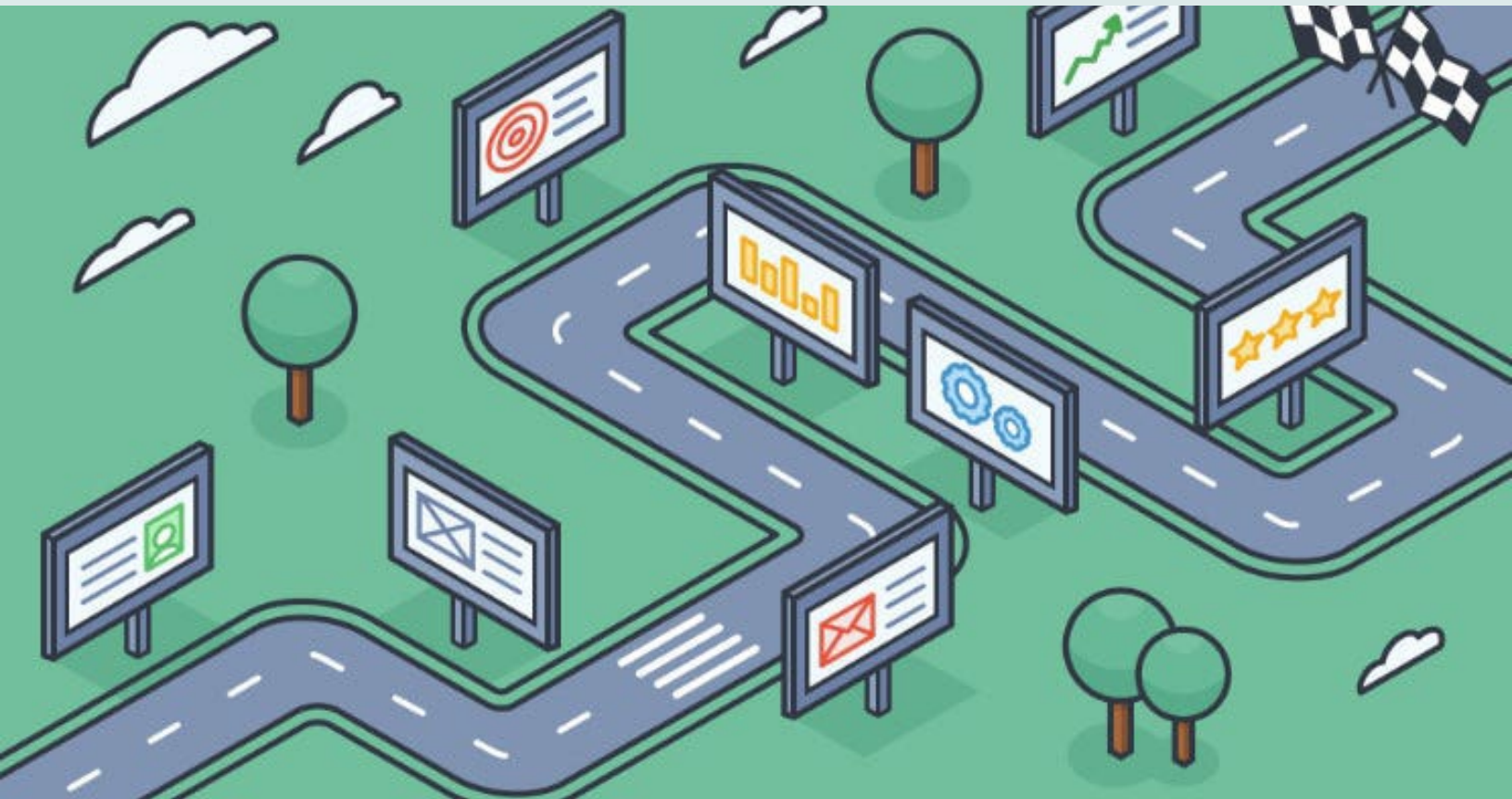


Helping you tackle your most  
critical content challenges

# Roadmap Session

## FAQs



Answers to your most pressing questions  
about Contentiful's 1-on-1 roadmap session



## The rationale

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Many companies self-prescribe a remedy to their business problems without digging deeper—to determine the underlying issue or the long-term consequences of not fixing it.

What these companies are seeking isn't the final deliverable itself, but rather what the deliverable will achieve: **more customers, more traffic, increased brand recognition, improved consistency**, and so on.

