

EXECUTIVE GUIDE

Beyond the content audit

A CMO's guide to content coverage: a more strategic way to see what your content is doing for the revenue plan, and where to invest next.

A STEP-BY-STEP GUIDE

1 Map



2 Plan



3 Justify & report

	AWARENESS	CONSIDERATION	SELECTION
Practitioner	100%	100%	75%
Manager	75%	25%	—
Champion	25%	—	—
Finance	25%	—	—
IT and security	—	—	—

A full library, mapped by buyer: most of it lands on one person

Illustrative coverage map by buyer and funnel stage.

Prove the impact of the content you have, and find the gaps worth investing in next

For B2B CMOs and VPs Marketing who sell to more than one segment or buyer.

YOU'LL BE ABLE TO

1

Spot your biggest content gaps

Map your library against the revenue plan and see exactly who you're missing.

2

Build your content plan from your revenue plan

Rank gaps by revenue and turn them into a calendar with a reason for every item.

3

Put your team's hours where they count

Decide what to create, refresh or drop, and set objectives you can measure.

4

Give the board a more complete, strategic report

Show performance and coverage together, with the outline and metrics to use.



5 truths every CMO should know about content strategy

-
- 1 Content is a big investment with no line of its own.** It draws on people, tools, agencies and paid media, so what it buys is hard to see and harder to defend.
 - 2 An audit shows what you have. Coverage shows if it's the right content.** It maps every asset to the segment, buyer and funnel stage it serves, and measures that against the revenue plan.
 - 3 Gaps rarely spread evenly.** Most libraries grew around the first buyer the team sold to. The roles that join a deal later, often finance, legal and IT, tend to have the least.
 - 4 Start with coverage, then build the calendar.** Rank the gaps by revenue so every slot, and every hour of your team's time, has a reason behind it.
 - 5 Report coverage alongside performance.** Performance shows whether content was seen. Coverage shows whether it was aimed at the plan, and re-running it every quarter shows the board your strategy is working.
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Content is one of your biggest investments. It rarely gets its own budget line.

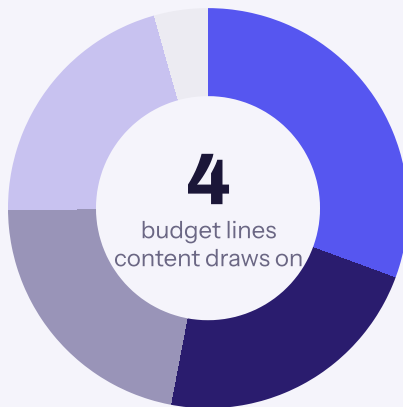
24%

of B2B marketers say content takes a quarter or more of the marketing budget, before salaries.

55%

of B2B marketers say they know what their organization spends on content. Nearly half don't.

WHERE CONTENT COST HIDES



30.6% **Distribution**
Paid media that promotes it

22.4% **Tools**
Martech to make and run it

21.9% **People**
In-house team

20.7% **Agencies**
Freelancers and partners

Spend spread across every line is spend no one can see. Coverage shows what it buys, against the plan.

Sources: CMI and MarketingProfs, B2B Content Marketing Outlook for 2024 · Gartner 2025 CMO Spend Survey (shares of all marketing spend).



Do this automatically with the [VelocityEngine Content Coverage Heatmap](#) →

A content audit tells you what you have. Content coverage tells you if it's the right content.

	THE OLD WAY Content audit	THE NEW WAY Content coverage
The question	What content do we have?	Is our content built for the plan?
Organized by	URL, topic and content type	Segment, buyer and funnel stage
Measured against	Itself: quality, SEO, duplication	The revenue plan and deal competitors
Shows	An inventory to clean up	Gaps, surplus and ageing content, ranked by revenue
Effort to produce	Weeks of manual spreadsheet work, usually by an agency or a pulled-off team member	A few days by hand, or about an hour with the Coverage Heatmap
How often	A one-off project	Re-run every quarter to track change
Leads to	A cleanup list	A defensible plan and budget ask



The dashboard looks healthy, sales is missing its number, and next quarter's calendar reacts to whoever asks loudest.

