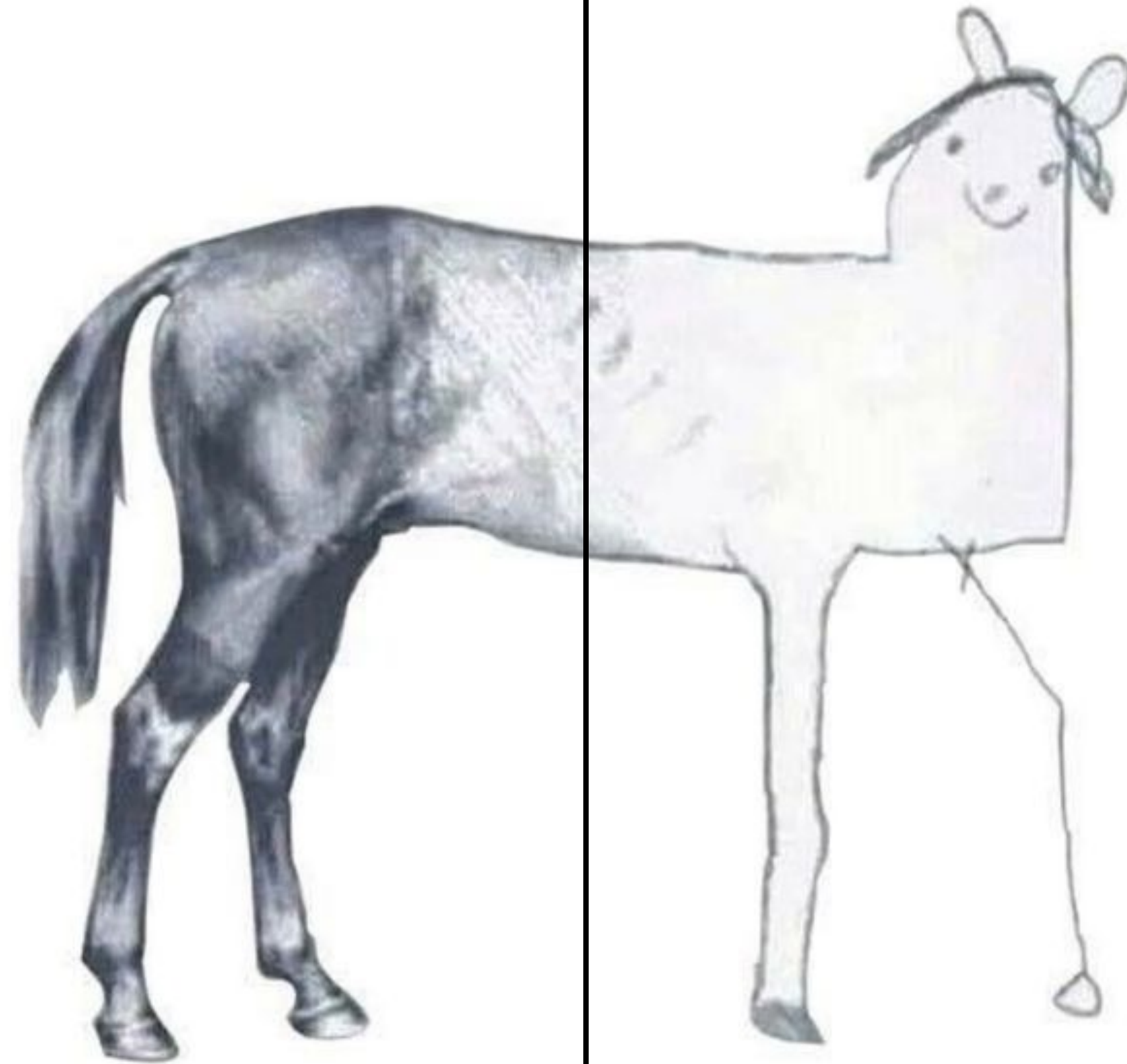


**Planning** content



Content going  
**live**



A vibrant, Disney-style illustration of a fairytale castle perched atop a lush green hill. The castle features multiple spires and turrets. On the side of the hill, the words "FAR FAR AWAY" are written in large, golden, block letters. In the foreground, a winding path leads towards the castle, flanked by tall palm trees and manicured hedges. To the right, a portion of a large, ornate building with a red-tiled roof and white walls is visible. The sky is a soft blue with wispy clouds, suggesting a late afternoon or early morning setting.

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**



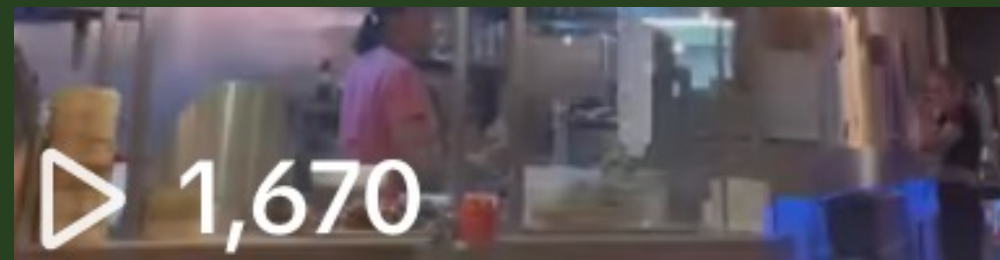


How do we go from this...

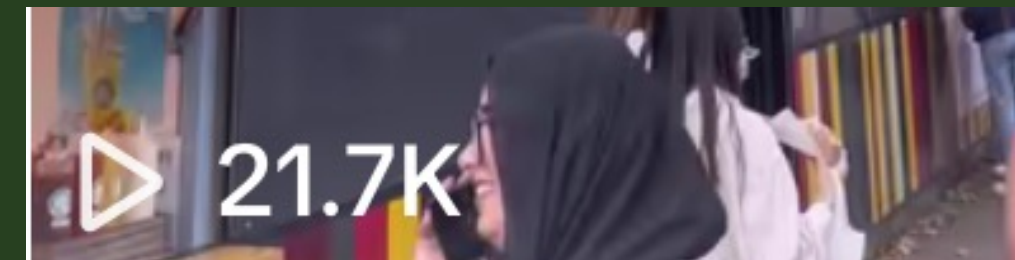


**to this?**

# Same video. Different results.



Results over 1 month



Over 20k within 4 days

Updated caption  
Updated hashtags  
Inclusion of keywords  
Updated thumbnail



# 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.





Mercy Fulani

UpNorth

Thank

you

