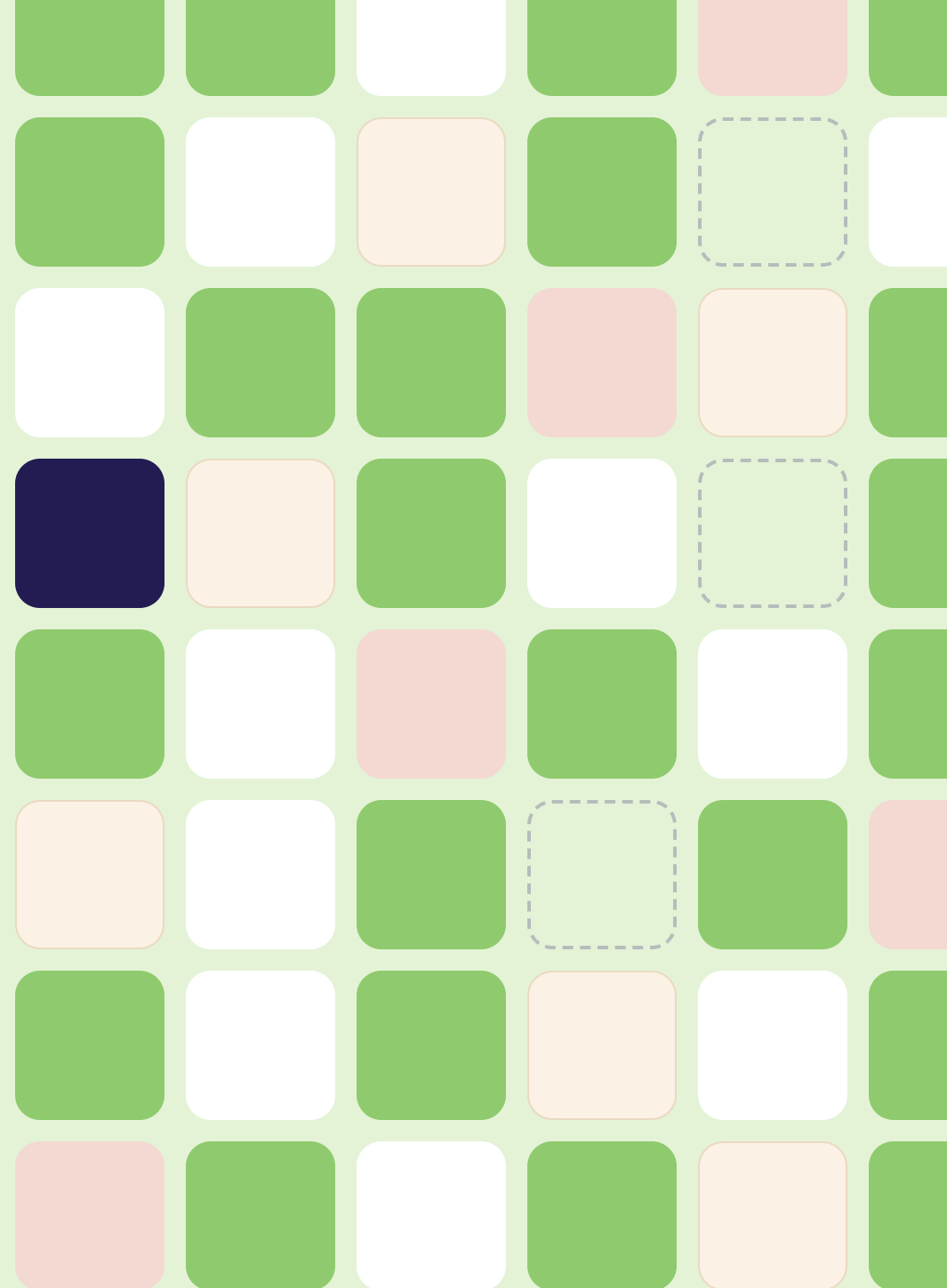


— A GUIDE FOR DEMAND GEN LEADERS

Build a content plan sales will actually use

How to find out what sales needs, get their buy-in, and close the content gaps that slow your deals.

