

Chapter 23: Content as a System

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

Content Ops Charter & MarkOps Role

Function	Owned By	MarkOps Role
Content strategy & editorial direction	Content Marketing / PMM	Inform with performance data and gap analysis
Content creation & copywriting	Content Marketing / Agency	Provide briefs, UTM specs, and MAP requirements
Asset repository structure & taxonomy	MarkOps	Define, enforce, and audit
Naming conventions (assets, campaigns, UTMs)	MarkOps	Own and enforce across all teams
Content performance reporting	MarkOps	Build dashboards; share insights with Content team
MAP program & email template library	MarkOps	Own; publish and retire on defined cadence
Landing page templates	MarkOps (joint Web)	w/ Build and govern; Content team populates copy
Gated asset delivery (forms, follow-up)	MarkOps	Own end-to-end; triggered by Content team requests
Content calendar visibility	Content Marketing	MarkOps integrates with the campaign calendar below
Compliance review for regulated content	Legal / Compliance	MarkOps flags required review in the launch checklist (Chapter 13)
AI-generated content review	Campaign Owner (per Chapter 7)	Flag in briefs when content is AI-drafted; enforce human review before deployment per Chapter 7's governance policy

Description: Defines who owns each content operations function (strategy, creation, repository structure, and others) and what role MarkOps plays where it isn't the owner.

How to use it: Use as the reference document to settle content-ops ownership questions before they become friction between MarkOps and Content Marketing.

Content Ops Setup Record

Field	Value
Content Ops Owner	
MarkOps Point of Contact	
Asset Repository Platform	e.g. Highspot, Seismic, Google Drive, SharePoint, Notion
Content Calendar Tool	e.g. Airtable, CoSchedule, Notion, Google Sheets
Primary Integration with MAP	
Current Status	☐ Not Started ☐ In Progress ☐ Organized ☐ Fully Governed

Description: A quick-reference worksheet for documenting your own content ops owner, MarkOps point of contact, and repository platform.

How to use it: Fill in once and keep current – this becomes the answer key for “who do I talk to about content.”

Editorial Calendar & Content Planning

Content Title	Quarter	Content Type	Funnel Stage	Persona	Campaign / Program	Status
			ToFu / MoFu / BoFu			☐ Planned ☐ In Production ☐ In Review ☐ Published ☐ Archived

Description: A blank template for planning content at the individual asset level, tied to funnel stage, persona, and campaign.

How to use it: Populate each planning cycle as the shared calendar between Content Marketing and MarkOps, so every asset has a defined home before production starts.

Content Lifecycle Management

Stage	What Happens	MarkOps Responsibility	Exit Criteria
Brief & Plan	Content Marketing defines the asset: topic, persona, funnel stage, campaign association, target publish date	Provide MAP and technical requirements (form fields, follow-up sequence specs, UTM parameters needed)	Brief approved; MarkOps requirements confirmed before production begins
Production	Writer, designer, or agency creates the asset	Build gated landing page and follow-up sequence in parallel; confirm naming convention compliance before handoff	Asset drafted and submitted for review; MAP program skeleton built
Review & QA	Content review for accuracy and brand; MarkOps QA for technical function	Test form submission, routing, confirmation email, UTM capture, and CRM sync; verify against the compliance checklist (Chapter 13)	All QA items pass; legal review complete if required
Publish & Launch	Asset goes live; campaign or program launches	Activate MAP program; confirm asset is tagged and added to repository; notify SDR team if it supports an active sequence	Asset live; repository entry created with all required metadata
Measure	Performance data collected against defined KPIs	Add to content performance report; flag to Content team at 30, 60, and 90 days post-launch	Performance data captured and shared; decision made to sustain, promote, or refresh
Refresh or Retire	Asset updated for accuracy or removed from active use	Update MAP program if refreshed; suppress retired asset from all active programs; archive with retirement date	Refreshed asset re-enters at QA stage; retired asset suppressed and archived

Description: The full content lifecycle from Brief & Plan through Refresh or Retire, with MarkOps' specific responsibility and the exit criteria at each stage.

How to use it: Use as the build spec for your own content workflow, so every asset moves through the same defined stages instead of an ad hoc process.

Asset Repository & Taxonomy Audit

Asset Category	# Active	Funnel Stage	Last Audit	Gaps / Notes
Ebooks & Whitepapers		ToFu / MoFu		
Case Studies		MoFu / BoFu		
Sales Decks & One-Pagers		BoFu		
Email Templates (MAP library)		All stages		
Landing Page Templates		All stages		
Event / Webinar Assets		ToFu / MoFu		
Social & Display Creative		ToFu		
Videos & Product Demos		MoFu / BoFu		
Blog & SEO Content		ToFu		
SDR Outreach Templates		All stages		
ROI Tools & Calculators		MoFu / BoFu		
Partner / Channel Assets		All stages		

Description: A worksheet pre-populated with core asset categories (ebooks, case studies, sales decks, and others) and their typical funnel stage, for auditing your own repository.

How to use it: Populate quarterly to catch stale or missing asset categories before Sales notices the gap first.

Content Performance Tracking Framework

Content Type	Primary Engagement Metric	Pipeline Metric	Review Cadence
Ebook / Whitepaper (gated)	Form fills; download volume	MQLs generated; cost per MQL	Quarterly
Case Study (gated)	Downloads; Sales-requested sends	Opportunities influenced; win rate when used	Quarterly
Webinar (live + on-demand)	Registrations; attendance rate; on-demand views	MQLs generated; meetings booked from attendees	Per event + 90-day follow
Blog / SEO Content	Organic sessions; time on page; scroll depth	Form fills from blog CTAs; organic MQLs	Monthly
Email Template	Open rate; click rate;	MQLs or meetings	Monthly

Content Type	Primary Engagement Metric	Pipeline Metric	Review Cadence
(MAP)	unsubscribe rate	attributed to email touchpoint	
Video / Demo	Views; completion rate; watch time	Meetings booked post-view; pipeline influenced	Quarterly
ROI Tool / Calculator	Completions; time on tool	MQLs generated; demo requests from tool exit	Quarterly
One-Pager / Sales Deck	Downloads; Sales usage (if tracked via Highspot/Seismic)	Win rate when used in active opportunity	Semi-annual

Description: Defines the specific engagement and pipeline metrics to track for each content type, with a review cadence for each.

How to use it: Use as a build spec for your content performance dashboard, so every content type has a defined metric instead of one-size-fits-all reporting.

Quarterly Content Performance Summary

Asset Name	Content Type	Form Fills / Views	MQLs Generated	Pipeline Influenced (\$)	Action (Sustain / Refresh / Retire)

Description: A blank template for logging individual asset performance and deciding whether to sustain, refresh, or retire it.

How to use it: Populate quarterly to turn content performance from a vague sense into a specific, per-asset action list.
