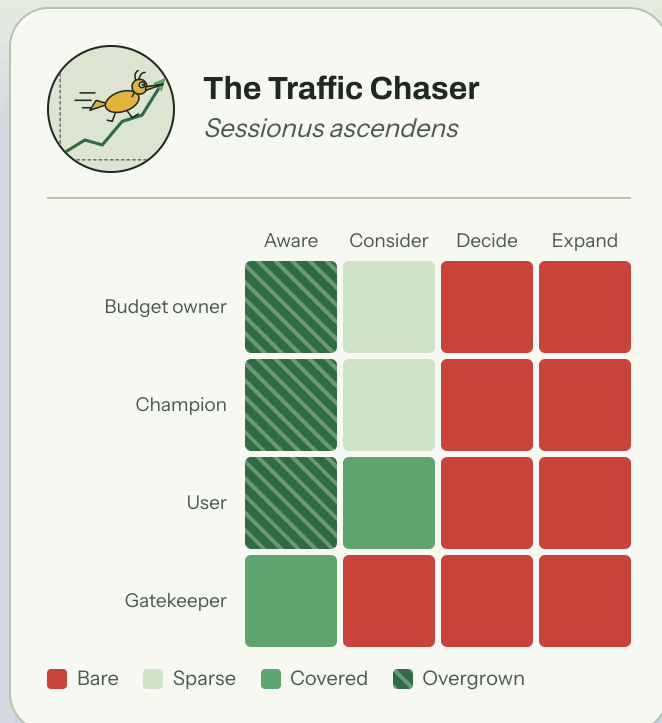


A field guide to the content planners of B2B marketing

Every marketing team has one. Most have three. Identify them by their search history, their habitat, and the meeting that exposes them.



Where the Traffic Chaser's content lands: dense at the top of the funnel, bare where deals are decided.

Eight species, with field kits

A quiz your whole team can score

A 30-minute coverage audit

Species in this guide

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How to read a profile. The **call** is a sample of what this marketer types into Google. Representative, not exhaustive. **Where their content lands** is a coverage map: rows are buying roles, columns are funnel stages, red cells are where buyers get nothing. Each profile is followed by a **field kit**: what they say, what to steal from them, and a play to run on Monday.

Which content planner are you?

Nine questions. Answer for how your team actually works, not how the strategy doc says it works. Circle one letter per question, then score yourself on [page 5](#). Better yet, hand a copy to everyone on the team.

1 It's Monday morning. What's in your first browser tab?

- | | |
|---|--|
| ☐ (a) The content calendar, to see what's due this week | ☐ (b) Search Console, sorted by clicks |
| ☐ (c) A demo you booked with a new vendor | ☐ (d) The board deck you're still building |
-

2 A new content idea lands in Slack. What happens next?

- | | |
|---|---|
| ☐ (a) It goes into the next open slot | ☐ (b) It gets scored for reach, impact, confidence and effort |
| ☐ (c) You check the search volume | ☐ (d) You check whether ChatGPT already answers it |
-

3 Your content strategy lives in...

- | | |
|---|--|
| ☐ (a) A doc leadership approved last January | ☐ (b) The calendar itself |
| ☐ (c) A scoring spreadsheet with weighted columns | ☐ (d) A platform you're about to replace |
-

4 Which sentence have you said in a meeting this month?

- | | |
|--|--|
| ☐ (a) "We need to show up in AI answers." | ☐ (b) "What's the ROI on this?" |
| ☐ (c) "Let's revisit our content pillars." | ☐ (d) "There's a tool for this." |
-

5 What keeps you up at night?

- | | |
|---|--|
| ☐ (a) An empty Thursday slot | ☐ (b) Traffic is up and pipeline isn't |
| ☐ (c) The CFO's next question | ☐ (d) The advice changed again |
-