THE CAMPAIGN OPERATING SYSTEM FOR B2B MARKETING.



What this guide is for

Who it’s for

Demand gen, content, and product marketing leaders who plan content with sales.

What you’ll learn

Why a content plan can be finished and still leave buyers with nothing useful to read, and how to spot it.

What you’ll do

Build a simple map of which buyers your content serves, check it with sales, and decide what to create next.

PART 1 · THE PROBLEM

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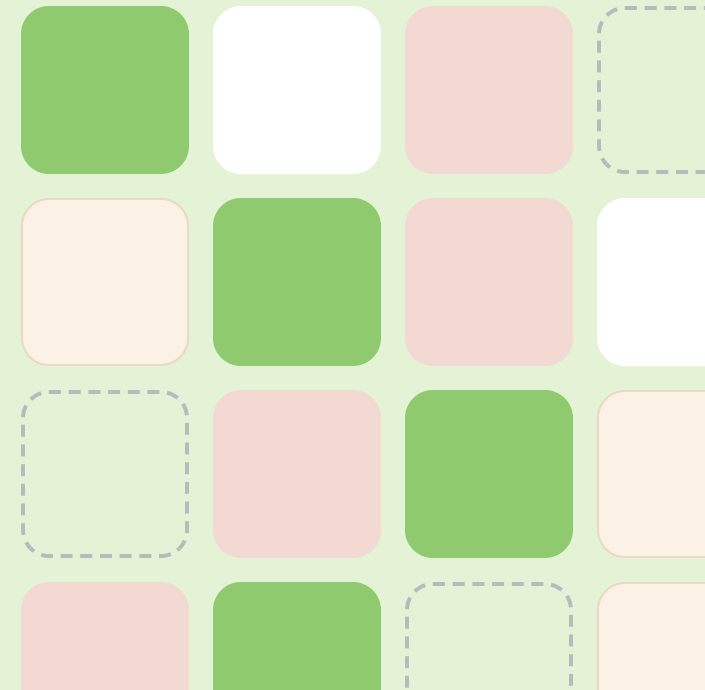
PART 2 · THE FIX: BUILD A CONTENT COVERAGE MAP

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Your plan is complete. Your sellers are still writing their own content.

Three reasons content gaps stay hidden, even from teams that ship everything on the plan.

01



Your plan counts assets, not buyers

Most content plans are a checklist of asset types: one awareness piece, one consideration piece, one selection piece, and some emails. When every box is ticked, the plan looks done.

But a checklist can't tell you **which buyers** that content works for. Lay the same content out by segment and buyer, and the gaps appear.

WHAT THE PLAN SHOWS

- ☒ Awareness asset
- ☒ Selection asset
- ☒ Consideration asset
- ☒ Supporting emails

WHAT BUYERS GET (CONSIDERATION STAGE)

	SOFTWARE	SERVICES	INDUSTRIAL
Practitioner	Strong	Strong	Inherited
Champion	Strong	Inherited	Missing
Person who signs	Inherited	Missing	Missing

EXAMPLE

A team launches a strong security and compliance asset. Then sales learns the real objection in the target segment is implementation effort. The asset ticks its box on the plan, but answers a question few of those buyers are asking.

Sellers fill the gaps themselves

When sellers don't have the right content for a buyer, they don't stop. They borrow something built for a different buyer and rewrite it, or write it from scratch.

The deal keeps moving, so marketing never sees the gap. But every buyer ends up hearing a slightly different message.

WHAT IT LOOKS LIKE

A procurement lead at a fintech company asks about data residency. The seller finds a compliance brief written for healthcare, rewrites the first page, and sends it.

SIGNS IT'S HAPPENING ON YOUR TEAM

Sellers ask for help.

"Do we have anything for fintech CFOs?" keeps showing up in Slack.

