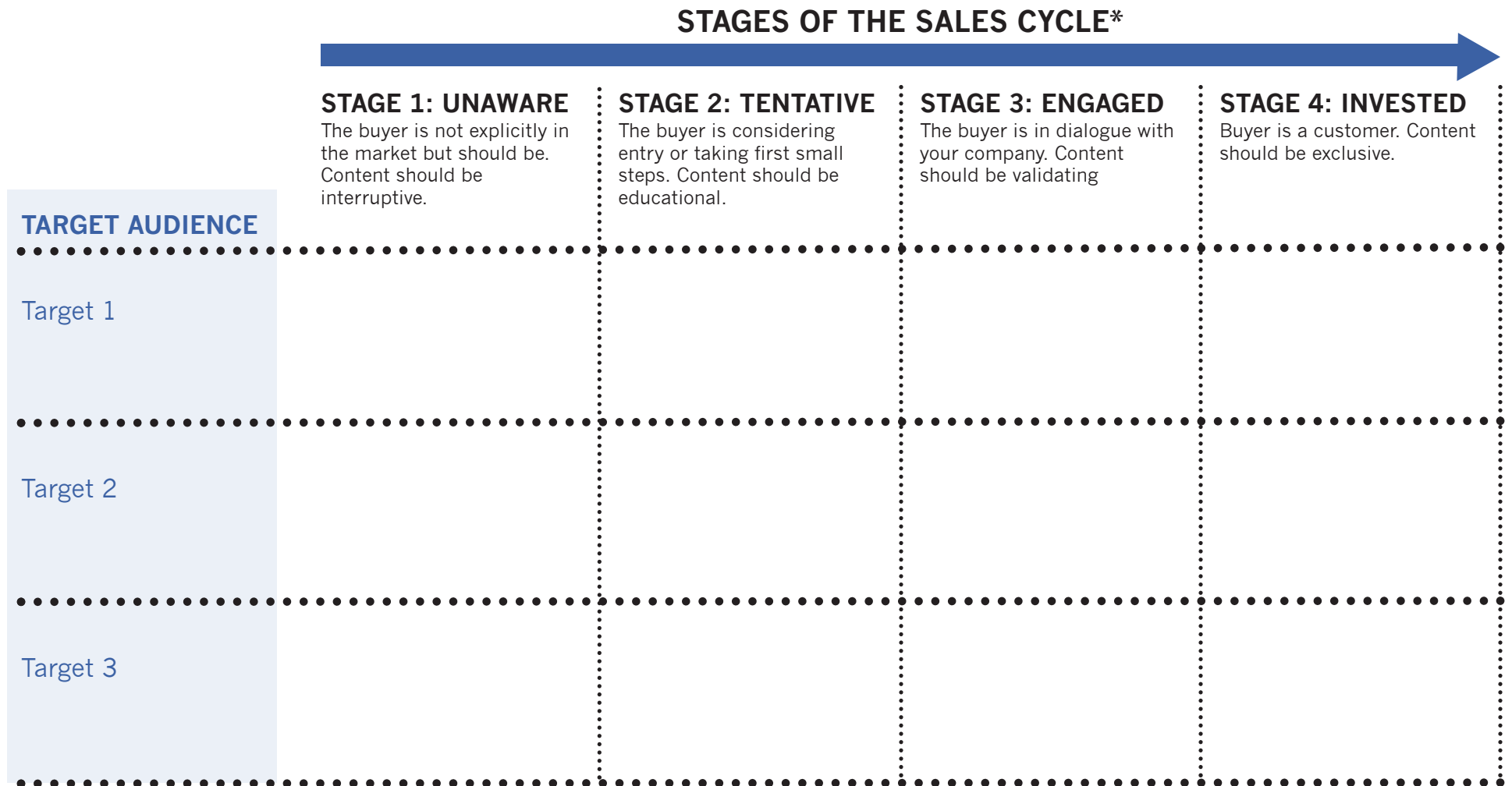


# MATCHING CONTENT MARKETING TACTICS WITH THE SALES CYCLE

## SAMPLE TEMPLATE



*\*Four stages of the buy cycle from Paul McKeon's whitepaper, [How to Create a Content Strategy for B2B Nurturing Campaigns](#).*