RelayOps GTM Launch: Workflow | Conversions | Content Plan | Funnel-Stage | 07.26.26 18.19.29.217

Content Plan: Funnel-Stage

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> A proof-led 90-day content plan that validates RelayOps messaging, builds a trustworthy diagnostic-to-demo journey, and activates high-intent demand across operations, IT, and executive buying-committee members.

Overview

Summary

A proof-led 90-day content plan that validates RelayOps messaging, builds a trustworthy diagnostic-to-demo journey, and activates high-intent demand across operations, IT, and executive buying-committee members.

Plan Lens

VARIANT	SOURCE
Funnel-Stage	Marketing plan translated into content execution.

Inherited Strategy

Source-of-Truth Notes & Conflicts

- The supplied marketing plan and several supporting documents are represented by truncated summaries or fallback excerpts rather than complete source documents. This plan uses their explicit priorities but does not infer missing performance targets, frequencies, or proof.
- No public product URL or audited page inventory was supplied. Website, SEO, GEO, conversion, and internal-link recommendations remain implementation requirements rather than findings about a live site.
- Outcome, integration, risk-detection, recommendation-quality, and ROI statements are positioning hypotheses or product descriptions until product, legal, security, and customer evidence owners validate the exact language.
- Slack, Jira, Salesforce, and HubSpot connectors are explicit product facts, but connector depth, permissions, supported objects, sync behavior, setup time, and deployment requirements are missing inputs and must not be invented.
- The source context calls for finance and executive stakeholder support, but only three named personas are in scope. Executive and finance content should support committee validation without treating them as newly defined personas.
- The draft budget references an approved 78-instance calendar, but the underlying calendar is not included. Treat 78 instances as a production-and-distribution planning assumption based on reuse, not as a requirement to create 78 independent major assets.
- Paid activation is gated by tracking, routing, proof, diagnostic destinations, and sales follow-up QA. Any state implying campaigns are already launch-ready would be stale or leaky.
- Retention content depends on actual onboarding, adoption, support, and customer evidence inputs that are not supplied. Produce only foundational customer enablement templates until those inputs exist.

Content Strategy Role

Content will translate the marketing plan into a sequenced buyer journey that establishes the problem, explains RelayOps' new approach, answers technical and commercial objections, and converts qualified buying committees through a tailored workflow diagnostic and demo.

Operating Principles

- Follow the fixed sequence of validation, launch-system production, and controlled demand activation.
- Lead with consequential buyer problems: fragmented workflows, stalled handoffs, unclear ownership, recurring bottlenecks, and hidden process risk.
- Explain RelayOps as a connected intelligence layer rather than a replacement for Slack, Jira, Salesforce, HubSpot, or other systems of record.
- Use one core narrative with role-specific proof paths: practical action for operations, technical trust for IT, manageable coordination for administrative operations, and prioritization plus ROI methodology for executive stakeholders.
- Pair every material product, outcome, integration, security, or ROI claim with a proof owner, evidence status, and last-validated date.
- Use answer-first structures, descriptive headings, accountable authors, internal links, canonical URLs, and appropriate schema so content is useful to buyers, search engines, and AI answer systems.
- Build major foundation assets once, then create persona, channel, ad, email, and sales derivatives rather than treating every distribution instance as a separate major asset.
- Optimize to sales-accepted diagnostic and demo requests rather than maximizing unqualified reach or form volume.
- Use content engagement as buying-committee context for sales, not as a substitute for qualification.
- Do not activate paid promotion until the full path from ad or search result to form submission, CRM routing, sales follow-up, and reporting has passed QA.

Key Dependencies

- Validated ICP criteria and disqualification rules.
- Message-testing findings from the planned virtual focus group or equivalent structured validation.
- Approved product terminology and verified descriptions of connector coverage and workflow analysis capabilities.
- Live product URL, crawlable site architecture, analytics, consent controls, CRM capture, attribution rules, and lead routing.
- Tailored workflow diagnostic scope, qualification questions, output template, booking flow, ownership, and service-level expectation.
- Security overview, privacy notice, data-processing terms, subprocessor information, support policy, and trust-center ownership.
- Approved ROI methodology that separates modeled assumptions from verified customer outcomes.
- Sales discovery process, follow-up sequence, qualification criteria, and feedback loop.
- Named content owners, subject-matter reviewers, legal or compliance reviewers, and scheduled freshness reviews.

Strategy Inherited From Marketing Plan

PRIORITIES

- Days 1–30: validate the highest-value ICP, persona language, differentiated positioning, objections, and diagnostic triggers before scaling production or promotion.
- Days 31–60: build a proof-oriented launch system spanning the website, workflow diagnostic, technical trust content, executive value content, sales enablement, CRM routing, and measurement.
- Days 61–90: activate controlled high-intent demand through Google Search, persona-specific LinkedIn, and account-based retargeting after conversion paths and proof assets pass QA.
- Focus on US mid-market companies with 200–2,000 employees, workflows fragmented across at least three systems, and visible handoff, ownership, bottleneck, or process-risk problems.
- Use one primary conversion journey: a tailored workflow diagnostic followed by a relevant product demo.
- Support the sales-led, 30–90 day buying process with content for operations, IT, finance, and functional stakeholders without creating audiences beyond the supplied persona and source context.

AUDIENCE FOCUS

- General and Operations Leader for Scaling Business: needs visibility into broken handoffs, practical improvements, cross-functional accountability, and measurable operational outcomes.
- IT and Systems Operations Intelligence Manager: needs integration clarity, system-boundary transparency, implementation confidence, security and privacy information, and evidence that RelayOps complements systems of record.
- Mid-Market Administrative Operations Leader: needs reduced coordination complexity, clearer ownership, policy-aligned workflows, manageable change, and credible prioritization of improvements.
- Executive and finance stakeholders within the buying committee, as identified in the source context: need prioritized risk, an understandable ROI methodology, governance confidence, and a defensible business case.
- Priority accounts exhibit active research behavior, use at least three relevant systems, and can identify a consequential cross-system handoff or process-risk problem.

POSITIONING

Position RelayOps as a cross-system workflow-intelligence layer that connects operational signals from Slack, Jira, Salesforce, and HubSpot to reveal stalled handoffs, ownership gaps, bottlenecks, and process risk, then recommend practical improvements without replacing systems of record; lead with connected insight, integration, and measurable improvement rather than another standalone dashboard.

