

**Content audit, assessment and recommendations.**

**PREPARED FOR**  
<First Last>  
<Company Name>

XX.XX.20

# THE GAME PLAN

- Content provided for review ..... X
- Content asset assessment methodology ..... X
- Content asset assessment, observations and recommendations..... X
- Global observations and considerations ..... X
- Key asset assessment take-aways ..... X
- Sales funnel / buyer's journey content alignment..... X

# CONTENT ASSET OVERVIEW

## List of content provided for review

1. Asset 1 name
2. Asset 2 name
3. Asset 3 name
4. Asset 4 name
5. Asset 5 name

# CONTENT ASSET ASSESSMENT METHODOLOGY

## Content assessment overview

Content continues to play a significant role in educating both active and passive buyer's along their journey. It paves an informed path to a recommendation to the buying group and, ultimately, to a go / no-go decision. It is a critical piece to an content strategy.

How well messaging is conveyed through various content drives how much more effective it becomes in informing a buyer. This assessment is designed to review existing content to determine quality and relevance and reveal opportunities for repurposing or developing additional assets to support your sales and marketing efforts.

## Content assessment methodology

There are three areas we consider when assessing content assets:

### 1. Review and assessment of existing content assets

- Document initial observations of content being reviewed

### 2. Considerations and recommendations

- Includes considerations and recommendations for repurposing existing content assets
- Identify opportunities where new content can be developed

### 3. Key take-aways

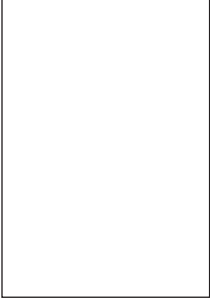
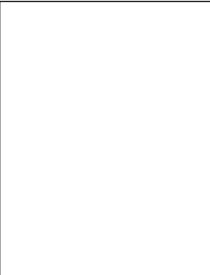
- List of key take-aways to be considered for all assets provided

# CONTENT ASSET ASSESSMENT

**1. Review and assessment of existing content assets**

**2. Considerations and recommendations**

- Content assets are listed in order of review

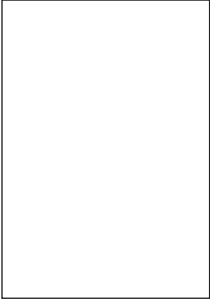
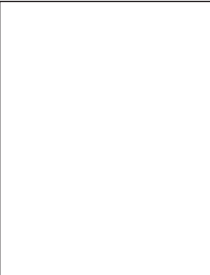
ASSET THUMBNAIL	CONTENT ASSET NAME	DESCRIPTION	OBSERVATIONS / CONSIDERATIONS	RECOMMENDATIONS
	1. TBD - "TBD"	TBD	<ul style="list-style-type: none"> <li>• TBD</li> <li>• TBD</li> <li>• TBD</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> <li>• TBD</li> <li>• TBD</li> </ul>
	2. TBD - "TBD"	TBD	<ul style="list-style-type: none"> <li>• TBD</li> <li>• TBD</li> <li>• TBD</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> <li>• TBD</li> <li>• TBD</li> </ul>

# CONTENT ASSET ASSESSMENT

## 1. Review and assessment of existing content assets

## 2. Considerations and recommendations

- Content assets are listed in order of review

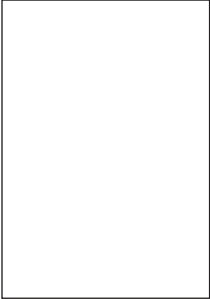
ASSET THUMBNAIL	CONTENT ASSET NAME	DESCRIPTION (PER PGI)	OBSERVATIONS / CONSIDERATIONS	RECOMMENDATIONS
	3. TBD - "TBD"	TBD	<ul style="list-style-type: none"><li>• TBD</li><li>• TBD</li><li>• TBD</li></ul>	<ul style="list-style-type: none"><li>• TBD</li><li>• TBD</li><li>• TBD</li></ul>
	4. TBD - "TBD"	TBD	<ul style="list-style-type: none"><li>• TBD</li><li>• TBD</li><li>• TBD</li></ul>	<ul style="list-style-type: none"><li>• TBD</li><li>• TBD</li><li>• TBD</li></ul>

# CONTENT ASSET ASSESSMENT

1. Review and assessment of existing content assets

2. Considerations and recommendations

- Content assets are listed in order of review

ASSET THUMBNAIL	CONTENT ASSET NAME	DESCRIPTION (PER PGI)	OBSERVATIONS / CONSIDERATIONS	RECOMMENDATIONS
	5. TBD - "TBD"	TBD	<ul style="list-style-type: none"><li>• TBD</li><li>• TBD</li><li>• TBD</li></ul>	<ul style="list-style-type: none"><li>• TBD</li><li>• TBD</li><li>• TBD</li></ul>

