

Once Is Nice, but Twice Is Better: 10 Tips for Repurposing Your Content

By Cindy Moen

Creating good content is hard. Not only is it difficult to set aside time from your busy day to write, but it can also be a struggle to come up with topics that are interesting, compelling and appealing to your target audience.

Great content can drive more traffic to your website, enhance your company's reputation and convert more website visitors into prospects. Good content can help move prospects through the marketing funnel and turn them into leads for your sales team.

That's why, when you strike upon a good piece of content, you should try to recreate it in several different formats so it can get in the hands of more prospects – in the format in which they prefer to receive information. Here are 10 ideas to get you started:

1. **Webinars** – Make sure the “record” button has been hit at the start of your next webinar. Once the webinar is complete, send that recording to a company that will transcribe the discussion. (Good news! GoToWebinar now offers transcription services.) Spend a few minutes writing an intro and a conclusion, then present the transcribed webinar content as an article available for download on your website. You can also take large sections of dialogue, edit them for readability and add a title for instant blog posts. Remember that the webinar recording and the associated slides can be two separate pieces of downloadable content on your site as well.
2. **Articles in the press** – Did you recently contribute an article to an industry publication? Take the topic you covered, but expand on what you wrote to meet the publication's length limits. Most likely, you were restricted to 1,500 words, but don't you have so much more to say? You have just created a new article for download on your website.
3. **Articles on your website** – So that article you just created? It can also become a series of blog posts. Break the content up into logical and shorter sections. Add a title, introduction, conclusion – being sure to say this is post one in a series on the topic! – and a call to action and you have several weeks of new blog posts.
4. **Blog posts** – Review your past blog posts for evergreen content. Is a topic still relevant and fresh? Simply repost the blog. At the end of every year, look at your website analytics and create a “Top 5 Blog Posts of the Past Year” blog post, which includes links to and a sentence about the topics of the best of your blog posts.

5. **Presentations** – Did you recently create a presentation for a client that uses industry statistics and information to help explain your company’s products or services? Gather those facts and now put them into an infographic using one of the many online creative tools like Piktochart.
6. **Graphics** – Take those stats from your presentation and infographic above, then use a tool like Canva to create a single graphic for each stat. Eye-catching and informative graphics can be coupled with hashtags on social media to generate awareness for your content.
7. **E-books** – Have you written several articles and blog posts on the various aspects of a single topic? Organize them logically into a larger piece and you have just created an e-book that can be downloaded from your site.
8. **Emails** – The copy from your highest-performing blog posts can be copied and pasted directly into your email tool – for instance, MailChimp – and blasted out to your prospect database with a call to action to download a related piece of content.
9. **White papers** – An extended white paper can be edited to remove information specific to your product or service and turned into a much shorter article that can be pitched to industry publications. It can also be broken down into shorter blog posts that include a call to action to download the entire white paper.
10. **Never stop promoting your best content.** Track your website analytics to verify your most-used pieces of content and continue to promote them via social media, email, calls to action on your website and blog posts.

Repurposing exceptional content gives you a way to quickly and painlessly reinforce your message and strengthen your thought leadership position on a topic. You’ve already created great content ... now go forth and repurpose!



About the Author

Cindy Moen works with Edge Legal Marketing clients to help grow their business through thoughtful and well-planned marketing communications. Some clients bring Moen into their fold as an integral part of their management team, and others need her to plan and execute specific marketing strategies. Moen has more than 25 years of marketing experience.