fans before you try to close more sales and to ensure your current content is driving conversions before you go after more leads.

# Support for Integrated Planning

# Our Integrated Content Planning Workshops Bust Down Silos

Hands-on strategic workshops for marketing teams wanting to align around common language, customer-centric frameworks, and a content first approach to omnichannel planning.

[Learn More](#)

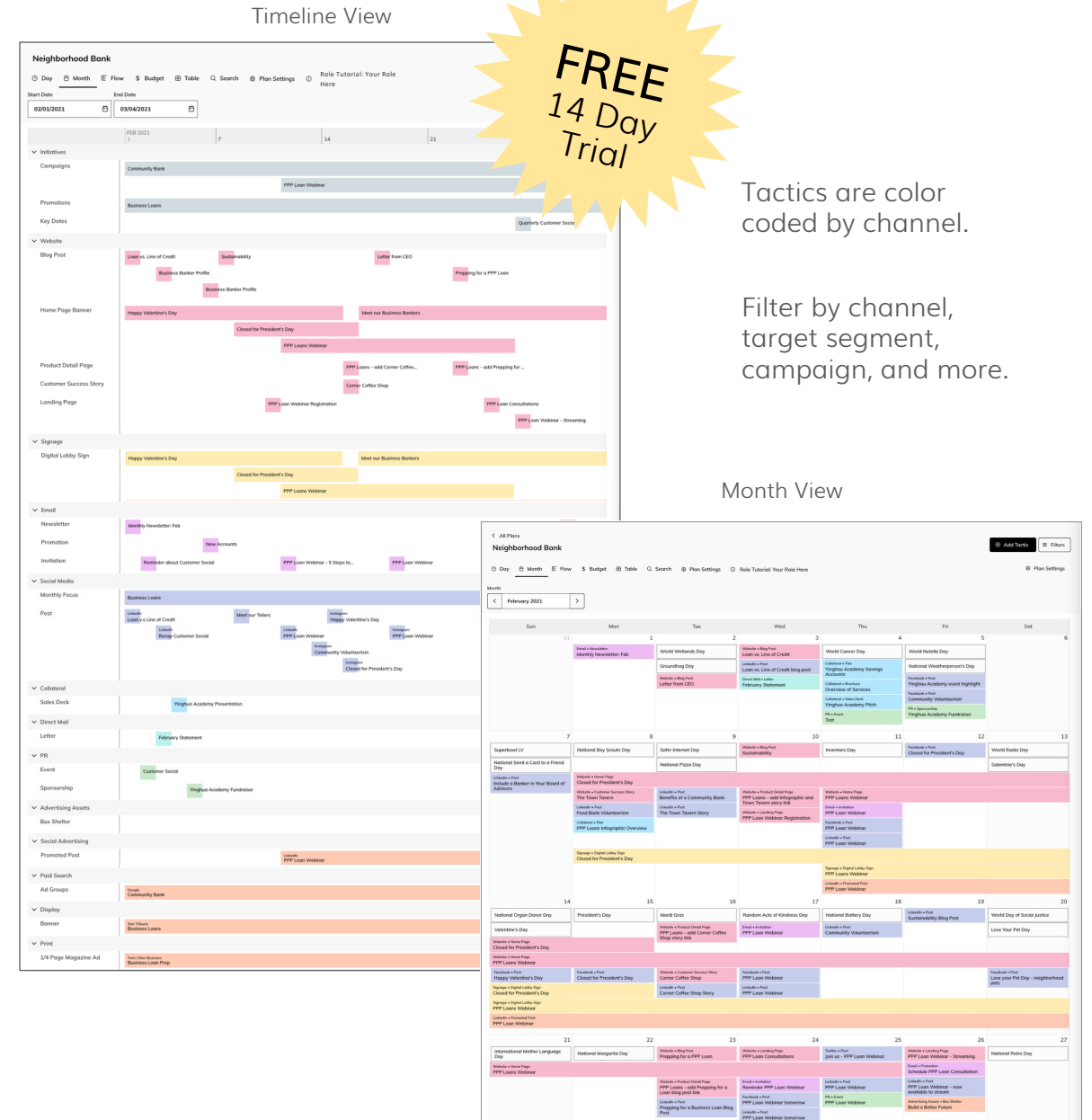


# Our Omnichannel Calendar Guides Strategic Integrated Planning

Annum's omnichannel planning solution integrates all marketing initiatives, channels, and tactics into one unified calendar view so you can see everything that's in market, identify opportunities and gaps, create stronger integrated plans, and drive better outcomes.

[Learn More](#)

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