The Trigger List

Finding Existing Content & Information to Fuel Your Content Strategy

A trigger list is like a content strategy treasure map. It's a detailed list that helps you dig up all sorts of information hidden just out of sight within your company. This list is designed to prompt you to "remember" all of the valuable content that might be out there, waiting to be repurposed, reimagined, or simply put to better (or even just slightly different) use.

By working through the items on this list, you can spot overlooked opportunities, dust off forgotten resources, and gain fresh perspectives on what you already have. Essentially, it's a tool to help you systematically audit your content, making sure nothing valuable slips through the cracks.

How To Use a Trigger List

To get the most out of your trigger list, think of it as a tool for unearthing hidden gems within a business. Set aside focused time to explore each item, and let your mind wander as you consider how these points might apply to documents, files, or content that's been sitting around, maybe even forgotten for years.

As you review, take notes on any materials that come to mind, especially those that haven't been touched in a while. This process is less about speed and more about digging deep to uncover valuable resources that can be given new life.

Using The Trigger List as a Team

Getting the team involved can help bring new perspectives to this treasure hunt. Share the trigger list and encourage everyone to spend some time sifting through old files, documents, and content that might have been overlooked or forgotten.

Ask them to note any items that could be repurposed or reimagined, or even just ones that are dense with information that can lead to new ideas.

Once everyone has had a chance to do some digging, you may even want to bring the team together for a brainstorming session to discuss what they've found and why it stood out to them, inviting others to share their ideas on each discovery as well.

This collaborative approach not only sparks new ideas, but also prevents hidden potential from going unnoticed by looking at what you find from multiple perspectives.

What if I Don't Have All of These Things?

It's not a problem if you don't have every item on the list. It's meant to be exhaustive, covering all sorts of potential content sources that could exist within a business.

The idea is to give you a wide range of possibilities, so it's perfectly normal if some don't apply to your situation. Just focus on the areas that you think might exist within your business and use those as a starting point.

Leave no stone unturned, and take nothing for granted. Even just a handful of these triggers can lead to a treasure trove of material that can end up becoming a significant part of your future content strategy.

Internal Documentation

- [ ] Training manuals
- [ ] Standard Operating Procedures
- [ ] Employee handbooks
- [ ] Internal memos
- [ ] Company newsletters
- [ ] Meeting notes
- [ ] Meeting agendas
- [ ] Project plans
- [ ] Internal reports
- [ ] Safety manuals
- [ ] Compliance documentation
- [ ] Internal audits
- [ ] Strategic plans
- [ ] Performance reviews
- [ ] Onboarding guides
- [ ] Leadership communications
- [ ] Departmental reports
- [ ] Internal surveys
- [ ] Technical documentation
- [ ] IT policies and procedures
- [ ] Crisis management plans
- [ ] Business continuity plans
- [ ] Internal presentations
- [ ] Staff announcements
- [ ] Process flowcharts

Customer-Facing Documentation

- [ ] User guides
- [ ] Product manuals
- [ ] FAQ sections
- [ ] Customer support scripts
- [ ] Contracts
- [ ] Proposals
- [ ] Case studies
- [ ] White papers
- [ ] Warranty information
- [ ] Return policies
- [ ] Service agreements
- [ ] Installation guides
- [ ] Troubleshooting guides
- [ ] Customer onboarding materials
- [ ] Product datasheets
- [ ] Compliance certifications
- [ ] Privacy policies
- [ ] Product roadmaps
- [ ] Sales terms and conditions
- [ ] SLA (Service Level Agreements)
- [ ] Request for Proposal responses
- [ ] Customer feedback forms
- [ ] Product catalogs
- [ ] Client questionnaires

Marketing Materials

- [ ] Brochures
- [ ] Flyers
- [ ] Press releases
- [ ] Ad copy
- [ ] Email campaigns
- [ ] Marketing plans
- [ ] Social media calendars
- [ ] Brand guidelines
- [ ] Market research reports
- [ ] Marketing analytics reports
- [ ] Promotional videos
- [ ] Event invitations
- [ ] Campaign briefs
- [ ] Audience personas
- [ ] SEO reports
- [ ] Google Ads campaigns
- [ ] Retargeting ads
- [ ] Social media ads
- [ ] Influencer partnerships
- [ ] Content calendars
- [ ] Case study templates
- [ ] Video scripts
- [ ] Content style guides
- [ ] Product photography
- [ ] Product videos
- [ ] Landing pages
- [ ] Webinars
- [ ] Customer success stories

Digital Assets

- [ ] Company website
- [ ] Blog posts
- [ ] Social media posts
- [ ] Webinars
- [ ] Podcasts
- [ ] Ebooks
- [ ] Infographics
- [ ] Video content libraries
- [ ] SEO keyword lists
- [ ] Analytics dashboards
- [ ] Website heatmaps
- [ ] A/B testing results
- [ ] Online forums
- [ ] Customer testimonials
- [ ] Digital badges
- [ ] Online calculators
- [ ] Downloadable resources
- [ ] Mobile app content
- [ ] Digital training materials
- [ ] Email templates
- [ ] Archived newsletters
- [ ] Live chat transcripts
- [ ] Web design assets
- [ ] UI/UX mockups
- [ ] Product descriptions
- [ ] Interactive quizzes

