

Content Gap Analysis Matrix

[Template](#_Template_1)

[Sample](#_Sample)

# Directions

Thanks for downloading the Content Gap Analysis Matrix. Here’s what to do:

* Save this as a Word file. Make enough copies for your major buyer segments, usually 1-3.
* Pick a major marketing segment/persona. Two close segments, such as marketing directors in different industries, can share content. But you will want to have at least one content resource in each sales stage that is specific to their vertical.
* Include URL of content you have already published. If you want to edit the content then indicate that on the matrix.
* Red cells are – you guessed it – missing content slots. Content marketing is a quality *and* quantity game.
* Ideas are someone else’s great published content. Don’t steal but don’t reinvent the wheel.

# Template

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qx Marketing Objectives:** | Buyer: [Segment] | | | |
| **Buying Stages** | **Content on Hand** | **Content to Create** | | **Ideas** |
| **Awareness Stage** |  |  |  | |
| **Goal:**  **Objectives:** |  |  |  | |
|  |  |  | |
| Needs Content |  |  | |
| **Consideration Stage** |  |  |  | |
| **Goal:**  **Objectives:** | a; |  |  | |
| Needs Content |  |  | |
| Needs Content |  |  | |
| **Decision Stage** | | | | |
| **Goal**  **Objectives:** | Needs Content |  |  | |
| Needs Content |  |  | |
| Needs Content |  |  | |

# Sample

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q2 Marketing Objectives:**   * Sign $115K * Sign 5 new clients | Buyer: eDiscovery Marketers | | | |
| **Buying Stages** | **Content on Hand** | **Content to Create** | **Ideas** |
| **Awareness Stage** |  |  |  | |
| **Goal: Educate prospects on need; awareness of offering**  **Objectives: Thought leadership, practical, attractive design** | [Paper: How B2B Content Writers Help Their Marketing Clients Succeed. (You’re Welcome.)](http://christineltaylor.com/wp-content/uploads/B2B-Content%20Writers-Success.pdf) | Slides: How to Work with Your Freelancer | [Slides](https://www.slideshare.net/HubSpot/how-to-effectively-coach-sales-reps-into-top-performers/9-The_sales_coach_must_observe) | |
| [Video series (5)](https://www.youtube.com/channel/UCDbeQJnaMm9FYncfaa519rQ) | Checklist: How to Build a Content Library in 30 Days | [Checklist](http://contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag_content_checklist.pdf) | |
|  | Report: How Hiring Outside Writers Increases Your ROI |  | |
| **Consideration Stage** |  |  |  | |
| **Goal: Capture positive attention from interested prospects**  **Objectives: Network, build your mailing list, automate lead drip program** | [Video series (5)](https://www.youtube.com/channel/UCDbeQJnaMm9FYncfaa519rQ) | Course: Content Marketing for Small Teams and Solos |  | |
|  | Infographic: Content Marketing Important To-Do’s | [Infographic](https://artversion.com/graphic-design-services/infographics-design/) | |
|  | Newsletter: Bi-monthly |  | |
| **Decision Stage** | | | | |
| **Goal: Make the short list and bring in the sale**  **Objectives: Get the call, send proposals, send valuable resources** | [Case Study](http://christineltaylor.com/wp-content/uploads/HarborLit.pdf) | Case Studies (ongoing) |  | |
|  | Webpage: Gap Analysis Playbook |  | |
|  | The ROI of Copywriting |  | |