

Knotch

# Knotch Content Masters Playbook: From brand to demand-How to maximize content impact across the buyer journey

# From brand to demand: How to maximize content impact across the buyer journey

Without brand, demand suffers. High performing content teams understand the relationship between brand and demand.

How do content leaders maximize content impact across the buyer's journey, from awareness and brand building, to favorability and preference, and ultimately to action and decision-making? Below are six best practices:

“Establishing a content framework aligned to your buyer’s journey takes time. It’s a lot of planning and work to build up the entire content library and put in place the tracking mechanisms. But once you do it, you can be more nimble and adjust to changes in audience and business needs.”

Sabrina Lui

Executive Director & Digital and Creative Agency Lead, at KMPG



## Best practices for maximizing content across the buyer journey:

### 1. A centralized content center of excellence

improves cross-campaign visibility, enabling the organization to identify duplicate or low-performing content, or content that’s not aligned with overall objectives. Eliminate “random acts of content” that can harm the brand or waste valuable internal resources.

**2. Give content creators a framework.** Align a structured content framework to the buyer’s journey, with objectives, metrics, and guidelines for every stage. It removes the guesswork on content requirements while helping creators stay focused on the strategy, be efficient with content creation, and ensure the greatest impact.

**3. Think of content creators as content strategists.** Instead of perpetuating silos, involve creators upfront in content strategy and planning, and ensure content, campaigns, and digital teams work side by side to ensure the right content for every stage, channel, and format, and that all content comes together to tell a cohesive story.

**4. Most buyers aren’t in-market at a given time.** A content strategy that considers brand will result in a halo effect that’s relevant to a broader buying committee and foster recall when the time is right. Track the uplift in demand and lead gen campaigns when audiences have been exposed to brand campaigns.

**5. Develop content hypotheses** to test what’s working and fine tune the strategy. Your content framework provides 80% of the foundation, while 20% is left for experimentation. Identify where to double down or where to adjust course. Content can serve as an ongoing focus group to test audience needs.

**6. Priorities shift between short- and long-term needs.** Budget pressures can push marketers to focus on short-term conversion or revenue, but balancing both is key for long-term impact. It may not always be a 50/50 split, but a content framework allows you to stay to the course while quickly pulling on a few levers.

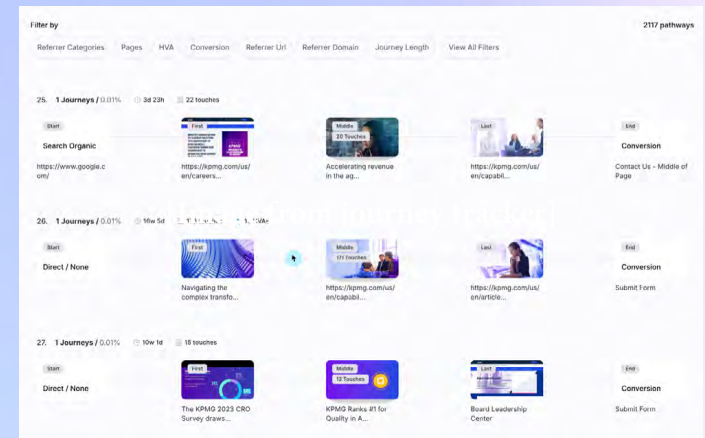
## Customer story: KPMG

The KPMG audience journey is complex. Buyers don't come to the KPMG site to necessarily buy. It's a longer process of buyer self-education.

To ensure that content across its site meets audiences where they are, KPMG's content framework—called "path to purchase"—outlines the content objectives, requirements, and metrics needed at every stage of the buyer journey.

Initially, KPMG lacked visibility into its content effectiveness beyond basic metrics, like page views, time spent, or bounce rate. After implementing Knotch One, Knotch's journey tracker helped the KPMG content team see the missing middle. It revealed: what audiences were consuming within the journey, what audiences found valuable, what was potentially damaging, and where content gaps needed to be addressed to complete the story.

According to **Sabrina Chiu, Executive Director & Digital and Creative Agency Lead at KPMG**: "Our Knotch data also helped us understand what activation strategies were working: Where to promote content? How to retarget? Knotch data tells us where to focus."



Knotch Audience Journeys tracks complex journeys that span multiple sessions over days, weeks, or months.

**[>> Learn more aligning brand and demand with the buyer journey:](#)**

**[Watch the Knotch Content Masters session with Sabrina Liu with KPMG and Andrew Bolton with Knotch](#)**

## Learn more about Knotch's Multi-Session Audience Journey Tracker

Knotch helps marketing teams track the customer journey across first, last and the elusive middle touch — a gap left by other website analytics focused on a single session or only first/last touch.

Track journeys over multiple sessions and gain comprehensive visibility into what the true audience journey looks like.

Identify what content is influencing the journey from the initial referral source all the way through to conversion.

Easily track length of journey, top journeys, number of content pieces interacted with, and crucial touch points along the way.