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Insurance Marketing

Content ROI Scorecard

Is Your Content Working Hard Enough?

Answer each question honestly:

☐ Yes	☐ No	We promote every major article for at least 90 days.
☐ Yes	☐ No	We repurpose every article into multiple marketing assets.
☐ Yes	☐ No	We share content through multiple channels.
☐ Yes	☐ No	Employees actively share our thought leadership.
☐ Yes	☐ No	Sales regularly uses our content during prospect conversations.
☐ Yes	☐ No	Evergreen content is reviewed and updated annually.
☐ Yes	☐ No	We maintain a searchable resource center instead of simply publishing blog posts.
☐ Yes	☐ No	Our best-performing content stays in ongoing promotional rotation.

0-3 Yes Answers
You're publishing content. Most of your investment ends when you hit "Publish."

4-6 Yes Answers
You're promoting content. You've built good habits, but there are still missed opportunities to extend the life and business value of your best content.

7-8 Yes Answers
You're maximizing content ROI. Your content works long after publication by supporting marketing, sales and thought leadership. Keep refining and measuring what performs best.

Content activation isn't about producing more.
It's about extracting more value from every investment you've already made.

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