

Inventory of Campaign Assets

Content assets are necessary components of any inbound campaign. A creative and thorough inventory of assets available within the organization often reveals rich resources that can save tremendous time and money.

Potential Content Sources	Content Transformation Ideas	Notes
White papers (WP)	Perfect for inbound use	Gated content for lead gen, update older WP
Published articles	Executive briefs, ebook	Articles can't be gated for lead gen. You can do a rewrite and turn it into a WP.
eBook, eGuide	Perfect for inbound use	
Webinars	Perfect for inbound use as a lead nurturing campaign.	Develop an executive summary, and FAQ from questions asked, slide deck and white paper. By breaking these out you now have content for a lead nurturing campaign. The slide deck can be used on Slide Share.
Infographics	Use in emails, blog posts and eBooks	
Poster Presentation	Transformed to e-poster/rich infographics that can be used for inbound campaign	Turn the poster into a tech note that looks similar to what is found in a journal.
Conference Presentation	Record presentation for a perfect on-demand presentation/webinar asset, use presentation for live webinar	Turned content copy into a white paper, executive brief, eBook, etc. Presentation decks also make great Slide Shares
Client Presentation	If information-rich, can be recorded for an on-demand inbound asset, potentially adjusted to create live webinar	Turned content copy into a white paper, executive brief, eBook, etc. Presentation decks also make great Slide Shares.
Blog posts	Perfect for inbound use	Use for lead gen for gated content like white paper, eBook, poster/ tech note. You can also taggregate your blog posts for a eBook.

Campaign Content Planning

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Content Purpose	Persona	Buyers' Journey Stage	Description of Content Needed	Content Status/Due Date
Awareness, Generating Interest, Attracting New Audience				
	Select Persona	Attract / Awareness	Blog Post 1	Not Started
			Blog Post 2	Not Started
Lead Generation/Lead Needs Information Collection				
	Select Persona	Convert / Consideration	Gated Content Asset 1 White Paper	Not Started
			Gated Content Asset 2 (if needed)	Not Started
Lead Generation/Further Needed Information Collection				
	Select Persona	Close (Sales Ready) / Decision Making	Gated Content Asset 1	Not Started
			Gated Content Asset 2 (if needed)	Not Started
Types of Content				
Blog posts	White Papers	Executive Briefs	How-To Guides	eBooks (collection of articles)
Research survey results	Webinars (live/on-demand)	Videos	Plant Tours	Podcasts
Case Studies	Slide Shares	Infographics	Poster presentations (reformatted)	Interviews with experts
Content based on FAQs	Conference presentations	Contests/giveaway		