DASHBOARD REVIEW

Everything on the dashboard looks good

Organic traffic  **Up**

Email engagement  **Above benchmark**

Content published  **On schedule**

Then the head of sales says: **"We're behind on mid-market pipeline. Are we even reaching those buyers?"**

THE REALITY

Marketing can report on content by type and channel, but not by the buyers sales is trying to reach

By asset type  **Yes**

By channel  **Yes**

By buyer  **No**

By segment  **No**

Once mapped, nearly all of it was written for one practitioner at a larger company. That was the buyer they sold to 2 years ago.

WHAT HAPPENS NEXT

So the team builds a reactive content calendar

What already exists  **Unknown**

How old it is  **Unknown**

Gaps by buyer and segment  **Unknown**

The calendar fills with requests from the loudest segments, and the real gaps stay invisible.



What our sales leaders are struggling with is: do we have the right assets, and are we delivering the right point of view to the right personas? That's where we're struggling. I've been looking for something to give proof.

Bryant Bell · Product Marketing Manager, Exterro



From gaps to a funded plan, and a metric to prove it worked

Most teams plan content from last quarter's requests and report on clicks. Starting from coverage turns it into a plan you can fund, defend and measure.

1 MAP

Map coverage and find the gaps

Agree segments and buyers with sales, then map every asset and see where the plan is thin or ageing.



2 PLAN

Build the content calendar from the revenue plan

Rank the gaps by revenue, then build the calendar from that list.



3 JUSTIFY & REPORT

Take the plan to the board, then report on it

Justify where the calendar and resources will focus. Then re-run coverage every quarter and report progress next to performance.

 Coverage gives you a before-and-after metric for your content strategy, not just a one-off audit.



Do this automatically with the [VelocityEngine Content Coverage Heatmap](#) →



1·Map

2·Plan

3·Justify & report

STEP 1 · MAP CONTENT COVERAGE

Map coverage and find the gaps

Agree the segments and buyers with sales first. Then map every asset against them and see where the plan is thin, ageing or missing a buyer entirely.



Do this automatically with the **VelocityEngine Content Coverage Heatmap** →

What you'll do in this step

PREPARE

AUDIT

1

Get your revenue plan

Agree segments, share of plan and buyers with sales and finance.

2

Calculate what you need

Buyers × stages × assets per cell, for each segment.

3

Export your content

Pull every URL and asset into one spreadsheet.

4

Tag each asset

One segment, buyer and stage per asset, plus match strength.

5

Identify gaps

Find the empty, thin, ageing and competitor-only cells.



REVENUE PLAN

Agree who you're selling to, and what each segment is worth

YOU'LL NEED Time with sales and finance

Do this before you tag anything. Sit down with sales and finance and agree the segments, how much of the plan each carries, and who is really on the buying committee. Weight each buyer by their role in the deal: decides, champions, can block or uses. If no one can fill in the share column, that's your first finding.

Segment	Share of plan	Motion	Deal size	Sales cycle	Buyers on the committee, and their weight
e.g. Mid-market software	__%	Sales-led			CFO (decides), VP Marketing (champions), IT security (can block), practitioner (uses)
	__%				
	__%				
	__%				

Deal competitors to map against (the 2 to 4 you actually meet) 1 2 3 4

CALCULATE

How much content does your plan actually need?

THE BENCHMARKS

17%

of B2B buying time is spent meeting with potential suppliers, all of them combined. Most of the rest is spent researching on their own. Source: Gartner.

THE FORMULA, PER SEGMENT

$$\begin{array}{ccccc} \boxed{5} & \times & \boxed{3} & \times & \boxed{2} & = & \boxed{30} \\ \text{Buyers} & & \text{Stages} & & \text{Strong assets per cell} & & \text{Assets you need} \end{array}$$

Raise it for

Big deals, long sales cycles, or buyers who can block the deal.

Shift it for

Sales-led: more selection. Product-led: more awareness.

No published standard exists for how much content a buyer needs. Treat this as a starting position you can argue with, then compare it with what you have.



Do this automatically with the [VelocityEngine Content Coverage Heatmap](#) →

GATHER

First, gather every asset you've published

1

Export every page on your site

Pull your sitemap.xml, a CMS export, or run a crawler such as Screaming Frog to get every URL.

2

Add the assets that live elsewhere

Gated PDFs, webinars, case studies and sales decks from your marketing automation or asset library.

3

Set up one spreadsheet

One row per asset: URL, title, type, last updated, then segment, buyer, stage and match strength.

