



ACTIVITY 39

ASSESSING YOUR EXISTING CONTENT LIBRARY

As a virtual assistant specializing in content marketing, you've been tasked with helping Karen Dominique, a writer and inspirational speaker, leverage the power of repurposing for her online presence.

Let's use Karen Dominique's blog as a case study to understand Step 1: Assessing Existing Content Library.

Your Task: Assess Karen Dominique's Blog Content

We'll be analyzing Karen Dominique's blog posts to see if they hold potential for repurposing on social media.

What to Look For:

- **Content Type:** This is easy to identify. Are the posts primarily text-based, or do they include visuals like images or videos?
- **Content Performance:** While we don't have access to website traffic data, we can look for clues about audience engagement.
 - **Comments Section:** Check how many comments each blog post has. Posts with a high number of comments might indicate valuable content that resonates with the audience.
 - **Social Media Shares:** If Karen Dominique shares her blog posts on social media platforms, see if any posts have a significantly higher number of shares or reactions compared to others.
- **Content Relevance:**
 - **Review the Topics:** What are the main themes or topics covered in the blog posts?
 - **Target Audience:** Consider Karen's target audience (e.g., women seeking personal growth advice). Are the topics still relevant and interesting to this audience?
 - **Brand Message:** Does the content on the blog posts align with Karen's overall brand message and goals? Outdated information or content that no longer reflects her current brand wouldn't be ideal for repurposing.





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Consider This:

- Look for blog posts that are informative, inspirational, or offer actionable advice – these qualities can translate well to social media content.
- Posts with a strong narrative or personal anecdotes might be good candidates for repurposing into shorter, engaging social media stories.

Document Your Findings:

Once you've analyzed several blog posts, use the worksheet in summarizing your findings. Note the content type, potential for repurposing based on engagement and relevance, and any specific elements (quotes, statistics) that could be repurposed for social media.

By following these steps, you'll gain valuable insights into Karen Dominique's existing content and its potential for repurposing on social media platforms. This can help her expand her reach and connect with a wider audience without needing to create entirely new content.



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