6 Pick your favorite deliverable.

- | | |
|---|---|
| ☐ (a) A strategy deck with pillars and a two-by-two | ☐ (b) A prioritized backlog with scores |
| ☐ (c) A dashboard showing month-over-month growth | ☐ (d) A tool comparison matrix |
-

7 Sales asks for a new case study. You...

- | | |
|--|--|
| ☐ (a) Add it to the backlog and score it | ☐ (b) Ask how it ties to pipeline |
| ☐ (c) Schedule it for next month | ☐ (d) Check whether it fits the strategy doc |
-

8 Pick a superpower.

- | | |
|---|---|
| ☐ (a) Know what every AI model will say about you | ☐ (b) Prove exactly what each piece of content earned |
| ☐ (c) Make every tool talk to every other tool | ☐ (d) Rank on page one for everything |
-

9 Which phrase could be on a sticky note on your monitor?

- | | |
|--|--|
| ☐ (a) "If it isn't scored, it isn't shipping." | ☐ (b) "Strategy before tactics." |
| ☐ (c) "Be the answer." | |
-



Done? Turn the page to identify your species.

Most teams are a mix. Your runner-up counts too.

Scoring your answers

Each answer gives one point to a species. Find each letter you circled and add a tally mark under that species below. The species with the most points is yours. If two tie, the one you picked most recently wins. Your second-highest is the one you show strong traces of.

Q	a	b	c	d
1	Calendar Keeper	Traffic Chaser	Tool Shopper	Budget Defender
2	Calendar Keeper	Framework Borrower	Traffic Chaser	AI Whisperer
3	Template Collector	Calendar Keeper	Framework Borrower	Tool Shopper
4	AI Whisperer	Budget Defender	Template Collector	Tool Shopper
5	Calendar Keeper	Traffic Chaser	Budget Defender	AI Whisperer
6	Template Collector	Framework Borrower	Traffic Chaser	Tool Shopper
7	Framework Borrower	Budget Defender	Calendar Keeper	Template Collector
8	AI Whisperer	Budget Defender	Tool Shopper	Traffic Chaser
9	Framework Borrower	Template Collector	AI Whisperer	—

YOUR TALLY

 Calendar Keeper Profile p.6	 Template Collector Profile p.8	 Tool Shopper Profile p.10	 Traffic Chaser Profile p.12
 AI Whisperer Profile p.14	 Budget Defender Profile p.16	 Framework Borrower Profile p.18	NEW SPECIES IDENTIFIED The Coverage Planner Go to page 20



The Calendar Keeper

Calendarius perpetuus

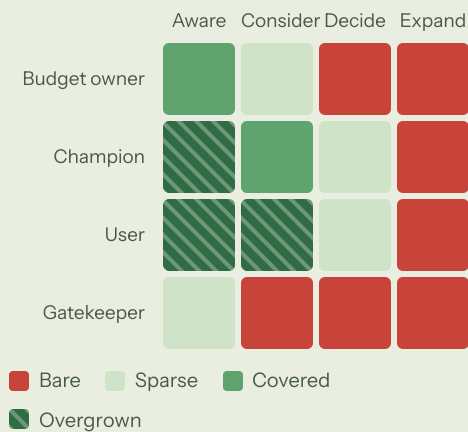
CALL

"what is a content calendar"

"content calendar template"

"content calendar ideas"

Where their content lands



Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

Small marketing teams, often a team of one. Rarely seen without a spreadsheet tab named "Q3 FINAL v4."

Behavior

Fills every Tuesday and Thursday with something. Panics around week three, when the ideas run out and the slots don't.

Markings

Color-coded cells. A publishing cadence they will defend in any meeting.

Natural predator

The pipeline review, where someone asks which of last quarter's 40 posts was written for the buyer in the deal that just stalled.

FIELD NOTE

The Calendar Keeper doesn't lack ideas. They lack a way to tell which empty slot matters. A calendar tells you when. It was never built to tell you what.