Without having an in-depth conversation to brainstorm and troubleshoot, it's difficult to:

- (1) Understand the exact goal and objective of a project.
- (2) Provide a realistic, long-standing solution.

Use this FAQ resource to ease your mind and make an “eyes-wide-open” decision about if a roadmap session is the right course of action.

**The following are answers to some of the most frequently asked questions about these sessions.**



## What is a roadmap session?

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A roadmap session is a means of diagnosing a problem before recommending a solution. It's a deep dive into your business to examine the pain points you are facing and gain a collective understanding of what success looks like to you.

This session allows us to chart a path forward and find the quickest, most cost-effective, and least risky way to overcome the obstacles and challenges you face.



## What value does the roadmap session provide?

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**Perspective:** An outside perspective that brings you a ton of value through new revelations.

**Professionalism:** A content professional who knows your needs and pain points and uses 25+ years of industry experience helping clients just like you improve their communication and content ecosystems.

**Clarity and Vision:** Gain clarity about your project needs and develop a vision of how to meet them.

**Exclusive Service:** Exclusive service that effectively diagnoses the situation and prescribes the right solution that achieves the desired outcome.



# What's in it for me? How do I benefit?

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Contentiful conducts a one-on-one meeting with you followed by in-depth research (using the information gathered during our meeting) to ensure we fully understand your needs.

Next, we create a detailed report of all the project goals and a plan for achieving them (including a proposal with pricing estimates).

With the report and proposal in hand, you can make an informed decision about how and when to implement the project. The report will be a step-by-step blueprint that will give you the best chance of achieving the results you seek.

**At the end of the engagement, you own the detailed roadmap and action plan.**

The next step is entirely up to you. You can:

- Hire Contentiful to implement the proposed plan for you.
- Hire someone else to do it.
- Decide it's not a worthwhile investment to move forward.

The goal is to bring clarity to your decision about how to move forward. Either way, you'll have a detailed plan for when you're ready.



# How does your roadmap session work?

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Contentiful's roadmap engagement includes:

## **1: An initial 90-minute video conference call**

- During the call, we discuss, brainstorm, and map out your project's details.
- After the call, Contentiful will dig in and get our hands dirty learning more about you and your business.

## **2: A series of follow-up emails**

- Contentiful will email you with additional questions to further clarify your business pain points and goals.
- Contentiful will prepare a customized, realistic action plan and proposal for you.

The entire purpose of this low-risk engagement is to ensure the action plan serves your business goals, be it increasing revenue, improving user experiences, helping stakeholders make better decisions, or creating efficiencies that save you time and money.

We want you to have a good ROI by taking full advantage of the tools and recommendations we provide in your roadmap.



## I already know what I want. Can I skip the roadmap session and just get a quote?

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I totally understand! But Contentiful cannot give you a realistic quote without knowing the full scope of your project.

**Our roadmap session is a win-win situation.  
It helps both parties minimize risk and  
avoid surprises.**

In addition, this process puts a value on Contentiful's capabilities (i.e., education, training, knowledge, expertise, and skillset) and demonstrates how that experience can positively impact the planning stages of your project.

Most of our clients have an idea of what they want but don't know what needs to be done to achieve the desired outcomes.

You wouldn't walk into a doctor's office and tell him what you need without letting him run some tests, assess your situation, and make a professional recommendation.

Contentiful is a **PRO**fessional too, so think of the roadmap session as a similar relationship—only less invasive! 😊



## How much does your roadmap session cost?

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Your roadmap session investment

**\$297 USD**

**The best part:** If, at the end of our engagement, you decide you want Contentiful to implement your project, we will apply/credit your initial investment toward the total price of your project.



## This all sounds great. When can we start?

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That's exciting! If you are ready to start, simply click the button below to schedule your initial consultation.

[Schedule your initial consultation →](#)

### What happens after the initial consultation?

- ✓ Contentiful confirms your 30-minute initial consultation.
- ✓ After our initial consult, Contentiful sends you an invoice detailing the roadmap session payment and terms.
- ✓ After paying your invoice, Contentiful send a link to schedule your initial, 90-minute, one-on-one meeting.
- ✓ We're off to the races!



**Have more questions? Contact me.**

Contentiful Strategies, LLC specializes in the art and science of content architecture. Our mission is to help you break through the content clutter to get effective results.

We offer adaptive content strategies and solutions that help our clients balance design with usability. To view the details of our strategies, read articles, and learn more about me, visit:

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