



# Template: Content Repurposing Checklist

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Based on Article: "The Future of Content Repurposing: Trends to Watch"

A practical checklist for implementing a content repurposing strategy to maximize efficiency and effectiveness in digital marketing.

## Checklist Items:

- ☐ **1. Create a Research-Rich Pillar Piece**  
Develop a comprehensive long-form content piece that includes data, quotes, visuals, and modular sections to serve as source material for repurposing.  
Reference Section: Operationalize Repurposing
- ☐ **2. Map Channel Templates**  
Design 3-5 channel-specific templates for each section of the pillar content to guide the transformation into various formats (long-form, short-form, email, infographic).  
Reference Section: Operationalize Repurposing
- ☐ **3. Implement Automated Extraction**  
Utilize AI-powered tools to summarize content and generate microcopy/captions for social media using the content from your pillar piece.  
Reference Section: Technology Trends Powering Repurposing
- ☐ **4. Centralize Assets in a DAM**  
Store master content and derivatives in a Digital Asset Management (DAM) system with rich metadata to ensure easy retrieval and reuse of content.  
Reference Section: Technology Trends Powering Repurposing
- ☐ **5. Set Up Template Population Automation**  
Leverage automation platforms to automatically populate your pre-mapped templates with content, reducing the need for manual creation for every channel.  
Reference Section: Technology Trends Powering Repurposing
- ☐ **6. Connect CMS to Scheduling Tools**  
Integrate your Content Management System (CMS) with social media scheduling tools to automate the publishing of repurposed assets across platforms.  
Reference Section: Technology Trends Powering Repurposing
- ☐ **7. Utilize AI for Rapid Drafting**  
Incorporate AI content tools that can help generate outlines, captions, and blog rewrites quickly, enhancing content production efficiency.  
Reference Section: Technology Trends Powering Repurposing

## ☐ **8. Measure Content Performance Metrics**

Establish a process to track key metrics such as production time, cost per asset, and organic traffic growth to validate the effectiveness of your repurposing strategies.

Reference Section: Trend Snapshot