The Calendar Keeper

You've never missed a Tuesday.

Overheard in the wild

"We can't skip Tuesday."

"Can the webinar recap slide to Thursday?"

"Who owns the empty slot in week six?"

What they can't see

Which buying roles and funnel stages have nothing built for them.

Steal this instinct

Consistency. Nobody ships 40 posts a quarter by accident, and most teams would kill for your cadence.

TRY THIS MONDAY

About an hour, start to finish

- 1 Tag every post from last quarter with the buying role it was written for.
- 2 Count the blanks. Which roles got nothing?
- 3 Fill next month's open slots from that list before you brainstorm anything new.



WORKS WELL WITH

The Budget Defender

They'll ask why each slot exists. You'll hate it, then you'll have better answers.



KEEP AWAY FROM

The Tool Shopper

Every migration moves your calendar, and your color codes never survive it.

Is this you? Get the Calendar Keeper card and post copy.

[Share on social](#)



The Template Collector

Documentum approbatum

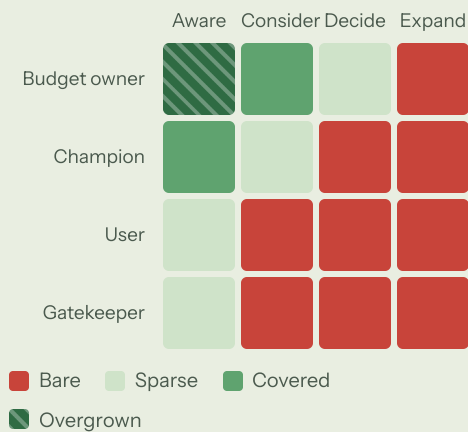
CALL

"content strategy template"

"content marketing plan template"

"b2b content marketing strategy template"

Where their content lands



Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

Newly promoted heads of content. Drive folders named Strategy 2024, Strategy 2025 and Strategy 2026 (final).

Behavior

Produces a strategy that leadership approves in one meeting. Rarely opens it again.

Markings

Content pillars. A two-by-two. A mission statement for the blog.

Natural predator

The quarterly review, when someone lays what shipped next to what the doc said would ship.

FIELD NOTE

The doc was right on the day it was approved. It has no way of knowing what shipped since, so it goes stale sitting in the folder.



The Template Collector

Your strategy got approved. Once.

Overheard in the wild

"Let's start from a framework."

"It's in the strategy doc."

"Which version? The final one."

What they can't see

The distance between the approved strategy and what the team actually published.

Steal this instinct

Writing it down. A plan leadership has actually approved is rarer than it should be.

TRY THIS MONDAY

About an hour, start to finish

- 1 Open the approved strategy and list every promise it makes in one column.
- 2 Next to each, list what actually shipped against it.
- 3 Bring the gaps, not the doc, to your next one-on-one.



WORKS WELL WITH

The Calendar Keeper

You write the plan. They ship it every Tuesday.



KEEP AWAY FROM

The Tool Shopper

They'll want to rebuild your doc inside a new tool.

Is this you? Get the Template Collector card and post copy.

Share on social



The Tool Shopper

Platformus proximus

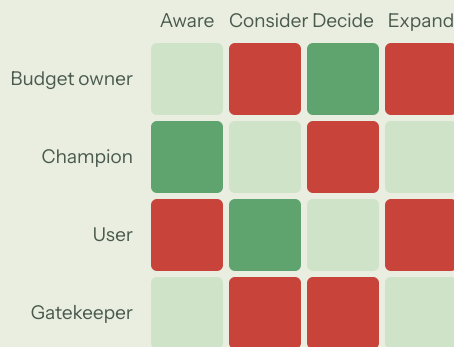
CALL

"content planning tools"

"marketing calendar software"

"best content planning tools"

Where their content lands



■ Bare
 ■ Sparse
 ■ Covered

■ Overgrown

Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

Marketing ops, usually mid-migration.