CHANNEL EMPHASIS

- Crawlable website and answer-first SEO/GEO pages for category education, problem discovery, integration questions, trust validation, and conversion.
- Google Search for explicit problem, category, integration, and solution demand after conversion tracking and routing pass QA.
- LinkedIn organic and paid distribution for operations, IT, administrative operations, executive, and account-level buying-committee engagement.
- Controlled account retargeting that advances known visitors from problem recognition to technical and business validation.
- Sales email, discovery follow-up, diagnostic readouts, and enablement content for the 30–90 day committee-led buying cycle.

PRIMARY KPIS

- Qualified workflow diagnostic requests.
- Qualified demo requests.
- Sales-accepted diagnostic and demo requests.
- Visitor-to-diagnostic conversion rate.
- Diagnostic-to-demo progression rate.
- Buying-committee engagement within target accounts.
- Target-account engagement with technical trust, integration, ROI, and evaluation content.
- Sales follow-up speed and lead-routing success.
- Search visibility and qualified organic sessions for workflow-intelligence and cross-system handoff topics.
- Pipeline created or influenced by content, reported only after attribution definitions and CRM tracking are operational.

Funnel-Stage

Lens Plan

Awareness

OBJECTIVE

Help actively researching mid-market leaders recognize fragmented cross-system handoffs as a measurable operational problem and introduce workflow intelligence as the relevant category.

AUDIENCE MINDSET

Work is slipping between teams and tools, but the buyer may attribute it to individual performance, isolated process failures, or insufficient reporting.

TRIGGER / NEED

Repeated delays, customer-impacting misses, manual status chasing, unclear ownership, escalating coordination overhead, or leadership concern about process risk.

MARKETING PLAN PRIORITY

Validate problem language and category positioning during Days 1–30, then build discoverable category demand before paid activation.

CORE MESSAGE

The issue may not be another isolated team problem; it may be the invisible handoffs between the systems and teams where work changes ownership.

THEMES

- Why cross-system handoffs become operational blind spots.
- Signals that workflow fragmentation is affecting cycle time and accountability.
- The difference between workflow intelligence and another dashboard.
- How scaling organizations accumulate hidden process risk.
- Why system-of-record reports do not always explain how work moves between teams.

CONTENT ASSETS

- Workflow intelligence definition page.
- Cross-system handoff visibility answer page.
- Broken handoff diagnostic checklist.
- Educational article series on stalled work, ownership gaps, and recurring bottlenecks.
- LinkedIn problem-recognition posts and short document posts.
- Google Search problem-language ad and landing-page variants prepared for Days 61–90.

CHANNELS

- Website and organic search.
- LinkedIn organic.
- Google Search after launch gates pass.
- LinkedIn paid after launch gates pass.
- Account retargeting after sufficient qualified traffic exists.

CTA

Assess your workflow handoff risk.

KPI

Qualified visits, engaged visits, checklist completions, target-account engagement, and assisted workflow diagnostic requests.

CADENCE / TIMING

Days 1–30 validate themes and publish one category foundation page plus weekly problem-language tests; Days 31–60 publish one answer-first awareness asset per week and two to three LinkedIn derivatives per asset; Days 61–90 maintain weekly organic publishing and promote validated themes through controlled paid campaigns.

Interest

OBJECTIVE

Show how RelayOps connects operational signals to map handoffs and surface actionable workflow issues without replacing existing systems.

AUDIENCE MINDSET

The buyer recognizes a cross-functional workflow problem and wants to understand whether a connected approach is materially different from dashboards, process mapping, or additional project-management tooling.

TRIGGER / NEED

The buyer searches for workflow intelligence, workflow analytics, handoff monitoring, cross-system visibility, or methods to identify process bottlenecks.

MARKETING PLAN PRIORITY

Establish differentiated messaging around connected insight, integrations, and practical improvement.

CORE MESSAGE

RelayOps connects signals already generated across work systems so teams can see where work stalls, clarify ownership, and focus improvement efforts without replacing their systems of record.

THEMES

- How connected workflow intelligence works.
- From isolated system data to a shared view of work movement.
- Automated handoff mapping and practical improvement recommendations.
- Role-specific views of the same workflow problem.
- Where workflow analytics fits alongside collaboration, project-management, and CRM tools.

CONTENT ASSETS

- Platform overview page.
- How RelayOps works explainer.
- Workflow handoff map example using clearly labeled illustrative data.
- Operations use-case page.
- Administrative operations use-case page.
- Short product walkthrough or annotated product visuals after product accuracy review.
- Problem-to-approach email nurture sequence.

CHANNELS

- Website.
- Organic search.
- LinkedIn organic and paid.
- Retargeting.
- Sales email.

CTA

See how RelayOps maps a cross-system workflow.

KPI

Platform-page engagement, use-case engagement, walkthrough completion, return visits, nurture progression, and movement to diagnostic content.

CADENCE / TIMING

Days 1–30 test approach language in interviews and LinkedIn posts; Days 31–60 publish the platform explainer and at least two role-specific use-case pages; Days 61–90 distribute weekly derivatives and use sequential retargeting to move engaged visitors to consideration assets.

Consideration

OBJECTIVE

Equip operations, IT, administrative operations, and executive stakeholders to determine whether RelayOps fits their environment and deserves committee evaluation.

AUDIENCE MINDSET

The account sees potential value but needs evidence of integration fit, organizational relevance, implementation feasibility, and a credible method for prioritizing improvement.

TRIGGER / NEED

Internal discussion begins, IT is asked to assess data access, an operations sponsor needs a business case, or the buyer compares RelayOps with dashboards, process-mining approaches, consultants, or manual analysis.

MARKETING PLAN PRIORITY

Build the proof-oriented launch system during Days 31–60 and support multi-stakeholder evaluation.

CORE MESSAGE

RelayOps is designed to add a connected layer of workflow insight across existing tools, with role-specific outputs that help teams investigate issues and prioritize practical improvements.

THEMES

- Integration fit and system boundaries.
- Operations, IT, and executive stakeholder value.
- Workflow diagnostic methodology.
- Build, buy, or continue manual workflow analysis.
- How to evaluate workflow-intelligence software.
- ROI methodology and measurable improvement planning without unsupported outcome promises.

