

THE JENNWORK FRAMEWORK

1

AUDIT

**How is your content
being consumed?**

Topics/Traffic
Engagement/
Bounce Rate

2

ASSESSMENT

**How is your audience
responding?**

Conversion Rates/
Most Powerful Content/
Best Platforms

3

ACTION

**How can your content
engage + persuade?**

Brand Voice/KPIs
Guardrails/Cadence/
Execution

4

ANALYTICS

**How can your content
building relationships?**

Direct traffic/
Open Rates/
CTR/Testing