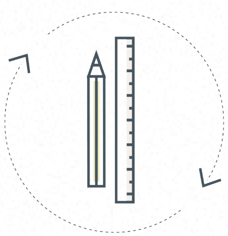
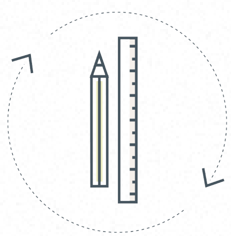
CONTENT-TO-PIPELINE

WORKBOOK

A PRACTICAL WAY TO REVIEW RECENT CONTENT, SPOT WHERE IT BREAKS DOWN AFTER PUBLICATION, AND FIND WHAT NEEDS TO CHANGE SO IT CAN SUPPORT PIPELINE.





**This workbook helps you review recent content through the lens that actually matters after a piece is published: buyer stage, sales usage, CRM visibility, and follow-up. By the end, you should be able to see whether your content is helping create movement or simply collecting attention.*

How to Use This Workbook

This workbook is helps you look at content the way your pipeline does.

By asking whether it actually had a job to do after it went live.

Use this workbook to review 3 to 5 recent pieces of content that were meant to support marketing, sales, follow-up, or buyer movement. As you work through each section, you'll look at whether the content was built for a clear stage, used after publication, connected to your system, and able to help create a next step.

By the end, you should be able to see where content is breaking down and what needs to change first.

This workbook is most useful when marketing, sales, and CRM or ops leaders review it together.

Before You Start

Choose content that is:

- Recent
- Already published
- Tied to a real audience
- Meant to support awareness, consideration, or decision

You're not looking for perfect content here, *you're looking for usable content.*

Step 1: List the Content You Want to Review

Start with the content you're actually counting on to help create movement.

That could be an article, guide, case study, webinar, email asset, landing page, or anything else that was supposed to do more than just get attention. If the asset was meant to support follow-up, answer a buyer question, help sales, or move someone closer to a conversation, it belongs here.

Content Piece	Format	Intended Audience	Intended Stage	Main Goal	Current CTA	Notes
Ex:Lead nurture guide	Ex: PDF guide	Ex: Marketing leaders	Awareness or Decision	Support follow-up after form fill	Ex: Book a call	Anything helpful to note

Reflection

Can you clearly define the audience, stage, and goal for each piece?
If not, that's already telling you something. The content may be live, but it may not be structured for real use.

If the purpose is fuzzy, the follow-up usually will be too.

Step 2: Check Whether the Content Is Actually Being Used

A lot of content gets published, then quietly disappears into the marketing archive.

That's the problem this page is meant to surface.

Content doesn't become useful just because it exists. It becomes useful when someone actually uses it in follow-up, in sales conversations, or in the moments that help a buyer keep moving.

Content Piece	Used in Follow-Up Email?	Used in Sales Conversation?	Easy for Sales to Access?	Referenced After First Touch?	Notes
Ex: Lead nurture guide	Ex: Yes	Ex: No	Ex: Hard to find in Drive	Ex: No	Ex: Marketing uses it, sales doesn't

Reflection

If most of your answers are No, your content is being published, not used. That usually means the issue isn't effort. It's operational follow-through.

What this step checks: Whether the asset has a real job after publication.

Step 3: Check Whether the Content Connects to Your System

Even strong content hits a wall when nothing happens after someone engages with it.

This page is about checking whether the system around the content is doing its part. Can your team see the engagement? Does the CRM track it? Does anything get triggered? Is there a clear next step? Or does the content just sit there and hope someone remembers to act on it?

That's usually where momentum gets lost.

Content Piece	Tied to a Specific Stage?	Tracked in CRM?	Triggers Action or Sequence?	Clear Next Step?	Where It Breaks Down
Ex: Lead nurture guide	Ex: Yes	Ex: Yes	Ex: No	Ex: Weak CTA after download	Ex: Engagement is tracked, but nothing happens next

Reflection

Content that isn't connected to a system can still create activity. It just usually can't create much movement. If engagement doesn't lead to visibility, follow-up, or context for the next conversation, the content is doing part of the job alone.

What usable flow looks like:
Engagement → CRM visibility → Trigger → Follow-up → Sales context → Next step

Step 4: Check Whether the Content Helped Create Movement

Attention isn't the same thing as progress.

A piece can get views, clicks, downloads, or likes and still fail to help someone move forward. That's why this section matters. It helps you separate surface-level interaction from actual pipeline support.

Content Piece	Led to a Reply?	Led to a Meeting or Conversation?	Helped Move Someone to the Next Step?	Stopped at Views, Clicks, or Likes?	Notes
Ex: Lead nurture guide	Ex: No	Ex: No	Ex: Not clearly	Ex: Yes	Ex: Strong engagement, weak follow-through

Reflection

If engagement stops at interaction, the content is attracting attention without doing enough to support the pipeline. That doesn't mean the asset is bad. It means the structure around it is too weak to carry it forward.

Good content should help create motion, not just visibility.

Step 5: Diagnose the Gap

Now it's time to look at the pattern. Give yourself 1 point for every Yes across the last three sections:

Usage Check _____ System Connection _____ Pipeline Impact _____ **Score: ____ / 15**

What Your Score Is Telling You

0 to 5	Your content is mostly disconnected from the system around it. It may be getting published, but it isn't built to do much after that.
6 to 10	Your content is partially usable, but the support structure is inconsistent. Some pieces may be doing their job, but the system isn't strong enough to make that repeatable.
11 to 15	Your content is connected well enough to support movement, but there are still likely weak points worth tightening.

Your Biggest Gap Is In:

☐ Stage clarity
☐ Sales usage
☐ CRM visibility
☐ Triggered follow-up
☐ Next-step logic

What are you seeing most often?

Ex: We're publishing strong assets, but sales doesn't know when to use them and nothing gets triggered after engagement.

Step 6: Decide What to Fix First

Now it's time to turn this workbook turns into action.

You don't need to fix everything at once. You do need to identify the changes most likely to improve what happens after publication.

Focus on the gaps that are keeping content from being used, seen, or connected to a next step.

Start Here

Prompt List

- Which content could be reused in follow-up emails right away?
- Which pieces need to be tied more clearly to a buyer stage?
- Which assets need to be easier for sales to find and use?
- Where is the next step missing or unclear?
- Which content is getting attention but leading nowhere?

Priority Fix	Owner	First Step	Due Date	Success Looks Like
Ex: Add follow-up for guide downloads	Ex: Marketing Ops	Ex: Build 1 triggered email	Ex: May 10	Ex: Every download triggers a next step

Turn Insight Into Action

Content doesn't create pipeline on its own.

Pipeline happens when content is used inside a system. When it's tied to stage, connected to follow-up, visible in the CRM, and usable in real conversations, it has a much better chance of helping someone move forward.

If this workbook shows bigger gaps than you expected, reach out to ContentBacon. We'll help you figure out where content is breaking down and what needs to change so it can actually support pipeline.

LET'S GET COOKING!

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