Sales and CRM Tools

- [ ] Sales decks
- [ ] CRM notes
- [ ] Client testimonials
- [ ] Sales call recordings
- [ ] Sales performance reports
- [ ] Lead scoring models
- [ ] Sales training materials
- [ ] Customer journey maps
- [ ] Sales forecasts
- [ ] Account plans
- [ ] Opportunity assessments
- [ ] Win/loss analysis reports
- [ ] Sales territory maps
- [ ] Pipeline reports
- [ ] Customer segmentation data
- [ ] Lead nurturing workflows
- [ ] Customer personas
- [ ] Renewal/upsell opportunities
- [ ] CRM task logs
- [ ] Customer engagement metrics
- [ ] Sales contest results
- [ ] Partner sales enablement materials

Event and Conference Materials

- [ ] Event recordings
- [ ] Conference presentations
- [ ] Booth banners
- [ ] Event flyers
- [ ] Sponsorship materials
- [ ] Post-event surveys
- [ ] Speaker bios
- [ ] Event agendas
- [ ] Workshop materials
- [ ] Networking session notes
- [ ] Event recap blogs
- [ ] Event photography
- [ ] Event social media posts
- [ ] Event promotional videos
- [ ] Post-event reports
- [ ] Event attendee lists
- [ ] Trade show handouts
- [ ] Event press coverage
- [ ] Conference notes
- [ ] Webinar follow-up emails

Historical Archives

- ☐ Old marketing campaigns
- ☐ Past product launches
- ☐ Historical sales data
- ☐ Archived press releases
- ☐ Company milestones
- ☐ Award submissions
- ☐ Previous financial reports
- ☐ Company anniversary content
- ☐ Historical customer feedback
- ☐ Legacy software documentation
- ☐ Former employee interviews
- ☐ Past product catalogs
- ☐ Obsolete product documentation
- ☐ Old brand logos
- ☐ Historical advertising campaigns
- ☐ Past event sponsorships
- ☐ Retired marketing slogans
- ☐ Old customer testimonials
- ☐ Partnership announcements
- ☐ Historical photos or videos

Cross-Departmental Resources

- ☐ R&D reports
- ☐ Legal documents
- ☐ Finance reports
- ☐ HR documentation
- ☐ Supply chain reports
- ☐ Product development roadmaps
- ☐ Quality assurance documentation
- ☐ Engineering schematics
- ☐ Procurement records
- ☐ Vendor contracts
- ☐ Manufacturing guides
- ☐ Inventory reports
- ☐ Environmental impact reports
- ☐ Corporate social responsibility (CSR) reports
- ☐ Sustainability reports
- ☐ Employee engagement surveys
- ☐ Recruitment brochures
- ☐ Diversity and inclusion programs
- ☐ Internship program materials
- ☐ Skill development programs
- ☐ Labor relations documents
- ☐ Health and safety reports
- ☐ Logistics plans
- ☐ Facility management documents
- ☐ Production schedules
- ☐ Maintenance records

Feedback and Surveys

- ☐ Customer surveys
- ☐ Employee surveys
- ☐ Product feedback
- ☐ Net Promoter Score (NPS) results
- ☐ Post-purchase surveys
- ☐ Exit interviews
- ☐ Focus group results
- ☐ Product beta testing feedback
- ☐ Market research surveys
- ☐ Event feedback forms
- ☐ Usability testing results
- ☐ Customer success metrics
- ☐ Employee exit surveys
- ☐ Competitive analysis surveys
- ☐ Social media polls
- ☐ Product rating reviews
- ☐ Customer loyalty program feedback
- ☐ Webinar feedback
- ☐ Employee suggestion programs
- ☐ Online community feedback
- ☐ In-app feedback forms
- ☐ Support ticket analysis
- ☐ Customer service call logs
- ☐ Review site ratings
- ☐ Employee engagement surveys
- ☐ Vendor feedback

Customer Interaction Data

- ☐ Website analytics
- ☐ Email open/click rates
- ☐ Social media engagement data
- ☐ Customer journey analytics
- ☐ Chatbot interactions
- ☐ CRM activity logs
- ☐ In-store interaction reports
- ☐ Loyalty program data
- ☐ Purchase history analysis
- ☐ Online review analysis
- ☐ Referral program data
- ☐ Heatmap analytics
- ☐ Customer lifecycle reports
- ☐ Sentiment analysis reports
- ☐ Customer segmentation reports
- ☐ User-generated content
- ☐ Live chat logs
- ☐ Forum posts
- ☐ Webinar Q&A transcripts
- ☐ Helpdesk tickets

Industry and Competitor Research

- ☐ Competitor marketing materials
- ☐ Industry benchmarks
- ☐ Market share analysis
- ☐ Trend reports
- ☐ Regulatory changes
- ☐ Patent filings
- ☐ Industry association reports
- ☐ Competitor product launches
- ☐ SWOT analysis
- ☐ Competitive pricing analysis
- ☐ Trade publications
- ☐ Analyst reports
- ☐ Industry conference materials
- ☐ Competitor case studies
- ☐ Customer preference shifts
- ☐ Industry innovation reports
- ☐ Economic impact studies
- ☐ Regulatory compliance updates
- ☐ Competitive brand messaging
- ☐ Industry awards submission

Educational Resources

- ☐ Online courses
- ☐ Certification programs
- ☐ Training videos
- ☐ Educational webinars
- ☐ E-learning modules
- ☐ Internal knowledge bases
- ☐ Subject matter expert interviews
- ☐ Workshop materials
- ☐ Leadership training content
- ☐ Professional development plans
- ☐ Cross-training programs
- ☐ Skills assessment tools
- ☐ Employee onboarding videos
- ☐ Educational blog series
- ☐ Instructional diagrams
- ☐ How-to guides
- ☐ Learning management system (LMS) content
- ☐ Employee mentoring program materials
- ☐ Continuing education resources
- ☐ Certification exam prep materials