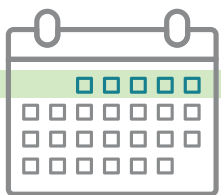


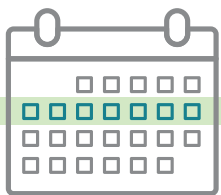


The 90-Day Content Activation Roadmap



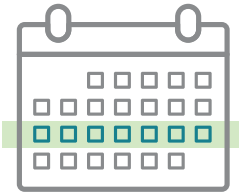
Week 1 — Launch

- ✓ Publish the article.
- ✓ Optimize for SEO.
- ✓ Publish on the company LinkedIn page.
- ✓ Provide employees with suggested social copy.
- ✓ Publish an executive perspective.
- ✓ Add the article to your resource center.



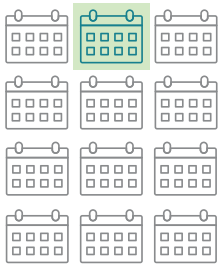
Week 2 — Expand Reach

- ✓ Publish a LinkedIn carousel.
- ✓ Share a compelling statistic.
- ✓ Create a quote graphic.
- ✓ Mention the article during sales conversations.
- ✓ Add the resource to email signatures.



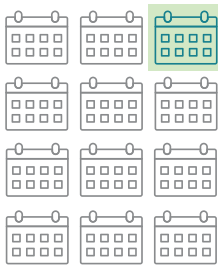
Week 3 — Repurpose

- ✓ Record a short executive video.
- ✓ Feature the article in your newsletter.
- ✓ Email the article link to prospects.
- ✓ Create a checklist.
- ✓ Build an infographic.



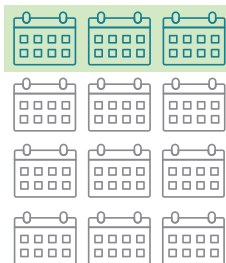
Month Two

- ✓ Host a webinar.
- ✓ Publish another executive perspective.
- ✓ Create a second carousel.
- ✓ Share another statistic.
- ✓ Record a customer success story.



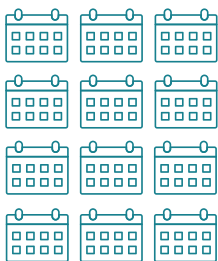
Month Three

- ✓ Refresh social posts.
- ✓ Launch another email campaign.
- ✓ Reintroduce the article with new commentary.
- ✓ Evaluate engagement.
- ✓ Share internally again.



Quarterly

- ✓ Review analytics.
- ✓ Create additional promotional assets.
- ✓ Compare engagement across channels.
- ✓ Reactivate high-performing content.



Annually

- ✓ Update research.
- ✓ Refresh statistics.
- ✓ Improve SEO.
- ✓ Add new examples.
- ✓ Strengthen internal links.
- ✓ Relaunch the updated version.