CONTENT ASSETS

- Integrations overview page.
- Slack, Jira, Salesforce, and HubSpot integration pages using only validated details.
- IT technical evaluation guide.
- Operations workflow-intelligence evaluation guide.
- Executive brief on prioritizing handoff risk.
- Workflow intelligence buyer's guide.
- ROI methodology page with editable assumptions and explicit limitations.
- Comparison page focused on evaluation criteria rather than unsupported competitor claims.
- Multi-stakeholder email nurture sequence.

CHANNELS

- Website.
- Organic search.
- LinkedIn.
- Retargeting.
- Sales email and discovery follow-up.

CTA

Build your workflow evaluation brief.

KPI

Evaluation-guide engagement, integration-page visits, multi-page committee sessions, ROI methodology use, content-assisted meetings, and progression to an evaluation or diagnostic request.

CADENCE / TIMING

Concentrate production in Days 31–60 with one substantial consideration asset per week plus persona derivatives; during Days 61–90, promote assets by observed role and search intent, and include relevant assets in every qualified sales follow-up.

Evaluation

OBJECTIVE

Reduce technical, security, commercial, and organizational uncertainty so the buying committee can define a responsible proof plan.

AUDIENCE MINDSET

The buyer is interested but will not proceed without specific answers about data handling, connector scope, implementation, governance, measurement, support, and stakeholder responsibilities.

TRIGGER / NEED

Security review, technical discovery, budget scrutiny, vendor comparison, proof-of-value planning, or executive approval.

MARKETING PLAN PRIORITY

Meet the high trust requirement and prepare the conversion system before demand activation.

CORE MESSAGE

RelayOps should be evaluated against a documented workflow problem, verified technical fit, agreed success measures, and a transparent plan for moving from insight to improvement.

THEMES

- Security, privacy, permissions, and data-handling transparency.
- Validated connector scope and implementation responsibilities.
- Diagnostic inputs, outputs, and success criteria.
- Evaluation scorecard for operations, IT, and executive reviewers.
- Risk, limitation, and assumption disclosure.
- Business-case development using a transparent ROI methodology.

CONTENT ASSETS

- Public trust center and security overview.
- Privacy notice, data-processing terms, and subprocessor information.
- Technical architecture and data-flow overview after technical approval.
- Implementation readiness checklist.
- Buying-committee evaluation scorecard.
- Tailored workflow diagnostic overview.
- Diagnostic sample output using illustrative, non-customer data.
- Proof-plan template.
- Security and technical FAQ.
- Sales evaluation deck and objection-handling guide.

CHANNELS

- Website trust and resource pages.
- Sales-led email and meetings.
- Retargeting for known evaluation-stage accounts.
- Shared deal workspace or approved sales content repository.

CTA

Plan a tailored workflow diagnostic.

KPI

Evaluation content usage, technical-review progression, diagnostic acceptance, stakeholder participation, objection resolution, and evaluation-to-conversion progression.

CADENCE / TIMING

Complete minimum viable evaluation assets by Day 60; use account-specific packages during Days 61–90; review technical, security, privacy, and commercial content monthly and whenever underlying product or policy information changes.

Conversion

OBJECTIVE

Convert qualified, committee-supported interest into a tailored workflow diagnostic and product demo with clear expectations and reliable sales follow-up.

AUDIENCE MINDSET

The account believes the problem may be important and the approach may fit, but needs a low-friction, credible next step tied to its own workflow.

TRIGGER / NEED

A sponsor has a priority workflow, relevant systems, identifiable stakeholders, and willingness to share enough context for a tailored discussion.

MARKETING PLAN PRIORITY

Generate qualified and sales-accepted workflow diagnostic and demo requests through controlled demand activation.

CORE MESSAGE

Bring one consequential cross-system workflow, and RelayOps will structure a tailored diagnostic and demo around the handoffs, ownership questions, systems, and improvement measures that matter to your team.

THEMES

- What the tailored diagnostic includes.
- Who should participate.
- What inputs improve relevance.
- How the demo connects to the account's workflow.
- What happens after submission.
- Qualification and fit transparency.

CONTENT ASSETS

- Workflow diagnostic and demo landing page.
- Role-aware request form and scheduling flow.
- Diagnostic preparation checklist.
- Thank-you page with stakeholder preparation resources.
- Confirmation and reminder email sequence.
- Sales discovery brief.
- Diagnostic readout template.
- High-intent Google Search ads.
- Persona-specific LinkedIn conversion ads.
- Account-retargeting conversion ads.

CHANNELS

- Website.
- Google Search.
- LinkedIn paid.
- Account retargeting.
- Sales email and meetings.

CTA

Request a tailored workflow diagnostic and demo.

KPI

Qualified requests, sales-accepted requests, form completion rate, booking rate, attendance rate, lead-routing success, follow-up speed, diagnostic-to-demo progression, and opportunity creation after CRM definitions are approved.

CADENCE / TIMING

Build and QA in Days 31–60; activate paid conversion paths in Days 61–90 only after end-to-end testing; review conversion quality weekly and run no more than one material landing-page or form test at a time unless traffic supports reliable interpretation.

Retention

OBJECTIVE

Help future customers operationalize findings, maintain stakeholder accountability, measure approved improvement indicators, and identify responsible follow-on workflows.

AUDIENCE MINDSET

The customer needs to turn insight into repeatable action, communicate progress, and sustain adoption across operations, IT, and leadership.

TRIGGER / NEED

Diagnostic completion, onboarding, first workflow review, recurring executive reporting, change-management activity, or selection of another workflow to analyze.

MARKETING PLAN PRIORITY

Protect trust, support measurable improvement, and create the foundations for future adoption and expansion without distracting from launch acquisition priorities.

CORE MESSAGE

Workflow intelligence creates value when teams assign owners, act on prioritized findings, review agreed indicators, and repeat the process across additional workflows.

THEMES

- From finding to accountable improvement action.
- Operating cadence for workflow reviews.
- Executive reporting and stakeholder communication.
- Change-management guidance.
- Measurement hygiene and assumption tracking.
- Selecting the next workflow based on validated need.

