

CONTENT MAPPING

"GET MORE OUT OF YOUR CONTENT"

"BREAK YOUR LONG-FORM CONTENT INTO MULTIPLE, SMALLER PIECES AND PUBLISH THEM ON DIFFERENT CHANNELS, AT VARIOUS TIMES."

3. TIPS ON HOW TO CREATE EVERGREENS

- a. How to create evergreens
- b. 5 Don'ts if you want to become a pro in evergreens
- c. Examples of brand evergreens vs campaign content
- d. Case study of a brand with an evergreen strategy

4. WHAT YOU CAN LEARN FROM NETFLIX

- a. Why you should take an example of Netflix
- b. Why adding a new season is good for previous seasons too
- c. How to develop an evergreen strategy
- d. 6 Easy to apply tactics

2. WHY IS IT BENEFICIAL?

- a. Six reasons why
- b. Infographic benefits evergreen content
- c. Infographic on ROI evergreen content
- d. Summary of SEO benefits evergreens

5. DON'T FORGET

- a. Trailer podcast 'unlimited shelf life'
- b. Reel with review quotes
- c. Create a trailer, talking head
- d. Add visuals to Pinterest

1. WHAT IS SINGLE USE, DISPOSABLE CONTENT?

- a. Definition, title, still + short explanation
- b. Trailer of video
- c. How to identify single use disposable content - video USUC
- d. Download poster 'stop creating...'
- e. Summary of definition, ending with cliffhanger

6. MISCELLANEOUS

STEP I

What is the core, long-form evergreen content?

VIDEO ON LANDING PAGE
EVERGREEN CONTENT

STEP II

Divide it into 5 subtopics and write them next to the numbered branches.

STEP III

Now think of at least four different angles for every subtopic. This way you'll create 20 relevant referral updates to drive your audience to your core content.

STEP IV

Decide where your 20+ updates can be shared best. You can draw icons next to them or use your own keys.

STEP V

Now plan your updates. If you made sure your core content is evergreen, you can schedule updates for the next months even.

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NEW DEGREE is a Dutch Academy for Sustainable Content
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