4

Tag each asset once

Use the segments and buyers from your revenue plan. The next slide shows which tags you need.



OR SKIP THE SPREADSHEET

Let the Content Coverage Heatmap do it for you

It crawls your public site, maps every asset to a segment, buyer and stage, and runs the same map on your competitors, in about an hour.

[Get your free coverage heatmap](#)

TAG

Then, tag each asset so your coverage adds up

6 tags, one value each

#	Tag	What it is	How to decide	Watch out for
1	Segment	The slice of market the asset is written for: size, vertical or region.	Use the segments from your revenue plan. Pick one to start.	If it fits every segment, it's strong for none.
2	Buyer	The committee role it's written to persuade.	Ask who would forward it. Use the committee roles from your revenue plan.	One buyer per asset.
3	Funnel stage	Awareness, consideration or selection.	Educates? Awareness. Compares approaches? Consideration. Proves you? Selection.	Most libraries lean heavily on awareness.
4	Match strength	How well it serves that buyer: Strong or Partial.	Strong means the buyer would find it useful on its own.	Only Strong counts toward coverage.
5	Last updated	When it was published or last refreshed.	Pull it from your CMS or sitemap.	Older than a year counts for less.
6	Competitor	Does a deal competitor cover the same topic for the same buyer?	Use your segments and buyers, not theirs.	Skip category giants. They swamp the read.

FROM YOUR REVENUE PLAN

Share of plan

Not a tag. Each asset inherits it from its segment, e.g. Mid-market = 40%, so every row carries a revenue weight.

Do this automatically with the [VelocityEngine Content Coverage Heatmap](#) →

A NOTE ON TAGGING: WHY ONE SEGMENT, BUYER AND STAGE

Write for everybody and you write for nobody.

The more segments, buyers or stages one piece is tagged for, the weaker it is for each of them. With AI, producing a version for every buyer is now fast, so there's no reason to stretch one piece across many.



Do this automatically with the [VelocityEngine Content Coverage Heatmap](#) →

TAG

Your tagging template

 Coverage tags you add  Filled in from your revenue plan

	A	B	C	D	E	F	G	H	I	J
1	URL	Title	Type	Updated	Segment	Buyer	Stage	Match	Competitor	Share of pl...
2	/blog/cam...	5 ways to s...	Blog	Mar 2026	Enterprise	Practitioner	Awareness	Strong	Northwind	45%
3	/guides/roi...	Building th...	Guide	Nov 2024	Mid-market	Finance	Selection	Strong	None	40%
4	/webinars/...	Marketing ...	Webinar	Jan 2026	Enterprise	Manager	Considerati...	Partial	Brightline	45%
5	/security	Security an...	Web page	Aug 2025	Enterprise	IT and secu...	Selection	Strong	Northwind	45%
6	/customers...	How Acme ...	Case study	Feb 2026	Mid-market	Champion	Considerati...	Strong	None	40%
7	/pricing	Pricing	Web page	Jun 2026	Mid-market	Finance	Selection	Partial	Brightline	40%
8										

Illustrative rows. One row per asset, and one segment, buyer and stage per row. Only Strong matches count toward coverage. Competitor names are fictional.

IDENTIFY GAPS

Read the map, name the gap, then close it

Pivot your sheet by buyer and stage, one map per segment, counting Strong matches only. Then look for these patterns.

What you see on the map	Gap type	What to do
One buyer is empty at a stage	Persona gap	Write 1 to 3 assets for that buyer and stage.
A whole stage is thin across buyers	Stage gap	Shift next quarter's mix toward that stage.
A whole segment is thin, especially a big one	Segment gap	Plan a campaign, not one-off assets. Start with the biggest share of plan.
Covered, but only by old or off-message content	Staleness gap	Refresh or rewrite before creating anything new.
A deal competitor covers a buyer you don't	Competitive gap	Move it up the list. Buyers are already comparing.
A cell is well past what it needs	Surplus	Stop adding there. Put those hours toward a gap.



