

Content Matrix Sample

Funnel Stage	Persona	Goal/Pain Point	Customer Question	Content Example	Format	Channel	CTA
Awareness	Rising Ruth	Feels stuck, undervalued	Is it time to look for a new opportunity?	5 Signs You've Outgrown Your Role	Blog Post	LinkedIn, Website	Subscribe for more career insights
Awareness	Laid-Off Leo	Recently lost job, unsure of next steps	What should I do right after a layoff?	Your First 5 Moves After a Layoff	Checklist PDF	Email, LinkedIn	Download checklist
Awareness	Burned-Out Beth	Overworked and lacking balance	Are there better roles out there with flexibility?	Top Flexible Mid-Level Roles in 2025	Blog Post	Website, Facebook	View job board
Awareness	Ambitious Amir	Wants to level up but feels overlooked	How can I accelerate my path to leadership?	How Mid-Level Managers Move to Director Roles	Video	YouTube, LinkedIn	Watch the video
Consideration	Rising Ruth	Exploring options but cautious	How do I compare job offers discreetly?	Comparing Offers: Culture, Pay, and Potential	Guide	Email, LinkedIn	Download the guide
Consideration	Laid-Off Leo	Needs to reframe resume after job loss	How do I explain the layoff in interviews?	Resume Gaps: How to Talk About Your Layoff	Blog	Website	Read the full post
Consideration	Burned-Out Beth	Looking for values-aligned companies	How do I find companies with better work culture?	Top 10 Companies for Work-Life Balance in 2025	Listicle	Instagram, LinkedIn	Explore the list
Consideration	Ambitious Amir	Wants a roadmap to senior leadership	What skills do I need to reach VP level?	Leadership Pathways: Your Next 3 Moves	Whitepaper	LinkedIn, Website	Download whitepaper
Decision	Rising Ruth	Needs help finding the right fit	Who can connect me to the right job discreetly?	Upload Resume & Get Matched	Landing Page	Website, Email	Upload your resume
Decision	Laid-Off Leo	Wants quick placement	How soon can I get hired?	Fast-Track Opportunities for Experienced Managers	Job Board	Email, Website	Apply now
Decision	Burned-Out Beth	Needs a role with boundaries and support	Is this the right company for my mental health?	Interview Questions to Find Supportive Workplaces	Blog Post	LinkedIn	Schedule a consult
Decision	Ambitious Amir	Ready to take a leap, wants high-growth role	Where can I make a real impact next?	Featured Leadership Track Roles This Month	Email Newsletter	Email	Book a 1:1 call

Content Calendar Sample

Week	Persona	Stage	Content Title	Format	Channel	CTA	CRM Automation
1	Rising Ruth	Awareness	Career Stagnation: What It Looks Like	Blog Post	LinkedIn, Website	Subscribe	Tag leads by content engagement for sales prioritization
1	Laid-Off Leo	Awareness	What to Do in Your First Week After a Layoff	Checklist PDF	Email, Website	Download Checklist	PDF downloaded → follow-up email with related blog
2	Burned-Out Beth	Consideration	Top Work-Life Balanced Companies Hiring Now	Listicle	LinkedIn, Instagram	Explore Companies	
2	Ambitious Amir	Consideration	Your Path from Manager to VP	Whitepaper	LinkedIn, Website	Download Whitepaper	PDF downloaded → follow-up email with related blog
3	Laid-Off Leo	Decision	Fast-Track Jobs for Experienced Managers	Email Campaign	Email	Apply Now	Resume uploaded → recruiter outreach in 24h
3	Burned-Out Beth	Decision	How to Spot Supportive Employers in Interviews	Blog Post	LinkedIn, Website	Schedule a Consult	Tag leads by content engagement
4	Ambitious Amir	Decision	This Month's Top Growth-Focused Roles	Email Newsletter	Email	Book a 1:1 Call	Tag leads by content engagement
4	Rising Ruth	Consideration	Comparing Offers Like a Pro: Pay, Culture, Growth	Guide	LinkedIn, Website	Download Guide	PDF downloaded → follow-up email with related blog

Content Performance Dashboard Sample

Metric Category	Metric	Value	Trend vs Las Period	Notes/Action
Top Traffic Driver	/blog/career-growth-guide	4,231	↑ 13%	Promote More
Best Lead Generator	/resources/2025-salary.pdf	622 DLs	↑ 7%	Turn into email drip
Top BOFU Conversion	/upload-resume	87 uploads	↓ 5%	Test new CTA copy
Highest Bounce	/blog/time-to-quit-job	89%	↑ 10%	update or replace

Top Traffic Drivers

Page URL	Pageviews	Avg. Time on Page	Bounce Rate	Source/Medium
/blog/stuck-in-career	3,210	2:34	42%	LinkedIn
/blog/mid-career-growth	2,112	3:00	31%	Organic Google
/blog/time-to-quit-job	1,045	1:20	89%	Facebook

Lead-Generating Content

Asset Title	PDF Downloads	Scroll Depth %	Email Clicks	Channel
2025 Salary Guide	622	68%	78	Organic
Layoff Recovery Checklist	317	73%	44	Email
Flexible Work Companies	288	55%	60	LinkedIn

BOFU Conversions

Funnel Asset	Form Fills	Resume Uploads	Consults Booked	Conversion Rate
Upload Resume Landing	87	87	—	3.50%
Schedule Call CTA	38	—	38	4.70%
Job Match Quiz	102	63	12	7.10%

Content Funnel Map

Funnel Stage	Content Asset	Visitors	Leads	Conversions	% Drop-Off
Awareness	Blog: Career Growth Signals	3,000	430	42	—
Consideration	Salary Guide PDF	430	200	87	53%
Decision	Resume Upload Page	200	—	87	57%