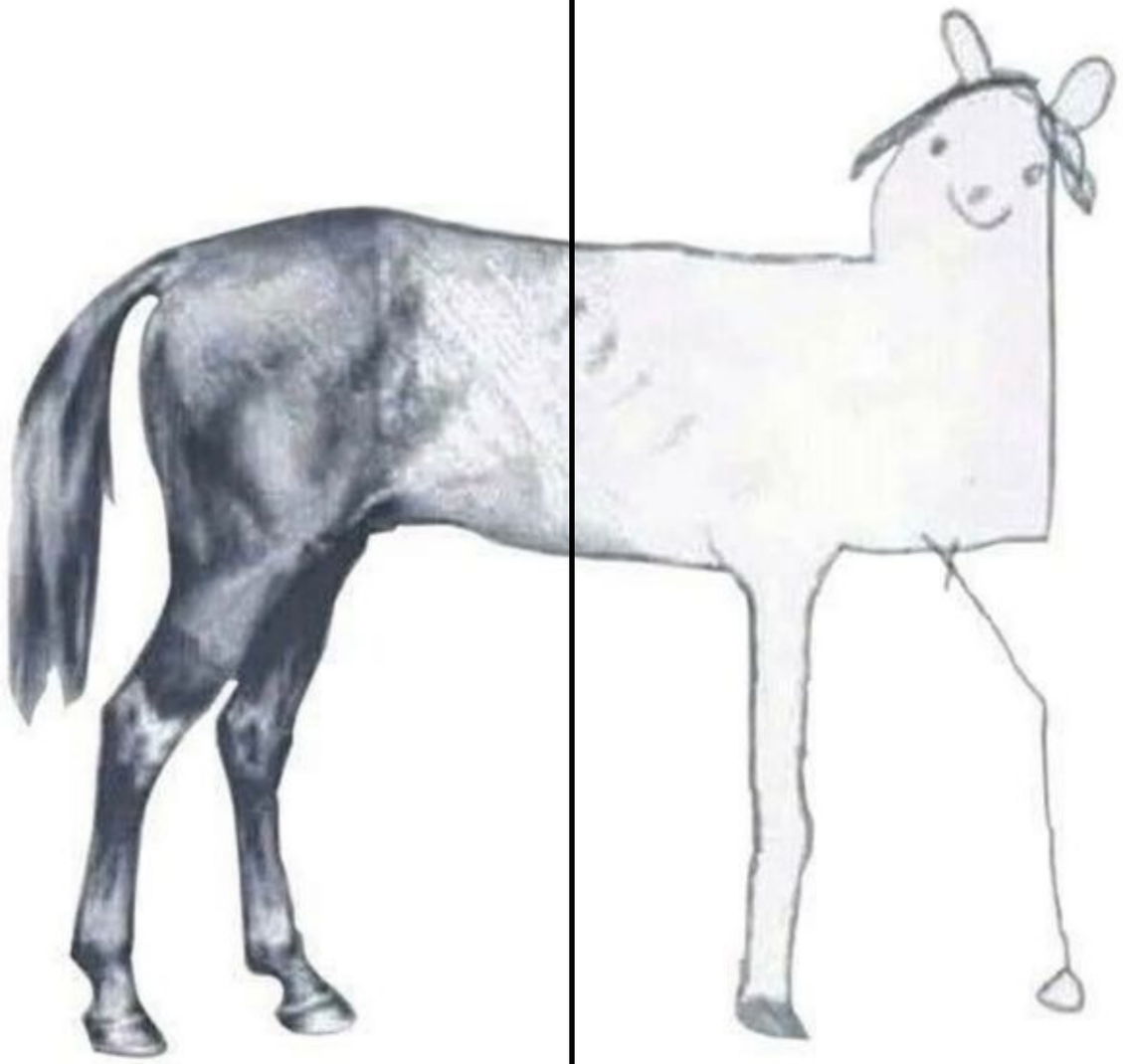
Planning content



Content going **live**

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Once upon a time...

your content flopped

What to do if your content flops the first time (intrusive thoughts edition)

- Banish it to the abyss to never be seen again.
- Delete all the plans you put together when creating it.
- When the two people who liked it ask about it, gaslight them.

60% of marketers

say repurposing content generates more leads than creating brand-new content*

*Hubspot, 2024

Story time

Me after the content I was certain would do well flops

How do we go from this...

to this?

Same video. Different results.

Results over 1 month

Updated caption
Updated hashtags
Inclusion of keywords
Updated thumbnail

Over 20k within 4 days

What to actually do if your content flops the first time

- Review your analytics
  (who's viewing it, where did it drop off, where is there room for additions)
- Use a different platform
- Try a different format

One piece of content that underperforms doesn’t mark the end of the story.

This goes for content that performs well too

If they liked it once, the odds are they'll like it again.

- Allows you to reach a wider audience
- Boosts SEO + increase organic traffic
- Gives room to get more creative
- Saves you time

Key thing to remember

A good idea deserves a spotlight. It’s about how you decide to shed that light on it.

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Thank you