CONTENT ASSETS

- Customer onboarding guide template.
- Workflow improvement action-plan template.
- Monthly workflow review agenda.
- Executive reporting template.
- Measurement baseline worksheet.
- Role-based adoption email templates.
- Quarterly workflow review template for future use.
- Customer evidence capture and approval process.

CHANNELS

- Customer email.
- Sales and customer-success meetings.
- Product education or customer resource center when available.
- Executive reporting.

CTA

Schedule the next workflow review.

KPI

Onboarding completion, stakeholder participation, review completion, agreed action ownership, documented measurement baselines, adoption of reporting templates, and identification of additional qualified workflows.

CADENCE / TIMING

During the first 90 days, create only reusable retention templates and the evidence-capture process; activate customer-facing cadence after onboarding and customer-success inputs are confirmed, with monthly workflow reviews and quarterly executive reviews as proposed cadences subject to validation.

Funnel-Stage Lens

Awareness

CONTENT ROLE
Name the cross-system handoff problem, establish its operational consequences, and introduce workflow intelligence as the relevant category.

ASSET MIX
- Category page.
- Answer-first problem pages.
- Diagnostic checklist.
- Educational articles.
- LinkedIn problem-recognition derivatives.

CADENCE / TIMING
Validate during Days 1–30; publish one foundation page and then one supporting awareness asset per week during Days 31–90, with two to three channel derivatives per major asset.

SUCCESS SIGNAL
Target buyers engage with problem content and progress to approach or diagnostic content.

Interest

CONTENT ROLE
Explain the connected workflow-intelligence approach and differentiate RelayOps from isolated dashboards or replacement systems.

ASSET MIX
- Platform page.
- How-it-works explainer.
- Illustrative handoff map.
- Role-specific use-case pages.
- Approach-focused email nurture.

CADENCE / TIMING
Publish core explainers by Day 60; distribute at least one weekly persona or channel derivative during Days 31–90.

SUCCESS SIGNAL
Engaged buyers return, visit role-specific pages, and move to integration, evaluation, or diagnostic content.

Consideration

CONTENT ROLE
Provide role-specific fit, integration, evaluation, and value information for the buying committee.

ASSET MIX
- Integration pages.
- IT evaluation guide.
- Operations evaluation guide.
- Executive brief.
- Buyer's guide.
- ROI methodology.

CADENCE / TIMING
Produce one substantial consideration asset per week during Days 31–60; promote and personalize distribution by observed intent during Days 61–90.

SUCCESS SIGNAL
Multiple stakeholders from target accounts consume fit and value content and advance to diagnostic planning.

Evaluation

CONTENT ROLE

Resolve trust, technical, implementation, measurement, and commercial uncertainty with reviewable evidence.

ASSET MIX

Trust center. · Technical architecture overview. · Evaluation scorecard. · Diagnostic sample. · Proof-plan template. · Sales objection guide.

CADENCE / TIMING

Complete the minimum viable evaluation pack by Day 60; assemble account-specific packages as needed during Days 61–90 and review high-risk content monthly.

SUCCESS SIGNAL

Technical review progresses, objections are resolved, and the committee accepts a defined diagnostic or proof plan.

Conversion

CONTENT ROLE

Turn qualified account interest into a booked, attended, and sales-accepted workflow diagnostic and demo.

ASSET MIX

Diagnostic landing page. · Role-aware form. · Preparation checklist. · Confirmation and reminder emails. · Paid conversion creative. · Sales discovery and readout templates.

CADENCE / TIMING

Build and QA by Day 60; activate during Days 61–90; review conversion quality weekly and sequence tests based on sufficient traffic.

SUCCESS SIGNAL

Qualified target accounts submit, book, attend, and progress from the diagnostic to a relevant demo or opportunity.

Retention

CONTENT ROLE

Support accountable improvement, stakeholder reporting, adoption, and responsible selection of subsequent workflows.

ASSET MIX

Onboarding guide template. · Improvement action plan. · Workflow review agenda. · Executive reporting template. · Measurement baseline worksheet. · Customer evidence process.

CADENCE / TIMING

Create foundational templates within 90 days; proposed customer cadence is monthly workflow review and quarterly executive review, subject to customer-success validation.

SUCCESS SIGNAL

Customers document baselines, assign actions, participate in reviews, and identify additional qualified workflows.

Funnel Execution

Funnel-Stage Execution Plan

Awareness

STAGE GOAL

Create recognition that broken cross-system handoffs are an operational problem worthy of investigation.

MARKETING PLAN PRIORITY

Validate high-value problem language and establish discoverable category positioning.

AUDIENCE MINDSET

The buyer sees delays, status chasing, ownership gaps, or recurring misses but may not have named the underlying cross-system issue.

CORE MESSAGE

Hidden handoffs between teams and tools can create risk that isolated dashboards and reports do not reveal.

ASSETS

- Workflow intelligence definition page because it gives the new approach a clear, searchable explanation.
- Cross-system handoff visibility answer page because it maps an urgent problem to the category without forcing a product pitch.
- Broken handoff diagnostic checklist because it turns abstract pain into observable signals.
- Weekly LinkedIn problem-recognition derivatives because they support rapid language validation with the named personas.

CHANNELS

Website and organic search. · LinkedIn organic. · Google Search and LinkedIn paid after readiness gates pass.

CTA

Assess your workflow handoff risk.

KPI

Qualified reach, engaged visits, checklist completions, target-account engagement, and assisted diagnostic requests.

DEPENDENCIES

- Validated problem language.
- Crawlable product site.
- Analytics and conversion tracking.
- No unsupported prevalence, risk, or outcome statistics.

Interest

STAGE GOAL

Explain the RelayOps approach and establish differentiation from another dashboard or replacement system.

MARKETING PLAN PRIORITY

Build differentiated messaging around connected insight, integrations, and practical recommendations.

AUDIENCE MINDSET

The buyer accepts the problem and is exploring how a cross-system workflow-intelligence layer could help.

CORE MESSAGE

RelayOps connects signals from existing collaboration, project-management, and CRM systems to reveal how work moves and where attention is needed.

ASSETS

- Platform overview page because it anchors the product narrative.
- How RelayOps works explainer because it makes the new approach concrete.
- Role-specific use-case pages because operations, IT, and administrative operations require different relevance cues.
- Illustrative handoff map because it demonstrates the concept without implying an unverified customer result.

