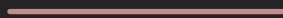


Growth ALCHEMY



PDF GUIDE

The Content- to-Revenue Framework



Stop making content that gets seen and forgotten. A system for turning attention into pipeline and pipeline into revenue.

PDF GUIDE

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Content is a revenue engine

Most content fails not because it is bad, but because it has no job. It is made to fill a calendar, not to move someone one step closer to buying. This framework gives every piece a job.

The shift is simple but profound: stop measuring content by views and start measuring it by the journey it advances. When each asset is built to move a specific audience from one stage to the next, content stops being a cost centre and becomes a compounding revenue engine.

The core idea: map content to the buyer's journey, not to your publishing schedule. Attention you cannot convert is just an expensive applause.

The four stages

Every customer moves through four stages before they buy, and again before they buy more. Each stage needs a different kind of content with a different job.

Stage	Audience mindset	Content job	Example formats
Attract	'I have a problem'	Earn attention, build trust	Short video, social, SEO posts
Engage	'Tell me more'	Educate, demonstrate value	Guides, email, case content
Convert	'Should I buy?'	Remove doubt, prompt action	Comparisons, proof, offers
Retain	'Was I right?'	Reinforce, expand, refer	Onboarding, tips, loyalty

Audit your current content against this. Most brands are flooded at Attract and starved at Convert and Retain, which is precisely why attention does not turn into revenue.

Attract & Engage

Attract: earn the click

This content meets people who do not yet know they need you. Its only job is to earn a sliver of attention and trust, not to sell. Lead with the customer's problem in their language. The metric that matters is qualified attention, are the right people stopping?

- Hook on a real pain or desire in the first three seconds or first line.
- Make it native to the platform, not a repurposed ad.
- Always give one small next step, never a dead end.

Engage: build the relationship

Now you have permission. Engage content deepens belief and demonstrates that you can solve the problem. This is where guides, email sequences and demonstrations earn their keep.

- Teach something genuinely useful, even if it gives value away.
- Capture contact details so you own the relationship, not just rent it from an algorithm.
- Move them toward the moment of decision with a clear thread.

Convert & Retain

Convert: remove the doubt

Conversion content answers the quiet objections that stop a ready buyer: is this right for me, can I trust it, why now? This is the most neglected and most profitable stage.

- Proof: reviews, results, case examples, guarantees.
- Clarity: comparisons, FAQs, sizing/spec, what-happens-next.
- A reason to act now: a bonus, a deadline, a limited cohort.

Retain: turn buyers into repeat buyers and advocates

The cheapest revenue you will ever earn comes from people who already bought. Retain content makes them feel smart about their choice and primes the next purchase.

- Onboarding that drives them to first value fast.
- Ongoing tips that increase the value they get from you.
- Easy, rewarding ways to refer others.

The compounding effect: a buyer who is retained and refers turns one acquisition cost into many sales. Retention is where content economics flip from spend to multiply.

Connect content to revenue

To prove content drives revenue, you have to track the path, not the post. Tag every asset to a stage and a next step, then watch the throughput between stages.

Three numbers to watch

- Stage-to-stage conversion: what share moves from Attract to Engage, Engage to Convert?
- Content-assisted revenue: sales that touched a content asset on the way in.
- Cost per qualified lead: is your content lowering acquisition cost over time?

When you can see where people fall out between stages, you know exactly what content to make next, which is the difference between a strategy and a guess.

Want this mapped for your business? We build the full content-to-revenue map and the tracking behind it. Get in touch at growthalchemy.com.

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