Behavior

Certain the next platform will fix it. Migrates roughly every 18 months.

Markings

Six review-site tabs, a comparison matrix and a demo booked for Thursday.

Natural predator

The renewal email.

FIELD NOTE

Tools move work faster. They don't decide which work matters, so a faster workflow can ship the wrong content sooner.



The Tool Shopper

You've seen every demo. Twice.

Overheard in the wild

"Have you seen their new AI feature?"

"The migration is basically done."

"This one has a native integration."

What they can't see

That the problem is deciding what to build, not where to track it.

Steal this instinct

Impatience with bad workflow. Slow handoffs are a real cost, and you're the only one tracking it.

TRY THIS MONDAY

About an hour, start to finish

- 1 Write down, in one sentence, how your team decides what to make next.
- 2 If you can't, pause the demos until you can.
- 3 If you can, check whether your current tool can hold that rule before buying one that can.



WORKS WELL WITH

The Template Collector

A written plan tells you what the tool actually needs to hold.



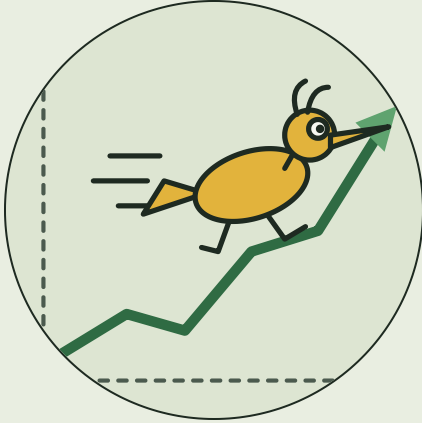
KEEP AWAY FROM

The Calendar Keeper

They just rebuilt the calendar. Again. Because of you.

Is this you? Get the Tool Shopper card and post copy.

Share on social



The Traffic Chaser

Sessionus ascendens

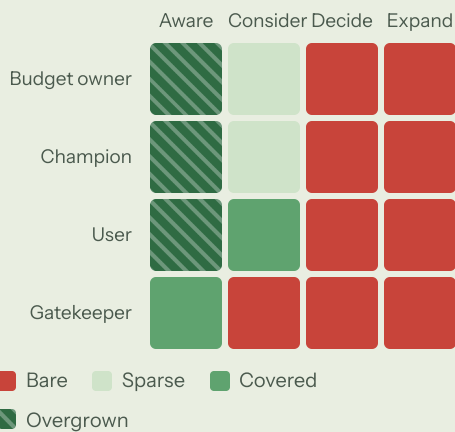
CALL

“how to prioritize content ideas based on search intent”

“how to prioritize content updates for traffic”

“how to prioritize content refresh or update strategy”

Where their content lands



Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

SEO-led content teams.

Behavior

Ranks every idea by volume and difficulty. Refreshes a post the moment it slips a position.

Markings

An up-and-to-the-right sessions chart, pinned in Slack.

Natural predator

The revenue meeting: traffic up, pipeline flat.

FIELD NOTE

Search volume tells you what people ask, not what your buyers need to decide. Some of the most valuable questions in a B2B deal get almost no monthly searches.



The Traffic Chaser

Up and to the right. Pipeline: pending.

Overheard in the wild

"What's the search volume on that?"

"We lost position three."

"Traffic is up 40%."

What they can't see

The late-stage questions buyers ask that never show up in a keyword tool.

Steal this instinct

Evidence. You won't build on a hunch, and that discipline is worth keeping when the inputs change.

TRY THIS MONDAY

About an hour, start to finish

- 1 Ask sales for the five questions buyers asked in the last deal that stalled.
- 2 Look them up in your keyword tool. Most will show 0 to 10 searches a month.
- 3 Write one anyway, and track whether sales sends it.



WORKS WELL WITH

The Budget Defender

Finally, someone who asks what the traffic was for.