CHANNELS

Website. Organic search. LinkedIn. Retargeting. Sales email.

CTA

See how RelayOps maps a cross-system workflow.

KPI

Platform engagement, return visits, role-page engagement, nurture progression, and visits to consideration content.

DEPENDENCIES

- Approved platform narrative.
- Product-reviewed visuals.
- Explicit labeling of illustrative examples.
- Validated descriptions of supported systems and capabilities.

Consideration

STAGE GOAL

Give each buying-committee participant enough relevant information to assess organizational and technical fit.

MARKETING PLAN PRIORITY

Build a proof-oriented launch system for a committee-led buying process.

AUDIENCE MINDSET

The buyer needs to compare approaches and determine whether RelayOps can fit the existing environment and improvement process.

CORE MESSAGE

RelayOps is intended to complement existing systems while giving operations, IT, and leadership a shared basis for investigating workflow issues.

ASSETS

- Integration pages because technical fit is a core buying question.
- IT technical evaluation guide because IT needs system boundaries, permissions, and implementation clarity.
- Operations evaluation guide because the operational sponsor needs actionability and accountability.
- Executive brief because leadership needs prioritization and a defensible value narrative.
- ROI methodology page because the committee needs a transparent model rather than an unsupported savings claim.

CHANNELS

Website. · Organic search. · LinkedIn and retargeting. · Sales email and discovery follow-up.

CTA

Build your workflow evaluation brief.

KPI

Integration-page engagement, guide usage, multi-stakeholder sessions, sales content usage, and progression to diagnostic planning.

DEPENDENCIES

- Validated connector details.
- Approved ROI methodology.
- Role-specific objections from message testing.
- Internal-link and attribution implementation.

Evaluation

STAGE GOAL

Resolve technical, trust, implementation, and business-case objections and define a responsible proof plan.

MARKETING PLAN PRIORITY

Satisfy the high proof requirement before requesting commitment.

AUDIENCE MINDSET

The committee is willing to engage but requires verified details and clear evaluation criteria.

CORE MESSAGE

Evaluate RelayOps through a documented workflow, transparent technical boundaries, agreed measures, and explicit assumptions.

ASSETS

- Trust center because security and privacy evidence must be centrally accessible.
- Technical architecture and data-flow overview because IT needs reviewable implementation detail.
- Buying-committee scorecard because multiple stakeholders need shared criteria.
- Diagnostic sample output because buyers need to understand the expected deliverable.
- Proof-plan template because it turns interest into a governed evaluation.

CHANNELS

Website. · Sales meetings and email. · Account retargeting. · Approved sales content repository.

CTA

Plan a tailored workflow diagnostic.

KPI

Technical-review progression, stakeholder participation, diagnostic acceptance, objection resolution, and movement to a booked meeting.

DEPENDENCIES

- Security, privacy, legal, and product approvals.
- Diagnostic scope and ownership.
- Illustrative sample reviewed for accuracy.
- Sales process and evaluation-stage definitions.

Conversion

STAGE GOAL

Generate qualified, sales-accepted diagnostic and demo requests and provide a reliable handoff to sales.

MARKETING PLAN PRIORITY

Activate targeted demand generation during Days 61–90.

AUDIENCE MINDSET

The buyer has a relevant workflow problem and wants a tailored, low-friction next step.

CORE MESSAGE

RelayOps will tailor the diagnostic and demo to one consequential workflow, its systems, stakeholders, handoffs, and improvement questions.

ASSETS

- Diagnostic and demo landing page because it concentrates the primary conversion.
- Role-aware form because it captures qualification and stakeholder context.
- Preparation checklist because it improves meeting quality.
- Confirmation sequence because it sets expectations and supports attendance.
- Search, LinkedIn, and retargeting conversion variants because each channel reaches a different intent state.

CHANNELS

Website. | Google Search. | LinkedIn paid. | Account retargeting. | Sales follow-up.

CTA

Request a tailored workflow diagnostic and demo.

KPI

Qualified requests, sales acceptance, booking and attendance rates, routing success, follow-up speed, and diagnostic-to-demo progression.

DEPENDENCIES

- End-to-end conversion QA.
- CRM qualification and routing.
- Sales follow-up service level.
- Consent and analytics controls.
- Approved paid-media audiences and claims.

Retention

STAGE GOAL

Prepare customers to act on findings, report progress, and repeat the workflow-improvement process.

MARKETING PLAN PRIORITY

Support measurable improvement and future account value while preserving launch focus.

AUDIENCE MINDSET

The customer needs practical guidance, ownership, and a repeatable operating cadence.

CORE MESSAGE

Sustained value depends on turning findings into owned actions and reviewing agreed indicators over time.

ASSETS

- Onboarding guide template because it creates consistent expectations.
- Improvement action-plan template because it connects findings to owners and next steps.
- Executive reporting template because leadership needs concise progress visibility.
- Measurement baseline worksheet because outcome reporting requires a documented starting point.
- Evidence-capture process because future claims require customer approval and methodological context.

CHANNELS

Customer email. · Customer-success and sales meetings. · Customer resource center when available. · Executive reporting.

CTA

Schedule the next workflow review.

KPI

Onboarding completion, action ownership, review participation, measurement-baseline completion, and identification of additional workflows.

DEPENDENCIES

- Customer-success operating model.
- Actual customer usage and feedback.
- Approved outcome-measurement definitions.
- Customer consent for any evidence or story.

Content Backlog

Priority Content Backlog

ICP, Message, Objection, and Diagnostic Trigger Validation Pack

RANK

1

ASSET TYPE

Messaging validation guide

FUNNEL STAGE

awareness through conversion

PRIORITY

Foundation

RATIONALE

The marketing plan explicitly requires validation before production and activation; this pack establishes the language, role relevance, objections, qualification signals, and claims that every downstream asset will use.

DEPENDENCIES

- Access to representatives of the three supplied personas.
- Virtual focus-group or structured interview process.
- Current messaging framework.
- Documented synthesis and approval owner.

CHANNELS

Research sessions. | Internal product, marketing, and sales review.

CTA

Not customer-facing; approve validated message and qualification guidance.

Workflow Diagnostic and Demo Conversion Path

RANK

2

ASSET TYPE

Landing page and conversion flow

FUNNEL STAGE

Conversion

PRIORITY

Conversion

RATIONALE

The tailored workflow diagnostic and demo is the primary conversion and must exist before organic, paid, retargeting, or sales content can reliably produce and route demand.

