

IN-MARKET

PURCHASE

CLUSTER	SEE	THINK	DO	CARE
DEFINITION	Largest addressable qualified audience	Largest addressable qualified audience, with some commercial intent	Largest addressable qualified audience, with lots of commercial intent	Current customers with more than one transaction
KPIs	Number of interactions Share of conversation Brand awareness	Time spent Content depth Click-through rate	Visitor loyalty Conversion rate Sales	Repeat purchase NPS Lifetime value
BRAND MESSAGING	<p>Inspire</p> <p>Get your audience excited before they are in-market for your product</p> <p>75%</p>	<p>Lead</p> <p>Provide thought leadership on topics you are experts in</p> <p>50%</p>	<p>Separate</p> <p>Highlight your best points of differentiation as a brand</p> <p>25%</p>	<p>Affirm</p> <p>Support advocacy by continued brand content for current customers</p> <p>50%</p>
PRODUCT MESSAGING	<p>Integrate</p> <p>Find natural ways to feature the product in content without selling it</p> <p>25%</p>	<p>Demonstrate</p> <p>Show your product in-action through an interesting narrative</p> <p>50%</p>	<p>Inform</p> <p>Provide all the relevant information your prospects are looking for</p> <p>75%</p>	<p>Support</p> <p>Encourage adoption/use and answer service/support inquiries</p> <p>50%</p>
CHANNELS	Passive environments where content is discovered or delivered	Active environments where content is sought out	Active environments where content leads to a purchase	Passive and active environments that you own