Teamulate

A PRACTICAL GUIDE FROM TEAMULATE

The Study Reuse Check

How much useful content comes from one research study, and what actually gets used?

A practical guide from Teamulate. List every piece you made from one study, check which ones are public and which ones are connected back to the article, and close the gaps before you make anything new.

Five places one study can live

Article | Download | Explainer video | Podcast or audio | Clips and posts

Who this is for

Owners and marketing leads at B2B professional and service firms who publish research, guides or reports and turn them into videos, podcasts, downloads and social posts.

You need the list of articles on your site, the links to the videos and files you made from each one, and time set aside to check one study from start to finish.

The idea in one paragraph

> Making a video, a podcast and a download from one study is only half the work. A piece is only useful to a reader when it is public and when someone reading the article can find it. Count what exists, count what is connected, and fix the gap between the two before you produce more.

PART 1

What our own count shows

We ran this check on our own site and YouTube channel on November 4, 2026.

Measure	What we found
1 **Articles live on our blog**	18
2 **Articles that belong to our current topic plan**	16 of the 18
3 **Articles with a video inside the page**	12 of 18
4 **Articles with a downloadable Teamulate report**	13 of 18
5 **Videos we checked, from our topic plan and our articles, that are public**	65 of 65
6 **Of those 65, podcast or audio versions**	13 (9 titled Podcast and 4 titled Audio Overview)

The gap we found. Three topics have a public explainer video on YouTube that their article does not show: the articles on context switching across 10 workdays, on prioritizing a small B2B marketing budget, and on how AI search shapes which providers B2B buyers find. The videos exist and are public. A reader of the article would not know.

Counts, not results. These numbers show what is public and what is connected. They say nothing about views, reads, downloads or leads.

PART 2

One study, many pieces

Start with the study, not the format. Write down every piece that came from it.

Piece	What it is	What to check first
1 **Article**	The page on your site that explains the study	That it is live and listed in your sitemap
2 **Download**	A report or worksheet the reader can keep	That the article links it and the link opens
3 **Explainer video**	A short video version of the study	That it is public and shown inside the article
4 **Podcast or audio version**	A longer spoken version	That it is public and named so people know what it is
5 **Short clips and posts**	Pieces for social channels	That each one points back to the article

PART 3

Five questions for every piece

1. Does it exist? A file on a drive is not a published piece.
2. Is it public? Check the live link, not the plan.
3. Is it connected? Can a reader of the article reach it from the page?
4. Does it point back? Does the piece lead people to the article or the download?
5. Who owns the gap? Name the person who adds the missing link.

A teaching example. A firm publishes a study, a video and a report on the same day. Two weeks later the video is public on YouTube, but the article was finished first and never updated. Every view of the video happens on YouTube; nobody reading the article sees it.

PART 4

Study reuse worksheet

Piece	Exists	Public	Linked from the article	Points back	Owner
Article					
Download					
Explainer video					
Podcast or audio					
Clips and posts					
Date you checked					

Fill one sheet per study. Leave a cell empty if you do not know yet; an empty cell is a question, not a no.

PART 5

What our count teaches

- **Producing is not publishing.** A piece in a folder helps nobody. Check the live link.
- **Publishing is not connecting.** In our own count, three public explainer videos were missing from their articles. Adding a link is faster than making a new video.
- **Order matters.** An article can go live before its video. Put a date in the calendar to come back and add the video once it is public.
- **Name what a piece is.** Calling an audio version a podcast, and saying so in the title, tells people what they are about to hear.
- **Count before you produce more.** A new format adds work. Closing a gap uses work you already did.

PART 6

A check you can run on one study

Status: ready to use. It needs no new tools.

- Pick one study that has been live for at least a month.
- List every piece made from it, with its link.
- Open each link while signed out and note whether it is public.
- Open the article and note which pieces a reader can reach from it.
- Count the pieces that are public and connected, out of all the pieces you made.

Control case	What to look for
1 **Public video not in the article**	Add it to the page
2 **Download link that does not open**	Fix or replace the file
3 **Piece still private or scheduled**	Set a date to come back
4 **Post with no link back**	Add the article link in the first reply or comment
5 **Piece nobody owns**	Name an owner

PART 7

Checklist before you make another piece

- [ ] Every piece from the study is listed, with its link.
- [ ] Each piece is checked as public on a live link.
- [ ] The article links every public piece that belongs to it.
- [ ] Every piece points back to the article or the download.
- [ ] A named person owns each gap and the date to close it.
- [ ] You know what is connected before you plan a new format.

Limits of this guide

- We counted what is public and what is connected on our own site and channel.
- Our numbers describe one small B2B site on one day. They are an example, not a benchmark.
- Counts change as pieces go live. Check your own on the day you plan.

Want a second pair of eyes?

If you would rather not map every piece alone, Teamulate turns one study into an article, a report, videos and posts, and keeps them connected, as part of the marketing operations our AI marketing team runs with you, with every step visible. Request a demo at https://teamulate.ca/request-demo/

Sources

Checked November 4, 2026:

- Teamulate blog sitemap. https://teamulate.ca/sitemap.xml
- Teamulate blog articles. https://teamulate.ca/blog/
- Teamulate on YouTube, each video's public page. https://www.youtube.com/@teamulate