

REPURPOSING WORK SHEET

— for —
TOP PERFORMING CONTENT

Choose one of your top-performing assets:

Why did the content perform well? Circle all that apply.

<i>Traffic</i>	<i>Conversions</i>	<i>Engagement</i>
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Which persona(s) does it target?

<i>At what stage(s) of the sales funnel is this asset relevant?</i>			
<i>Awareness</i>	<i>Research</i>	<i>Consideration</i>	<i>Decision</i>

What contributing factors caused the content to perform as it did?

Will this information benefit your audience in other stages of the funnel? Yes / No

What new message do you want to convey for readers at this stage?

What asset type(s) might best suit the message?

What distribution channels are ideal to get the new content to the right audience?

Can the content be used to build a larger campaign? Yes / No

If yes, what additional supporting assets do you need?

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— for —
AUDIENCE INTENT

What question is my audience asking?

Where are they in the buyer's journey when they ask this question?			
<i>Awareness</i>	<i>Research</i>	<i>Consideration</i>	<i>Decision</i>

What asset types resonate best with this audience at this stage?

What content do I already have regarding this topic?

Is this content relevant? Yes / No Does it answer the question fully? Yes / No

If either answer is "Yes," can you just repromote it or do you need a different asset type?

If either answer is "No," how can you repurpose the asset to better target your goal?

What information do you need to include, update or remove?

What other assets might help provide a complete answer to the question?
