**CONTENT MARKETING
FRAMEWORK TEMPLATE**

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| **STAGE** | **CONTENT TYPE** | **GOAL(S)** | **STRATEGY** | **KEY METRICS** |
| **AWARENESS** |  |  |  |  |
| **RESEARCH** |  |  |  |  |
| **EVALUATION** |  |  |  |  |
| **DECISION** |  |  |  |  |
| **PURCHASE** |  |  |  |  |
| **RETAIN** |  |  |  |  |

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