

# 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?

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What [type of lead magnet](#) is best for this content?

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Checklist  | <input type="checkbox"/> Guide      |
| <input type="checkbox"/> Cheatsheet | <input type="checkbox"/> Workbook   |
| <input type="checkbox"/> Template   | <input type="checkbox"/> Report     |
| <input type="checkbox"/> Toolkit    | <input type="checkbox"/> Tutorial   |
| <input type="checkbox"/> eBook      | <input type="checkbox"/> Case Study |

Can the content be used to build a larger campaign?

- Yes
- No

What supporting materials are needed?

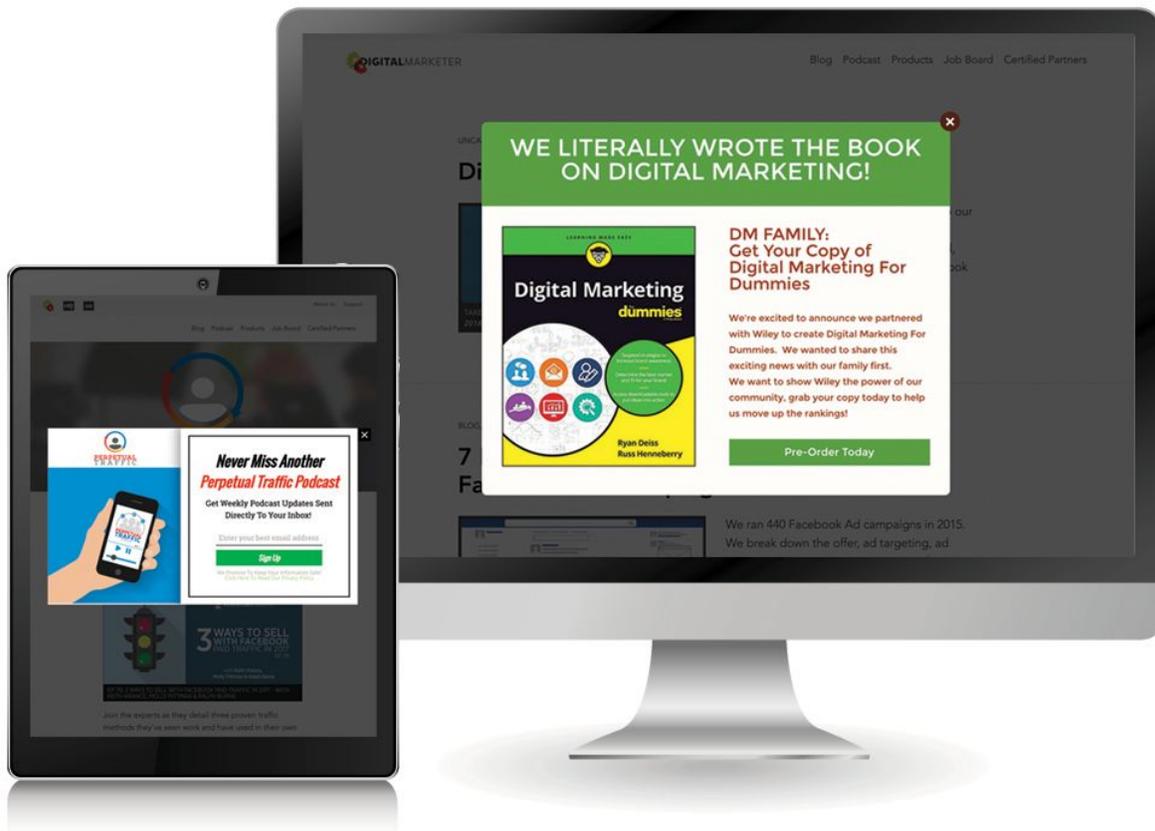
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# Convert Abandoning Visitors into **Subscribers & Customers**



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