KEEP AWAY FROM

The AI Whisperer

You're both rewriting the same posts, for different robots.

Is this you? Get the Traffic Chaser card and post copy.

Share on social



The AI Whisperer

Promptus anxius

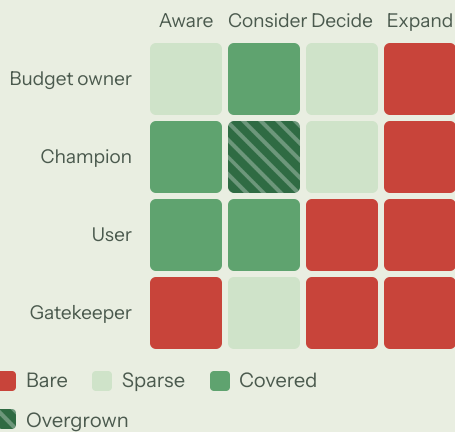
CALL

"how to prioritize content gaps for ai visibility"

"how can i prioritize content creation to improve ai visibility"

"aio content prioritization strategies"

Where their content lands



Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

Anywhere a VP has asked, "Are we showing up in ChatGPT?"

Behavior

Rewrites the same posts every time the advice changes, which is monthly.

Markings

A prompt-tracking spreadsheet. FAQ schema on everything.

Natural predator

Next month's advice.

FIELD NOTE

Answer engines quote content that answers a real question clearly. Choosing which questions to answer is still a planning decision, and the engines won't make it for you.



The AI Whisperer

You've rewritten this post six times for robots.

Overheard in the wild

"Are we showing up in ChatGPT?"

"We need FAQ schema on this."

"The advice changed again."

What they can't see

Which buyer questions, at which stage, deserve an answer first.

Steal this instinct

Writing answers clear enough to quote. It turns out humans like that too.

TRY THIS MONDAY

About an hour, start to finish

- 1 Pick one buying role and one funnel stage.
- 2 List the three questions that person asks an assistant at that point.
- 3 Answer those clearly on one page before you rewrite anything else.



WORKS WELL WITH

The Calendar Keeper

A fixed schedule breaks the monthly rewrite cycle.



KEEP AWAY FROM

The Traffic Chaser

Same posts, opposite edits, one very tired editor.

Is this you? Get the AI Whisperer card and post copy.

Share on social



The Budget Defender

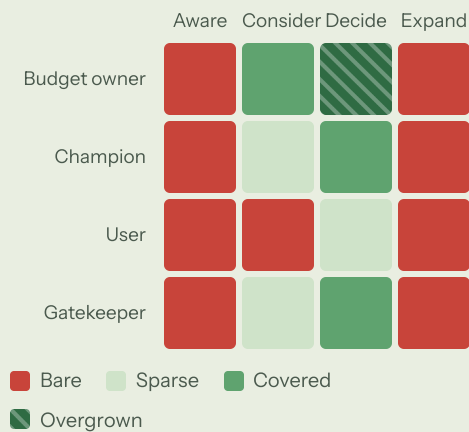
Returnus investmenti

CALL

“how to prioritize content projects based on roi”

“ai content platforms revenue impact prioritization”

Where their content lands



Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

CMO and VP offices, especially the week before annual planning.

Behavior

Asks “what’s the ROI?” before every brief. Funds what can be measured this quarter.

Markings

An attribution model nobody fully believes, including them.

Natural predator

The CFO’s follow-up question.

FIELD NOTE

Content is hard to credit piece by piece, so this species underfunds early-stage work and then wonders why the funnel thins out two quarters later.



The Budget Defender

Show me the ROI. Then show me again.

Overheard in the wild

"What's the ROI on this?"

"Can we attribute it?"

"Let's revisit next quarter."

What they can't see

The awareness and expansion content that never gets credit but keeps the pipeline fed.