DEPENDENCIES

- Diagnostic scope and deliverable.
- Qualification questions.
- CRM routing.
- Scheduling flow.
- Analytics, consent, and end-to-end QA.

CHANNELS

Website. Google Search. LinkedIn. Retargeting. Sales email.

CTA

Request a tailored workflow diagnostic and demo.

RelayOps Platform Overview

RANK

3

ASSET TYPE

Platform page

FUNNEL STAGE

Interest

PRIORITY

Foundation

RATIONALE

This page provides the canonical explanation of the product, differentiates RelayOps from another dashboard, and gives all campaign and sales assets an approved narrative destination.

DEPENDENCIES

- Approved product narrative.
- Validated feature descriptions.
- Product-reviewed visuals.
- Live crawlable website.

CHANNELS

Website. Organic search. LinkedIn. Sales email.

CTA

See how RelayOps maps a cross-system workflow.

Workflow Intelligence Category Hub

RANK

4

ASSET TYPE

Category page

FUNNEL STAGE

Awareness

PRIORITY

Demand Creation

RATIONALE

A canonical category page supports search discovery, answer-engine citation, campaign education, and consistent definition of RelayOps' known-category, new-approach position.

DEPENDENCIES

- Validated category definition.
- Keyword and intent mapping.
- Author and reviewer.
- Schema, internal links, and canonical setup.

CHANNELS

Website. Organic search. LinkedIn.

CTA

Assess your workflow handoff risk.

Broken Handoff Diagnostic Checklist

RANK

5

ASSET TYPE

Checklist

FUNNEL STAGE

Awareness

PRIORITY

Demand Creation

RATIONALE

The checklist converts problem recognition into self-assessment and creates a natural bridge from educational content to the tailored workflow diagnostic.

DEPENDENCIES

- Validated problem indicators.
- No unsupported scoring thresholds.
- Conversion and follow-up path.

CHANNELS

Website. LinkedIn. Sales email. Retargeting.

CTA

Assess your workflow handoff risk.

Integrations Overview and Validated Connector Pages

RANK

6

ASSET TYPE

Integration pages

FUNNEL STAGE

Consideration

PRIORITY

Consideration Evaluation

RATIONALE

Integration is a stated differentiation anchor and a central IT objection, but content must expose verified boundaries rather than relying on connector logos alone.

DEPENDENCIES

- Validated Slack, Jira, Salesforce, and HubSpot connector details.
- Technical review.
- Permissions and data-flow information.
- Last-validated dates and owners.

CHANNELS

Website. Organic search. Sales email. Retargeting.

CTA

Review technical fit for your workflow.

IT Technical Evaluation Guide

RANK

7

ASSET TYPE

Evaluation guide

FUNNEL STAGE

Consideration

PRIORITY

Consideration Evaluation

RATIONALE

The IT and Systems Operations Intelligence Manager requires clear system boundaries, implementation responsibilities, security information, and evaluation criteria before supporting a diagnostic or demo.

DEPENDENCIES

- Technical architecture.
- Connector documentation.
- Security and privacy inputs.
- Implementation ownership.

CHANNELS

Website. LinkedIn. Sales email.

CTA

Plan a technical fit review.

Operations and Administrative Operations Use-Case Pages

RANK

8

ASSET TYPE

Use-case pages

FUNNEL STAGE

interest and consideration

PRIORITY

Consideration Evaluation

RATIONALE

Role-specific pages translate the common product narrative into practical action, accountability, coordination, and change-management relevance for two named operational personas.

DEPENDENCIES

- Validated persona pains.
- Approved workflow examples.
- No invented customer outcomes.

CHANNELS

Website. Organic search. LinkedIn. Sales email.

CTA

Explore a workflow diagnostic for your team.

Trust Center and Technical Trust Pack

RANK

9

ASSET TYPE

Trust center and security overview

FUNNEL STAGE

Evaluation

PRIORITY

Consideration Evaluation

RATIONALE

A high-trust, multi-stakeholder sale cannot scale without accessible, current security, privacy, data-processing, subprocessor, support, and technical information.

DEPENDENCIES

- Security owner.
- Legal and privacy review.
- Current policies and terms.
- Document dates, scope, and review cadence.

CHANNELS

Website. Sales email. Evaluation meetings.

CTA

Review RelayOps trust and data-handling information.

Workflow Intelligence ROI Methodology

RANK

10

ASSET TYPE

ROI methodology page and worksheet

FUNNEL STAGE

consideration and evaluation

PRIORITY

Consideration Evaluation

RATIONALE

Outcomes and ROI are differentiation anchors, but a transparent methodology is required before publishing savings, cycle-time, or risk-reduction claims.

DEPENDENCIES

- Finance and product review.
- Approved input definitions.
- Explicit assumptions and limitations.
- No unverified benchmarks or guarantees.

CHANNELS

Website. Sales meetings. Sales email. Retargeting.

CTA

Model the measures for your workflow.

Buying-Committee Evaluation Scorecard and Proof-Plan Template

RANK

11

ASSET TYPE

Evaluation scorecard

FUNNEL STAGE

Evaluation

PRIORITY

Consideration Evaluation

RATIONALE

The committee-led sale needs shared evaluation criteria spanning operational relevance, technical fit, trust, implementation, and measurement.

DEPENDENCIES

- Sales discovery process.
- Technical and business evaluation criteria.
- Diagnostic scope.
- Approved proof language.

CHANNELS

Website. Sales email. Sales meetings.

CTA

Plan a tailored workflow diagnostic.

Diagnostic Sample Output and Sales Readout Template

RANK
12

ASSET TYPE
Diagnostic sample and sales enablement

FUNNEL STAGE
evaluation and conversion

PRIORITY
Conversion

RATIONALE
Showing what the buyer will receive reduces uncertainty and helps sales deliver a consistent, role-aware next step.

DEPENDENCIES
- Approved diagnostic methodology.
- Illustrative non-customer data.
- Product and legal review.
- Role-specific readout guidance.

CHANNELS
Website. Sales meetings. Sales email.

CTA
Request a tailored workflow diagnostic and demo.