# CONTENT ASSET ASSESSMENT

## 3. Key take-aways from assessment

- List of key take-aways that will be considered in repurposing existing content and in the development of new assets

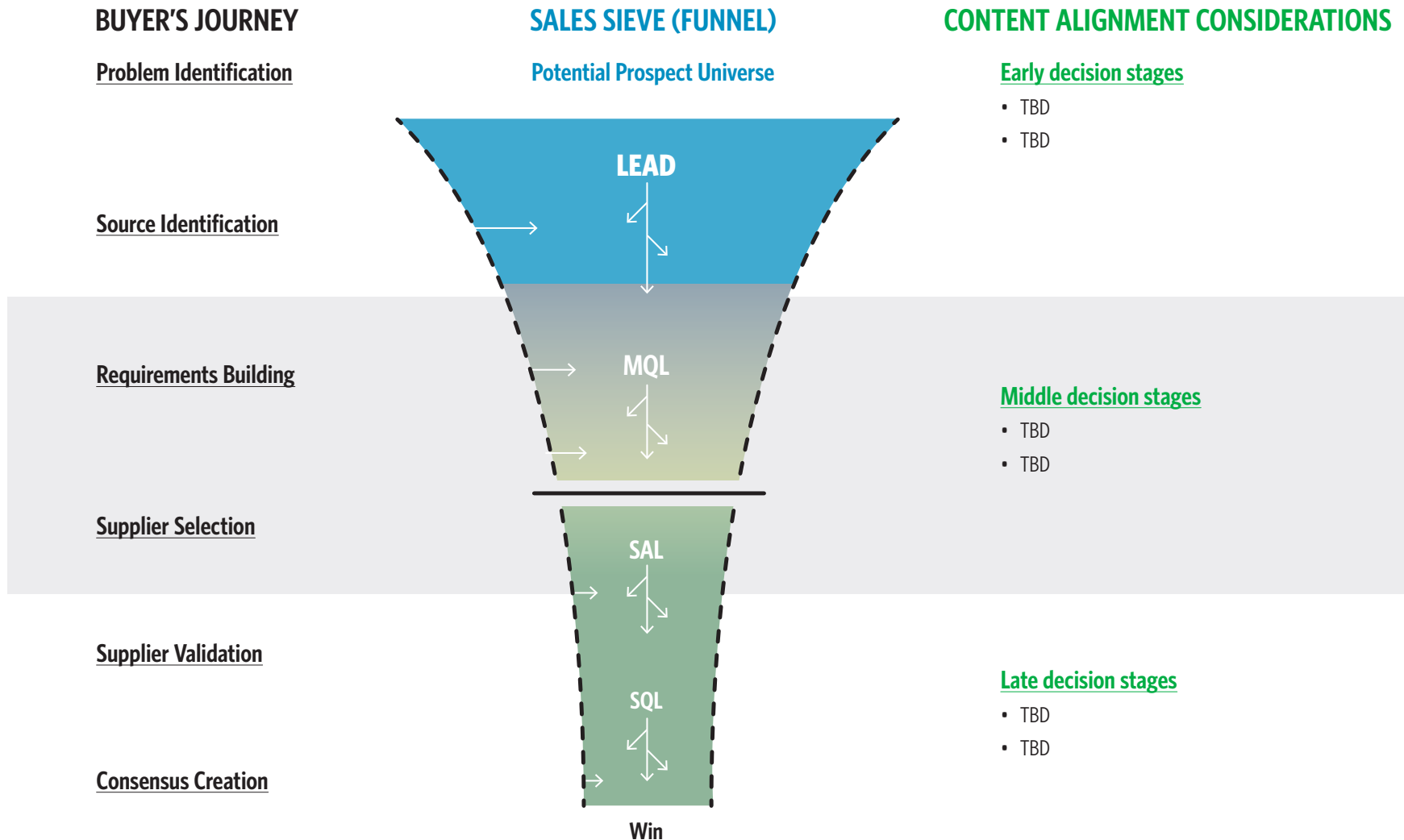
Key considerations for content development:

- **Key take-away 1: TBD**
  - TBD
- **Key take-away 2: TBD**
  - TBD
- **Key take-away 3: TBD**
  - TBD
- **Key take-away 4: TBD**
  - TBD
- **Key take-away 5: TBD**
  - TBD
- **Key take-away 6: TBD**
  - TBD



# SALE'S FUNNEL / BUYER'S JOURNEY ALIGNMENT

We view the buyer's journey and the sales process as being more of a sieve than a funnel. Leads are constantly moving in and out of the multiple provider's sieves, educating themselves along the way. Below are initial considerations for aligning our recommendations with the different decisions steps along the purchasing path.



**THANK YOU**  
**FOR THE COLLABORATION.**

If there is anything else we can provide, please  
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or by phone at (804) 673-4246.

<CLIENT LOGO>

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