Steal this instinct

Accountability. Content should answer to the revenue plan, and you're the one making sure it does.

TRY THIS MONDAY

About an hour, start to finish

- 1 Pull the revenue plan for the next two quarters.
- 2 Mark which segments and buying roles have content behind them.
- 3 Report that coverage number next to the single-asset ROI you already show.



WORKS WELL WITH

The Traffic Chaser

They bring the evidence. You bring the question it should answer.



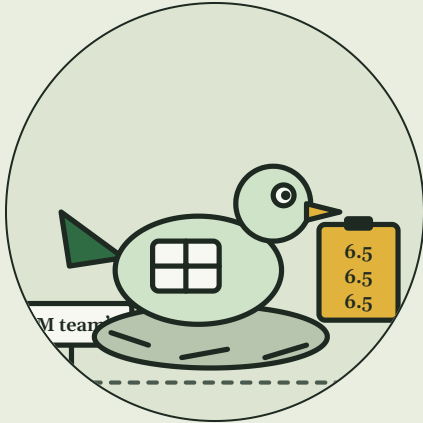
KEEP AWAY FROM

The AI Whisperer

Neither of you can attribute an AI citation. You'll argue about it anyway.

Is this you? Get the Budget Defender card and post copy.

[Share on social](#)



The Framework Borrower

Ricevorus importatus

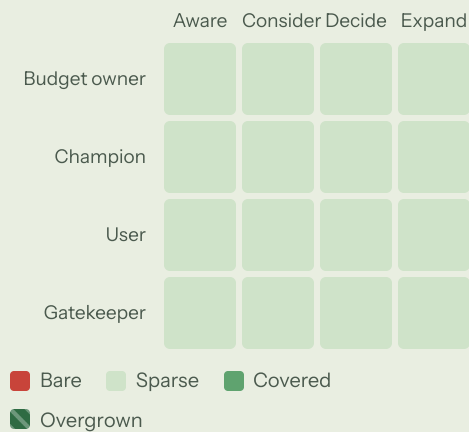
CALL

“prioritization framework”

“prioritization frameworks”

“backlog prioritization techniques”

Where their content lands



Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

Teams buried in requests from sales, product and the CEO.

Behavior

Scores every request. Somehow every score comes out around 6.5.

Markings

A weighted scoring sheet. RICE columns. A MoSCoW tag on everything.

Natural predator

The CEO's pet project, which skips the queue.

FIELD NOTE

Product frameworks assume a feature ships once. Content decays, builds on itself and pays off on different timelines, and “reach” is mostly a guess.



The Framework Borrower

You scored it a 6.5. You score everything a 6.5.

Overheard in the wild

"Let's RICE it."

"Is this a must-have or a should-have?"

"It's a 6.5."

What they can't see

What the scores should be measured against.

Steal this instinct

The scoring habit. Comparing requests on one scale is the hard part, and you already do it.

TRY THIS MONDAY

About an hour, start to finish

- 1 Add one column to your scoring sheet: which gap in the plan does this fill?
- 2 Anything that answers "none" drops a tier.
- 3 Run the CEO's project through the same column. Politely.



WORKS WELL WITH

The Template Collector

Their strategy gives your scores something to be measured against.



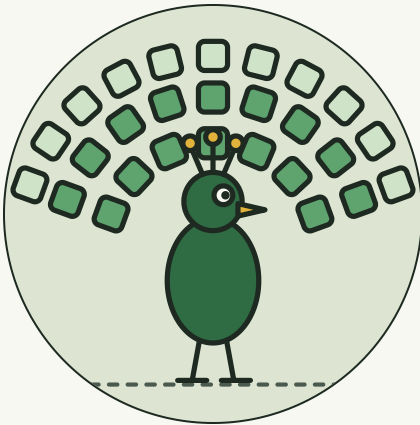
KEEP AWAY FROM

The Budget Defender

Your 6.5 isn't an ROI number, and they will say so out loud.