High-Intent Search, LinkedIn, and Retargeting Asset Set

RANK

13

ASSET TYPE

Paid media creative and landing-page variants

FUNNEL STAGE

awareness through conversion

PRIORITY

Demand Creation

RATIONALE

The marketing plan prioritizes controlled paid activation only after the destination, proof, tracking, routing, and follow-up system is ready.

DEPENDENCIES

- Validated message themes.
- Approved landing pages.
- Tracking and CRM QA.
- Paid audience definitions.
- Claim and brand review.

CHANNELS

Google Search. LinkedIn paid. Account retargeting.

CTA

Request a tailored workflow diagnostic and demo.

Customer Workflow Improvement Enablement Kit

RANK

14

ASSET TYPE

Customer enablement templates

FUNNEL STAGE

Retention

PRIORITY

Retention

RATIONALE

Reusable onboarding, action-planning, review, and reporting templates prepare RelayOps to support measurable improvement without inventing customer results before customers exist.

DEPENDENCIES

- Customer-success operating model.
- Onboarding process.
- Measurement definitions.
- Customer evidence approval process.

CHANNELS

Customer email. | Customer-success meetings. | Customer resource center when available.

CTA

Schedule the next workflow review.

Roadmap

30/60/90-Day Roadmap

30 days

FOCUS

Validate the highest-value audience conditions, problem language, differentiated message, objections, proof needs, and diagnostic triggers while establishing content governance and minimum website requirements.

ASSETS

- ICP, message, objection, and diagnostic trigger validation pack.
- Virtual focus-group or structured interview materials and findings.
- Approved message hierarchy for operations, IT, administrative operations, and executive stakeholders.
- Claims and evidence register.
- Workflow intelligence category-page brief.
- Broken handoff diagnostic checklist draft.
- Platform-page brief and product-fact inventory.
- Diagnostic conversion-path requirements.
- Website architecture, keyword map, internal-link plan, analytics specification, and content review workflow.
- Weekly LinkedIn language-test posts using only approved product facts.

CHANNELS

- Research sessions.
- Internal product, sales, marketing, technical, legal, and security review.
- LinkedIn organic for controlled message testing.
- Website staging environment.

KPIS

- Completion of persona and message validation.
- Documented agreement on ICP qualification and disqualification criteria.
- Approved core narrative and persona-specific message paths.
- Objections and proof requirements mapped to content owners.
- Diagnostic scope and conversion requirements approved.
- Analytics, CRM, and routing specifications accepted.

NOTES

Do not scale paid media or publish unsupported ROI, integration-depth, security, risk-reduction, or outcome claims. Use Days 1–30 to replace assumptions with validated language and documented proof requirements.

60 days

FOCUS

Build and QA the proof-oriented website, consideration system, diagnostic journey, sales enablement, trust foundation, and measurement infrastructure.

ASSETS

- RelayOps platform overview.
- Workflow intelligence category hub.
- Cross-system handoff visibility answer page.
- Broken handoff diagnostic checklist.
- Operations and administrative operations use-case pages.
- Integrations overview and validated connector pages.
- IT technical evaluation guide.
- Executive workflow-risk brief.
- Workflow intelligence buyer's guide.
- ROI methodology page and worksheet.
- Trust center and technical trust pack.
- Buying-committee evaluation scorecard.
- Diagnostic landing page, form, preparation checklist, confirmation sequence, and sample output.
- Sales discovery brief, readout template, objection guide, and role-specific follow-up sequence.
- Organic and paid channel derivative library.

CHANNELS

- Website and organic search.
- LinkedIn organic.
- Sales email and meetings.
- Website staging and QA.
- Paid-media platforms in pre-launch configuration only.

KPIS

- Priority pages published or approved for publication.
- Proof blocks, authors, reviewers, dates, schema, canonicals, and internal links implemented.
- Conversion path passes analytics, consent, CRM, routing, scheduling, and sales-follow-up QA.
- Sales enablement adoption readiness.
- Technical, security, privacy, and ROI content approval.
- Baseline organic visibility and conversion metrics established where a live site exists.

NOTES

Days 31–60 are the launch-readiness gate. Any missing trust, connector, diagnostic, routing, or measurement dependency should delay paid activation rather than be hidden in campaign copy.

90 days

FOCUS

Activate controlled high-intent demand, distribute persona-specific content, support active buying committees, and optimize for sales-accepted diagnostic and demo requests.

ASSETS

- High-intent Google Search campaign assets.
- Persona-specific LinkedIn campaign assets.
- Sequential account-retargeting assets.
- Weekly organic category, problem, integration, trust, and evaluation derivatives.
- Role-aware landing-page and email variants.
- Evaluation-stage sales content packages.
- Conversion optimization tests.
- Customer enablement template foundation.
- Content performance, lead-quality, search-query, sales-feedback, and proof-gap review.

CHANNELS

- Google Search.
- LinkedIn organic and paid.
- Account retargeting.
- Website and organic search.
- Sales email and meetings.

KPIS

- Qualified workflow diagnostic and demo requests.
- Sales-accepted request rate.
- Visitor-to-diagnostic conversion rate.
- Booking and attendance rates.
- Diagnostic-to-demo progression.
- Target-account and buying-committee engagement.
- Engagement with integration, trust, ROI, and evaluation content.
- Lead-routing success and sales follow-up speed.
- Content-assisted opportunity creation after attribution definitions are operational.

NOTES

Activate in controlled increments during Days 61–90. Review search terms, account quality, role engagement, conversion friction, and sales feedback weekly. Reallocate distribution toward messages and assets producing qualified committee progression, not merely low-cost traffic.

Governance

Claim Guardrails

- Do not publish customer outcomes, performance percentages, payback periods, risk-reduction figures, cycle-time improvements, ROI figures, guarantees, or benchmark comparisons without approved evidence and methodology.
- Describe integrations only at the level verified by product and technical owners; do not infer supported objects, permissions, sync direction, setup time, historical-data coverage, or real-time behavior.
- Do not imply RelayOps replaces Slack, Jira, Salesforce, HubSpot, or other systems of record.
- Do not present AI-generated recommendations as guaranteed correct, autonomous decisions, or a substitute for accountable human review.
- Use terms such as identify, reveal, surface, recommend, help, and support only where they match verified product behavior.
- Label fictional, illustrative, sample, modeled, or hypothetical data clearly and prominently.
- Do not publish competitor superiority claims without current, reviewable evidence and an approved comparison methodology.
- Do not imply certifications, compliance status, service levels, security controls, data residency, or privacy practices that have not been formally documented.
- Do not convert modeled ROI assumptions into factual customer outcomes.
- Use the annual plan starting price of $18,000 only when the commercial owner confirms it remains current and approves public use.