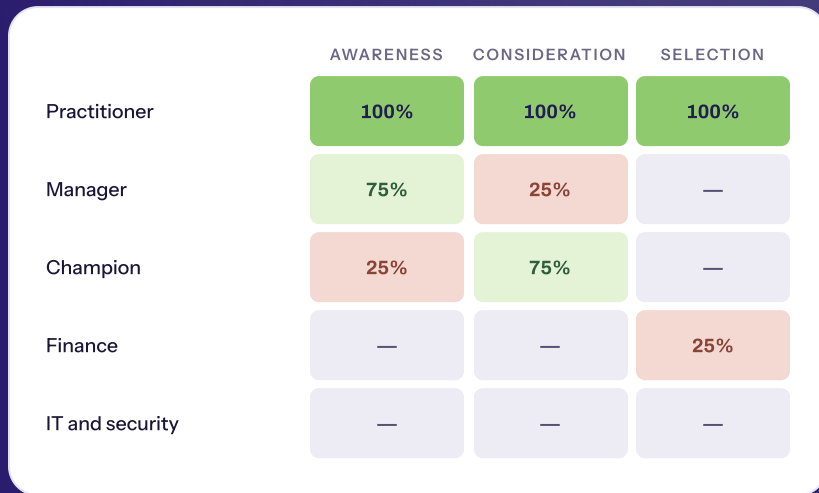
SKIP THE SPREADSHEET

See your coverage map in about an hour

Like a traditional audit, doing this by hand, or even with AI tools, takes days of exporting, tagging and checking. And it's out of date the moment you publish something new. Your team can't afford to redo it every quarter.

- Every public asset tagged by segment, buyer and stage, automatically
- Gaps, surplus and ageing content, weighted by your revenue plan
- Refreshed as you publish, so it never goes stale

[Get your free coverage heatmap](#)



Illustrative VelocityEngine Content Coverage Heatmap for one segment.



1· Map

2· Plan

3· Justify & report

STEP 2 · PLAN

Build the content calendar from the revenue plan

Rank your gaps by how much of the revenue plan they carry, then build the calendar from that list.

Objectives · Calendar



Do this automatically with the **VelocityEngine Content Coverage Heatmap** →

If you plan from what performed last quarter, you'll keep writing for the same buyers.

Most content calendars are built from the backlog: sales requests, campaign needs and last quarter's winners. Segments with no content never make it onto the list.

Build yours from the revenue plan instead. Start with the gaps you ranked in Step 1, weighted by share of plan, and fit backlog requests around them.



OBJECTIVES

Set measurable content objectives using coverage scores

Turn each gap into an objective. Record today's score, set a target, and report against it in Step 3.

#	Observed gap	Objective	Score today	Target score
1	Segment gap Big segments in the plan are thin	Cover the segments that carry the most revenue Score: share of plan in well-covered segments	__%	__%
2	Persona gap Buyers on the committee have nothing strong	Write for every buyer on the committee Score: share of buyers written for in your top segment	__%	__%
3	Concentration Content piles up on one role	Speak to the people who sign Score: share of content aimed at buyers who decide or can block	__%	__%
4	Stage gap Short at the stage your motion needs	Match content to how you sell Score: share of content at that stage, e.g. selection for sales-led	__%	__%
5	Staleness gap Content is old or off-message	Keep covered content current Score: share of covered cells held up by content under a year old	__%	__%
6	Competitive gap A deal competitor covers buyers you don't	Win the buyers competitors are reaching Score: share of competitor-covered cells you also cover	__%	__%

CALENDAR

Build your new content calendar from your gaps

From your ranked gaps

List your gaps in order of share of plan. For each one, decide whether to create or refresh, name the content, and note which objective it moves. Fit backlog requests in only after the top gaps are covered.

Priority	Gap: segment, buyer, stage	Share of plan	Create or refresh	Planned content	Objective it moves	Month
1	e.g. Mid-market · Finance · Selection	40%	Create	ROI calculator and CFO guide	Write for every buyer on the committee	Oct
2			Create / Refresh			
3			Create / Refresh			
4			Create / Refresh			
5			Create / Refresh			



Do this automatically with the [VelocityEngine Content Coverage Heatmap](#) →



FROM PLAN TO LAUNCH

Plan from the gaps. Ship the campaigns.

The Campaign Operating System turns your prioritized gaps into campaigns, and updates your coverage as you ship.

