

Think		Make			Act		Tweak	
Audience	Architect	Idea	Design	Creation	Distribution	Customization	Measurement	Optimization
Meta Challenges	Content Strategy	Messaging Elements	Content Briefing	Brand Guidelines	Distribution Blueprint	Translations	Metrics Definition	Cost Calculation/ROI
Audience Framework	Content Plan	Objectives	Creative Concept	Wording Guidelines	Paid Media	Local Adaption Processes	Dashboard	Asset Utilization
Ideal Accounts	Campaign Framework	Touchpoints	Templates and Modules	Creative Process	Earned Media	Origination Services	Content Audit	Productivity
Buyer Personas	Messaging Framework	Sales Requirements	Core Formats	Legal & Compliance	Enabled Media	Tactical Customization	Inventory Check	Impact
Buying Center Map	Buyer's Journey & Lifecycle	Third Party Sourcing Model	Derivative Formats	Workflow & Approvals	Shared Media	Seasonality	Maintenance	Touchpoint Attribution
Influencer Ecosystem	Sales Process	Content Asset Triggers	Agency Bridge	Test and Validation	Owned Media	Compliance Frameworks	Peer Benchmarks	Results Communication