Proof Requirements

- Maintain a claim register containing claim text, evidence source, evidence owner, review status, approved channels, limitations, and last-validated date.
- Attach proof blocks to material product, integration, outcome, ROI, security, privacy, support, and implementation statements.
- Require product review for capability and connector claims.
- Require security, privacy, and legal review for trust-center and data-handling content.
- Require finance or commercial review for pricing and ROI methodology.
- Require customer approval and documented methodology before publishing any future customer result or case study.
- Expose accountable authors or reviewers and last-validated dates on answer-first, technical, trust, and ROI pages.
- Use canonical URLs, cited sources, structured headings, relevant schema, and internal links for auditable SEO and GEO content.
- Separate verified facts, modeled assumptions, illustrative examples, and planned capabilities.
- Revalidate high-risk pages whenever product behavior, policies, terms, connectors, pricing, or support commitments change.

Brand Voice

- Direct, practical, and operationally literate.
- Clear about what is known, assumed, illustrative, or still being validated.
- Confident without exaggeration or category jargon overload.
- Respectful of existing systems, internal expertise, governance, and organizational hierarchy.
- Focused on accountable improvement rather than surveillance or blame.
- Specific about next steps, owners, inputs, and decision criteria.
- Proof-oriented, transparent, and suitable for high-trust committee review.

Persona-Specific Do / Don't Rules

- For General and Operations Leaders, do connect handoff visibility to action, ownership, prioritization, and measurable operating indicators; do not lead with architecture or generic AI language.
- For IT and Systems Operations Intelligence Managers, do explain connector scope, permissions, data flow, boundaries, implementation responsibilities, and trust evidence; do not treat integration logos as sufficient technical proof.
- For Mid-Market Administrative Operations Leaders, do emphasize coordination, clarity, manageable change, policy alignment, and reduced manual follow-up; do not frame operational problems as employee failure.
- For executive and finance stakeholders within the committee, do provide concise risk prioritization, transparent assumptions, governance, and ROI methodology; do not promise savings, payback, or risk reduction without validated evidence.
- For all audiences, do use broken handoffs, fragmented systems, unclear ownership, bottlenecks, and process risk as primary problem language when validation supports it; do not reposition RelayOps as another standalone dashboard.
- Do preserve one shared account narrative while adapting evidence and CTA context by role; do not create conflicting product promises for different stakeholders.

Source-of-Truth Notes

- Verified product facts, explicit project details, the three named personas, and approved source documents outrank inferred content recommendations.
- The 90-Day Marketing Plan controls sequencing: validation first, launch-system production second, and targeted demand activation third.
- The messaging framework controls role-specific pains, objections, proof needs, and demo triggers where its available summary is explicit.
- The target segment remains US mid-market companies with 200–2,000 employees, at least three fragmented systems, and visible handoff or process-risk problems; expansion beyond this segment requires new validation.
- No public URL or audited pages were supplied, so search visibility, crawlability, conversion performance, and page-state claims cannot be treated as established facts.
- Source summaries marked as fallback excerpts may omit constraints. Retrieve and compare full saved documents before final production briefs are approved.
- The approved 78-instance reference is treated as a reuse and distribution assumption, not proof that an underlying calendar or asset set is current.
- A campaign state is leaky if paid ads, forms, or sales follow-up are activated before proof, tracking, consent, routing, scheduling, and ownership pass end-to-end QA.
- A content state is stale when a high-risk page lacks an owner, evidence source, or current last-validated date.
- Retention recommendations are provisional until customer-success processes and real customer evidence exist.

Measurement

North Star Metrics

- Sales-accepted workflow diagnostic and demo requests from qualified target accounts.
- Diagnostic-to-demo and demo-to-opportunity progression after CRM stage definitions are operational.
- Buying-committee engagement with operations, technical trust, integration, executive value, and ROI methodology content.
- Content-influenced qualified pipeline using an approved attribution model.

KPI Groups

Group	KPIs
Audience and message validation	Validation sessions completed across the supplied personas. Repeated problem-language patterns documented. Role-specific objections and proof needs confirmed. Diagnostic triggers and disqualification signals approved. Message revisions resulting from structured feedback.
Awareness and discoverability	Qualified organic sessions. Search impressions and clicks for workflow-intelligence and cross-system handoff topics. Engaged visits to category and answer pages. Target-account LinkedIn engagement. Checklist starts and completions. Assisted diagnostic requests.
Interest and consideration	Platform and use-case page engagement. Return-visitor rate. Integration-page engagement. Technical and operations guide usage. ROI methodology interactions. Multi-page and multi-role engagement within target accounts. Progression to evaluation or diagnostic content.
Evaluation and trust	Trust-center and security-content engagement. Evaluation scorecard usage. Technical-review progression. Stakeholder participation in diagnostic planning. Documented objection resolution. Evaluation-to-booking progression.
Conversion and sales handoff	Qualified diagnostic and demo requests. Sales-accepted request rate. Landing-page conversion rate. Form completion rate. Booking rate. Attendance rate. Lead-routing success. Median sales follow-up time. Diagnostic-to-demo progression. Opportunity creation after stage definitions are approved.

Group	KPIs
Paid channel quality	Qualified conversion rate by channel and message. Sales-accepted request rate by channel. Search-term relevance. Target-account engagement. Buying-committee role coverage. Cost per sales-accepted request. Frequency and audience saturation. Landing-page quality by intent segment.
Content operations and governance	Priority assets completed on schedule. Percentage of high-risk claims with approved evidence. Percentage of governed pages with owners and last-validated dates. Review turnaround time. Broken-link, schema, canonical, form, and tracking QA pass rate. Sales usage of enablement assets. Content refreshes triggered by product or policy changes.
Retention foundation	Onboarding-template completion. Workflow baseline documentation. Action ownership recorded. Workflow review participation. Executive report delivery. Additional qualified workflows identified. Customer evidence requests completed with approval.