Exhibit J · Blank template

Illustrative

Blank template: pillars by marketing channel

Mark Primary, Supporting or Not used. Add a short note per channel

Legend **Primary** **Supporting** Not used

Channel	01 Demand Creation	02 Demand Capture	03 Pipeline Acceleration	04 Retention & Expansion	Note
Events	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
ABM	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
Search (SEO, paid, AI answers)	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
LinkedIn (organic and paid)	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
Content	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
Email	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
Partners	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
PR	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
Sales enablement	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
Outbound	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note
Webinars	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Primary / Supporting / Not used	Note

Foundations
cut drag

+1 Revenue Operations Efficiency: running the engine smoothly

+2 Revenue Enablement Effectiveness: upgrading the engine

+1 / +2 notes: shared capabilities for the whole engine (never split by row).

Application layer on white paper v1.0. Not a change to canon.
Blank template. Foundations cut drag under every column.
Source: Prinkit Patel, 4+2 Pipeline Thrust Matrix v1.0