Repurpose Existing Content

Find your most popular blog post using Google Analytics:

- Log in to Google Analytics
- Go to Behavior » Site Content » Landing Pages

List the top traffic blog post: _____

Why does this content perform well?

- ❑ Traffic
- ❑ Conversion
- ❑ Engagement

Which persona/s does it target? _____

At what stage of the customer's journey is this content relevant?

- ❑ Awareness
- ❑ Consideration
- ❑ Evaluation
- ❑ Decision

What caused the content to perform as it did? _____

_____

Will this content benefit visitors in other stages of the customer journey?

- ❑ Yes
- ❑ No

Source: https://optinmonster.com/lessons/step-1-plan-your-lead-magnet/

Repurpose Existing Content

What new message do you want to get across with this content?

_____

_____

What type of lead magnet is best for this content?

- ❑ Checklist
- ❑ Cheatsheet
- ❑ Template
- ❑ Toolkit
- ❑ eBook
- ❑ Guide
- ❑ Workbook
- ❑ Report
- ❑ Tutorial
- ❑ Case Study

Can the content be used to build a larger campaign?

- ❑ Yes
- ❑ No

What supporting materials are needed?

_____

_____

Source: https://optinmonster.com/lessons/step-1-plan-your-lead-magnet/

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Convert Abandoning Visitors into **Subscribers & Customers**

Powerful Conversion Optimization Toolkit to Grow Your Email List and Boost Sales!