NEW PERSPECTIVE

FUNNEL-FIT CONTENT CHECKLIST

Match Content to the Right Role, Moment, and Intent

USE THIS WHEN

You're planning a new sequence, evaluating existing assets, or trying to fix stalled opportunities

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IDENTIFYING THE FUNNEL STAGE

Identifying the funnel stage is crucial because it ensures your message meets buyers where they are, so you guide decisions instead of stalling them

01 Top of Funnel (Awareness)

Buyer's mindset

- I didn't know this was a problem.
- I've heard about this… why should I care now?

Your goal: Spark recognition of a risk, cost, or opportunity

Best content types

- Persona-based guides ("For Maintenance Engineers: 2025 Downtime Benchmarks")
- Comparison briefs
- Industry trends with role relevance
- Stat-backed infographics

CTA IDEAS

- Share with your team lead
- Scan this before your next shift huddle

02 Middle of Funnel (Consideration)

Buyer's mindset

- This could help. But will it work here? And how do I get buy-in?

Your goal:
Equip them to convince others. Shift from interest to internal advocacy

Best content types

- Role-specific ROI sheets
- Case studies tied to the buyer's KPIs
- Internal pitch decks (editable)
- Change-justification memos

CTA IDEAS

- Send to Procurement for budget mapping
- Forward to Ops for implementation

03 Bottom of Funnel (Decision)

Buyer's mindset

- I'm almost there. But this has to survive Legal, IT, and Finance.

Your goal:
De-risk the purchase, clear the runway

Best content types

- Forwardable proof docs
- Objection-handling 1-pagers (for IT, Finance, etc.)
- Implementation readiness checklist
- Contracting cheat sheet

CTA IDEAS

- Loop in your CFO for fast-track review
- Send this to Legal for redline prep

BEHAVIOR-BASED CLUES

Behavior-based clues matter because they reveal what buyers care about right now, so you can respond with content that feels timely, relevant, and personalized.

BUYER BEHAVIOR	SEND THIS
Clicked a “Downtime Guide” link	Case study on uptime gains with your product
Watched the ROI calculator twice	Role-specific cost justification brief
Viewed product specs more than once	Engineering cheat sheet + validation checklist
Revisited an onboarding video	Customer success plan + install timeline

NEW PERSPECTIVE

PRINT THIS, SHARE IT, USE IT

Attach it to your CRM views
Bring it to sales-marketing syncs
Pin it to your campaign board

This is the clarity check that turns content into pipeline acceleration

WANT HELP PUTTING THIS INTO ACTION?

We’ll walk you through your top-performing segments and show which messages are speeding up deals

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SCAN TO EXPLORE YOUR CONTENT GAPS TOGETHER