[See it in action](#)

1 Set your foundation
Messaging, voice and ICP, set once.

2 Build from your gaps
Every brief starts from a revenue-weighted gap.

3 Ship and track coverage
Your coverage map updates as you publish.



1· Map

2· Plan

3· Justify & report

STEP 3 · JUSTIFY & REPORT

Take the plan to the board, then report on it

Justify the plan with coverage as the evidence. Then keep coming back each quarter with the same scores, next to performance, so the board sees the strategy working.



Do this automatically with the **VelocityEngine Content Coverage Heatmap** →

Your performance dashboard can't show you performance for content and audiences you never wrote for.

SO WHAT

Coverage fills that blind spot. It shows leadership that your content plan is built around the buyers and segments the revenue plan depends on, not just the ones already getting clicks.

Your content dashboard is probably right. It tracks clicks, visits and leads for the content you've already published.

But it can only count what exists. If you never wrote anything for a buyer, there's nothing to click. No visits, no leads, no row in the report.

So a whole segment in your plan can be ignored, and the report still looks healthy.



Reporting on your content strategy

Each bucket answers a different board question. Leave one out and the story has a hole in it.

COVERAGE

Was the work aimed at the plan?

Coverage scores by segment, buyer and stage, weighted by share of plan.

Shows strategy. Can't prove it caused revenue.

INVESTMENT

What did it cost, and where did it go?

Total content spend across people, tools and agencies, and cost per asset.

Shows the budget is going to the segments that matter.

PRODUCTION

Did we ship what we planned?

Assets shipped, new vs refreshed, on schedule and time to publish.

Shows the team can execute the plan.

PERFORMANCE

Did it deliver?

Pipeline influenced, conversion and engagement from content.

Shows results. Can't show who you never wrote for.

State what each number doesn't prove before anyone asks. It makes all four more credible.



If you've got 87 gaps and only so many hours in the day, the heat map would be super valuable as a pressure point. It would impress on leadership that we don't have the team to address those right now.

Christine Meyers · Liquibase

That's the board conversation coverage supports best: resourcing against a named, ranked list of gaps. It's a stronger ask than a content calendar because the board can see exactly what the budget would and wouldn't reach.



Content: Q3 scorecard



CONTENT PERFORMANCE

\$4.2M ▲ 12%

Pipeline influenced

3.1% ▲ 0.4 pts

Content-to-lead conversion

41K ▲ 8%

Engaged sessions

CONTENT COVERAGE

48% ▲ from 35%

Revenue-weighted coverage

60% Target 80%

Buyers written for, top segment

72%

Covered content under a year old

CONTENT PRODUCTION

22

Assets shipped: 14 new, 8 refreshed

91%

Shipped on schedule

6 wks

Average time to publish

CONTENT INVESTMENT

\$620K

Content spend: people, tools, agencies

\$28K

Average cost per asset

58%

Spend on segments holding 85% of plan



Content: Q4 plan and ask



Gap	Share of plan	Content	Objective
Mid-market · Finance · Selection	40%	3 new	Write for every buyer
Enterprise · IT and security · Consideration	45%	2 new, 2 refreshed	Write for every buyer
Mid-market · all buyers · Selection	40%	4 new	Match how you sell
Total		9 new, 2 refreshed	11 assets

THE ASK

11 assets

About \$308K at \$28K per asset.
Moves coverage to 60%.



Re-run the map every quarter and show what moved

1 Re-run the map every 90 days

Same tags, same segments, so the numbers compare like for like.

2 Score each objective against its target

Record the new score next to the baseline you set in Step 2.

3 Report coverage next to performance

Coverage shows the work was aimed at the plan. Performance shows how it did.

4 Reset the calendar

Move finished gaps off the list and bring the next ones up.

YOUR QUARTERLY COVERAGE REPORT

Objective	Baseline	Target	This quarter
Cover the segments that carry the most revenue	__%	__%	__%
Write for every buyer on the committee	__%	__%	__%
Speak to the people who sign	__%	__%	__%
Match content to how you sell	__%	__%	__%
Keep covered content current	__%	__%	__%
Win the buyers competitors are reaching	__%	__%	__%



Go beyond the content audit. See your coverage.

The Content Coverage Heatmap applies the tagging framework in this guide to your public site in about an hour, and runs the same map on the competitors you name. You get a baseline for all 6 objectives, and every number opens to the assets behind it. Pair it with your performance reporting for the full picture.

Get your free coverage heatmap