Sent files don't match the library.

The attachments in the CRM are edited copies, not the published versions.

Answers vary by seller.

Ask 4 sellers how complex the integration is and you get 4 different answers.

The loudest request wins

Every content team has more requests than capacity. Without a view of which buyers lack content, the queue gets sorted by who asked, not by where revenue is at risk.

The calendar stays full. The biggest gaps stay open.

WHAT’S IN THE QUEUE

Sales	A new follow-up deck
Product marketing	A sharper point-of-view piece
Customer marketing	Another case study
Leadership	More awareness content
Regional team	A localized version

WHAT’S ACTUALLY MISSING

Content on implementation cost for the economic buyer

Nobody asked for it, but it’s the question stalling deals at the consideration stage.

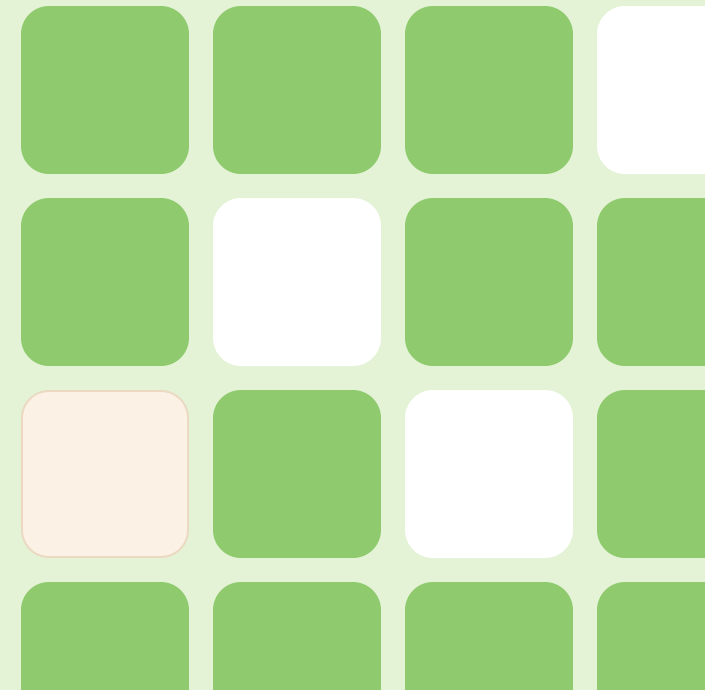
EXAMPLE

A team spends 2 weeks on another awareness trend piece because several stakeholders asked for it. The piece may be good. It simply went ahead of a bigger gap.

Build a content coverage map

A coverage map shows which buyers your content serves and which it doesn't. You can start with a spreadsheet and a few conversations with sales. Each step below notes where the manual work piles up.

02



1 List who you sell to, and what you have for them

Start a spreadsheet with 2 tabs:

Inventory

One row per asset: URL, segment, buyer, funnel stage, and grade.

Map

Segments across the top, buyers down the side. Each square counts the usable content for that buyer.

Keep it small. Start with the 3 segments sales is working this quarter and every buyer in those deals, including the person who signs.

By hand: someone opens every asset and tags its segment, buyer, and stage. With a few hundred pages, that alone can take weeks.

[Download the coverage map template](#) ↓

2 Grade each asset for the buyer it's meant for

A grade describes what the seller has to do before sending it:

	Strong	Built for this buyer. The seller sends it as is.
	Usable	A close fit. The seller adds a line of context.
	Inherited	Built for a different buyer. The seller rewrites it to fit.
	Missing	Nothing exists. The seller writes from scratch.

Grade with marketing, product marketing, and sales together. Each sees a different part of the picture.

By hand: every asset has to be read and debated before the grade sticks. This is usually the slowest step.

3 Check the map with sales

Pick 1 segment, 1 stage, and 1 common objection. Ask 3 sellers what they would send.

- The same real asset → **strong**
- A generic asset plus an explanation → **inherited**
- "I'd write something" → **missing**

Then make it a habit

Meet with sales every month. Ask what buyers are asking, what they had to rewrite, and what they wish they had.