Is this you? Get the Framework Borrower card and post copy.

Share on social



The Coverage Planner

Planificus integrus

CALL

"which personas have no content"

"content mapped to revenue plan"

Where their content lands

	Aware	Consider	Decide	Expand
Budget owner				
Champion				
User				
Gatekeeper				

■ Bare ■ Sparse ■ Covered
■ Overgrown

Rows are buying roles. Columns are funnel stages. Red means buyers there get nothing.

Habitat

Rare. Sightings are increasing on teams that score their content against the revenue plan.

Behavior

Takes every input: search data, sales requests, launches, AI visibility. Scores them on one scale and lets the revenue plan break ties.

Markings

One view of every segment, persona and stage. Green where covered, red where exposed.

Natural predator

None known. Occasionally a reorg.

Overheard in the wild

"Where is the plan exposed?"

"Who is this for, and at which stage?"

"That's covered. What isn't?"

FIELD NOTE

Every species in this guide is right about something. This one keeps all of their instincts and adds a tiebreaker.

The 30-minute coverage audit

Every species in this guide has a blind spot. This is how you find yours. You need last two quarters of published content, a pen and one coffee.

1

10 MIN

Pull the list

Export everything you published in the last two quarters.

2

10 MIN

Tag each piece

One buying role, one funnel stage. If it fits everything, it fits nothing.

3

5 MIN

Fill the grid

Write the count in each box. Shade 0 red, 1 to 2 light, 3+ green.

4

5 MIN

Circle the risk

Circle the red boxes tied to this quarter's revenue plan. That's your brief list.

YOUR RANGE MAP

	Aware	Consider	Decide	Expand
Budget owner	#	#	#	#
Champion	#	#	#	#
User	#	#	#	#
Gatekeeper	#	#	#	#

Ask of every red box

- Is a deal in pipeline stuck at this stage right now?
- Has sales asked for this in the last 90 days?
- Could one piece fill two red boxes?

Ask of every green box

- Is anything here out of date enough to refresh instead of rewrite?
- Are we still publishing here out of habit?
- Which species on the team keeps filling it?

Your team, by species

Every team is a mix. Run the quiz in your next team meeting, then use this page to figure out what the mix means.

1

Send the quiz link a day ahead, or hand out pages 3 to 5.

2

Everyone scores themselves. No peeking, no lobbying.

3

Go around the room. Read each species' overheard quotes out loud.

4

Pick one Monday play from your most common species and run it this week.

What your mix tells you

Mostly one species	One input is deciding everything. Your blind spot is that species' blind spot, team-wide.
Three or more species	You have plenty of inputs and no tiebreaker. Expect long planning meetings that end in "let's do all of it."
Calendar Keeper + Budget Defender	The "why does this slot exist" meeting. Every quarter. Bring the coverage grid.
Traffic Chaser + AI Whisperer	You're editing the same posts in opposite directions. Agree on which questions matter before either of you touches a draft.
Tool Shopper anywhere	Settle how you prioritize before the next demo, or the new platform will inherit the old argument.

TEAM TALLY



Calendar Keeper



Template Collector



Tool Shopper



Traffic Chaser



AI Whisperer



Budget Defender



Framework Borrower

Every species is right about something. One has a tiebreaker.

Calendars, templates, tools, search data, AI visibility, ROI and scoring frameworks are all useful inputs. Teams get into trouble when one input decides everything, or when nobody can compare them on the same scale. The Coverage Planner keeps every input and lets the revenue plan settle the arguments: build where the plan is exposed first.

Did the audit on [page 21](#) by hand? The Coverage Score does it across everything you've published, against your segments, personas and funnel stages, so you can see where you're covered and where you're exposed.

Get your Coverage Score

velocityengine.co/content-coverage-heatmap-signup

Share your species. Tag the teammate who is obviously a different one.

velocityengine.co/field-guide



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