

Your Content Roadmap

	YES	NO
 CREATE Do You Have Content Worth Finding and Sharing?	Put your strongest content to work. You have substantive ideas and expertise. Now make sure they reach the people you're trying to influence CONSIDER: • Content Activation • LinkedIn Posts & Carousels • Executive Thought Leadership • Newsletters & Email • Sales Enablement Content	Start by creating strong source assets. Build credible, original content around the expertise and topics you want your company to be known for. CONSIDER: • Authority Articles • Executive/SME Thought Leadership • Case Studies • White Papers & Guides • Original Research & Insights
 ACTIVATE Are You Getting Enough Mileage From Your Best Content?	Keep your content working. Continue activating your strongest ideas across channels, formats and audiences. CONSIDER: • Ongoing Content Activation • LinkedIn & Executive Social • Newsletters • Email Campaigns • Sales Enablement	Stop treating every asset as one-and-done. Turn your strongest source content into multiple opportunities to be seen, shared and remembered. CONSIDER: • Content Activation • LinkedIn Posts • Carousels • Executive Posts • Newsletter & Email Content • Sales Tools
 REJUVENATE Is Your Existing Content Still Current and Working Hard?	Keep optimizing what you've built. Monitor your strongest assets and continue expanding, updating and activating them. CONSIDER: • Content Optimization • Internal Linking • AI & Search Visibility • Ongoing Activation • Performance Review	Don't automatically start over. Rejuvenate. Update valuable content with current information, stronger insights and new opportunities for visibility. CONSIDER: • Article Refreshes • Updated Sources & Statistics • SEO & AI Visibility Updates • New FAQs & Takeaways • Re-Activation
 BUILD AUTHORITY Have You Built Enough Authority Around Your Most Important Topics?	Keep building and expanding your authority. Stay visible with fresh perspectives while connecting new content to the expertise you've already established. CONSIDER: • Authority Content Subscription • Content Activation • Executive Thought Leadership • New Content Capsules	Build depth, not just more content. Create a coordinated body of content around the subjects you want customers, prospects, search engines and AI platforms to associate with your brand. CONSIDER: • Content Capsules • Pillar Content • Supporting Authority Articles • Executive Thought Leadership • Case Studies • Activation Assets

CONTENT THAT COMPOUNDS

Great content isn't a one-time project. It's a cycle of creation, activation, rejuvenation and authority-building that drives visibility, builds trust and delivers results over time.

We can help you at every stage of the journey: inboundinsurancemarketing.com