4 Decide what to make first

Rank each gap by how much revenue is behind it and how little content it has.

	LITTLE CONTENT	PLENTY OF CONTENT
BIG REVENUE SEGMENT	Make it now Your next priority	Keep it current Refresh as it ages
SMALL REVENUE SEGMENT	Patch or wait Adapt what you have	Say no You have enough

Write down the gaps you're leaving open, and why. It turns "no" into a decision you can defend next quarter.

By hand: weighting every gap against the revenue plan means joining the map to pipeline data in another spreadsheet.

How to run the meeting with sales

The map only works if sales helps build it. Treat the meeting as a working session, not a content review: you're there to learn where deals get stuck, not to show what marketing shipped.

HOW TO GET BUY-IN

Start with their deals.

Talk about the buyers and objections they're facing this quarter, not your content library.

Share the map as a draft.

Sellers back a plan they helped shape. Let them move squares and change grades.

Close the loop.

At the next meeting, show what you built from their feedback, and how it's being used.

EXAMPLE AGENDA • 30 MINUTES

5 min	Set the goal One segment, one stage: which buyer questions don't we have good answers for?
10 min	Walk the draft map Show it as a draft. Ask what's wrong and what's missing.
10 min	Test one objection Ask each seller what they'd send, and grade the answers together.
5 min	Agree next steps Pick 1 or 2 gaps to fill, and a date to show what you built.

Who to invite: 2 or 3 sellers from the segment you're mapping, a sales leader who can set priorities, and product marketing.

3 QUESTIONS TO ASK EVERY TIME

- 1 What are buyers asking that we can't answer?
- 2 What did you rewrite or write from scratch this month?
- 3 What do you wish you had for your next call?

Keep it current

Markets move. Competitors launch, buyers raise new objections, and content ages. A map from last quarter describes last quarter's market.

Bring the map to your monthly pipeline meeting. Spend 10 minutes on 3 questions:

What improved?

Squares that now have strong content.

What slipped?

Squares where content aged or the market moved.

What's new?

Objections or competitors that need content.

By hand: the map starts going stale the day you finish it, and re-checking it every month is where most teams fall behind.

YOUR FIRST PASS

1

List the 3 segments and every buyer in those deals.

2

Build the inventory and grade your assets.

3

Run the sales check on 1 objection.

4

Pick the 2 or 3 gaps to fill, and write down the rest.

Then review it every month.

Your coverage checklist

Use it for your first pass, then come back to it every month.

[Download the coverage map template ↓](#)

1 Build the map

- ☐ List the 3 segments sales is working this quarter.
- ☐ List every buyer in those deals, including the person who signs.
- ☐ Add each asset to the inventory with its segment, buyer, and stage.
- ☐ Grade each asset: strong, usable, inherited, or missing.

2 Check it with sales

- ☐ Meet with 2 or 3 sellers, a sales leader, and product marketing.
- ☐ Ask each seller what they'd send for 1 common objection.
- ☐ Update the grades based on what you heard.

3 Decide, then keep it current

- ☐ Pick the 1 or 2 gaps with the most revenue behind them.
- ☐ Write down the gaps you're leaving open, and why.
- ☐ Review the map every month, and show sales what you built.

— HOW VELOCITYENGINE HELPS

Find the gaps your sellers are filling on their own.

The free Content Coverage Heatmap scan does the manual work for you: it builds this map from your public site, and runs the same map on a competitor you name.

[Get your free heatmap](#)

[Or start by hand with the free template ↓](#)

Steps 1, 2, 4, 5

Reads every page you've published, assigns each asset to the buyer and stage it fits best, grades the fit, weights gaps by your revenue plan, and shows what changed since the last run.

Step 3

Stays with your team. The heatmap reads published content, not sales conversations.

After that

The Campaign Operating System builds the content to fill a gap from one Foundation that holds your messaging, positioning, and personas.

