Transform Launch Assets into Evergreen Content

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A guide to turning launch materials into content that can continue to be useful after a launch.

What this guide covers

- Inventory launch assets for reuse.
- Map materials to evergreen formats and channels.
- Create a publication and repurposing plan.

Who this is for

For creators and marketers with existing launch content.

Putting the ideas to use

Choose one launch asset and map it to a longer-lived content format.

Book details

Format: Guide. Pages: 34. Words: 3228.

Download availability: After payment, download the complete ZIP package or the included PDF separately.