

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."

EVERGREEN CONTENT

3. _____
a. _____
b. _____
c. _____
d. _____

4. _____
a. _____
b. _____
c. _____
d. _____

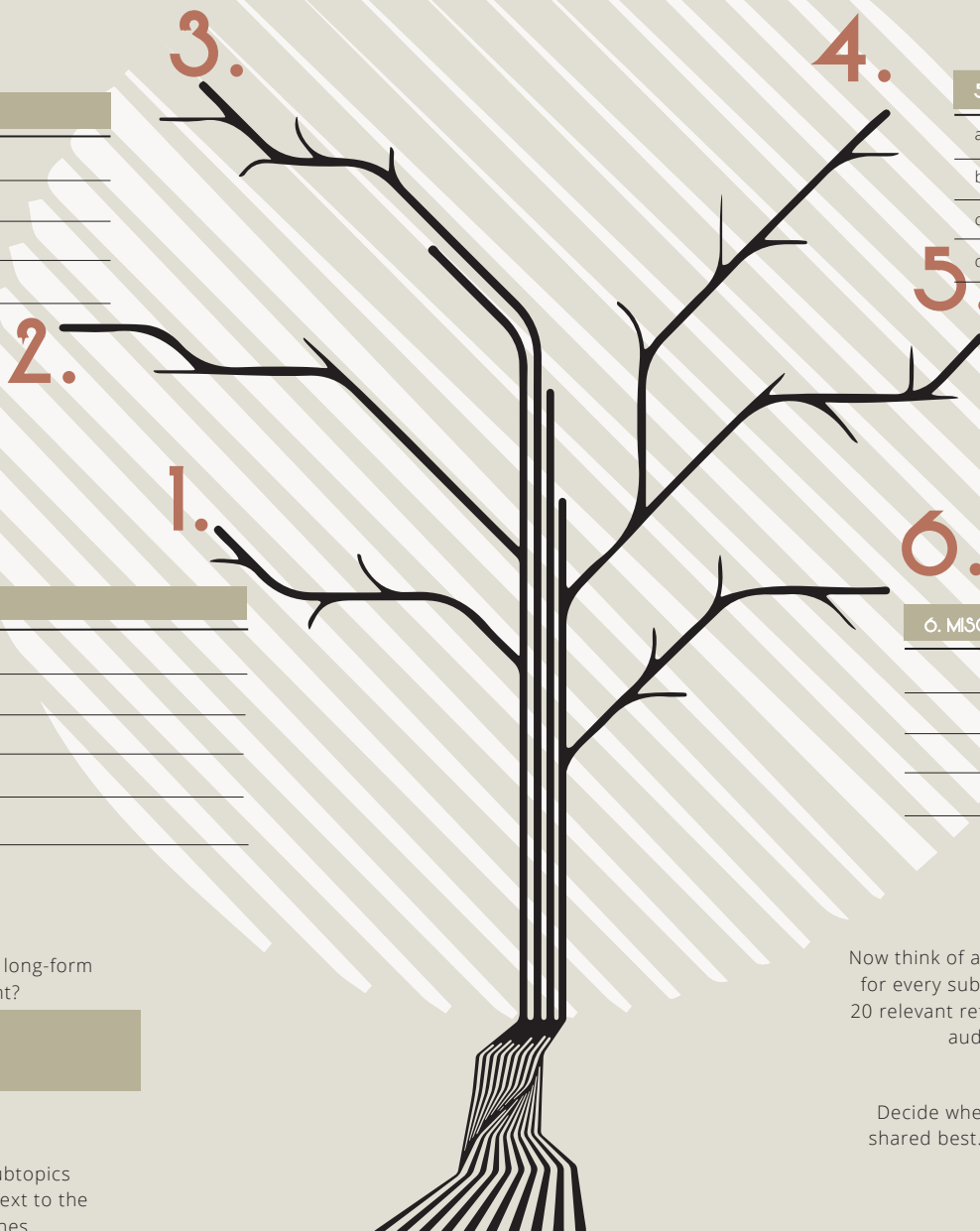
2. _____
a. _____
b. _____
c. _____
d. _____

5. _____
a. _____
b. _____
c. _____
d. _____

1. _____
a. _____
b. _____
c. _____
d. _____
e. _____

5. _____
a. _____
b. _____
c. _____
d. _____

6. MISCELLANEOUS



STEP I

What is the core, long-form 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 even schedule updates for the next months.

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CONTENT

NEW DEGREE is a Dutch Academy for Sustainable Content initiated by Carlijn Postma www.carlijnpostma.com