

Be a Publisher, by a Publisher

Mapping Content to the Technology Lifecycle

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Lifecycle Stage	Content Goal	Attributes*: suggested length, suggested authorship(s) and gating	Time**: avg. time spent consuming
Awareness	Inform	“Snackable”; editorial, expert, authored, peer & curated; ungated	< 30 seconds
	Educate	Short; editorial, expert, authored, peer, & curated; ungated	< 3 minutes
Consideration	Describe	Short & medium; expert, authored, & curated; gated	< 10 minutes
	Challenge	Medium; authored; gated	< 10 minutes
	Detail	Short & medium; authored; gated	< 10 minutes
Decision	Enable	Short; authored & peer; gated	< 5 minutes
	Compel	Short; editorial, expert, authored, peer & curated; gated	< 5 minutes
Optimization	Support	Short & medium; authored & peer; ungated	N/A
Upgrade	Retire	Short & medium; authored & peer; ungated	N/A

*these are meant to be guidelines- brand & solution goals should certainly take precedence.

**if the content is good/compelling prospects can engage for longer periods of time.