

A COMPREHENSIVE GUIDE TO Repurposing CONTENT

Introduction

Your team puts hours into creating great web content that appeals to visitors and grabs attention. You plan, research, develop and promote that content. You see the success. But why stop there?

Repurposing content allows you get more return for those hours of planning and development. Repurposing also allows you to reach new audiences and make your appeals in new formats to maximize the effectiveness of your content marketing.

In this guide we will help you through the process of content repurposing and promotion. We will cover the different ways in which to repurpose your content, how to best promote that content, and how to tie it all together into one comprehensive strategy.

Content repurposing pushes your content marketing efforts to a new level of success, and this is the guide to turn you into a master. Enjoy!



Chapter One:

What is Content Repurposing?

Marketers always want to get more value for their investment. Bigger, better returns are the name of the game, and smartly executed content repurposing is a great way to achieve those returns. In this guide, you'll learn all about repurposing and how it can benefit your organization.

Think of content repurposing as going green with your marketing. When you talk about recycling a plastic milk jug, we can do a few different things with it. We can change the shape, use the same jug for a different product or we can just clean it up and leave it unchanged and use it for the same purpose.

Content repurposing is the same concept - you can take a piece of content you have already written and turn it into something else such as an eBook, video, or infographic. The key to successful repurposing is creating valuable content in as many channels as possible, offering a unique perspective for each outlet.

Creating content for different channels allows you to reach different audiences with different tastes – let's explore how.

\$118.4 Billion
will be spent on
content marketing in 2013

Why Should I Repurpose Content?

Over the years, we have all learned there are three main ways to learn:

- Visual (seeing)
- Auditory (listening)
- Kinesthetic (touching, experience)

Content repurposing is a way to reach your audience online through different senses. An infographic can reach visual learners. A podcast or video can reach your auditory learners. And games or interactive elements can reach a kinesthetic learning experience.

On a macro level, content repurposing supports your other digital marketing efforts. New pieces of content – such as infographics and videos – can provide fuel for social sharing and build your presence in important channels like YouTube.

Content repurposing provides plenty of support for your search engine optimization efforts as well. Each new piece of content is a new opportunity to earn a valuable link or take another spot in a search results page.

Search engines love new content and new formats of content that cause engagement, so having repurposed content is a great way to deliver both.

So you're sold on the idea now, but how do you get started? We'll cover that in the next section.




Chapter 2:

How to Repurpose Content

The easiest way to understand repurposing is to take a step-by-step look at how one piece can be repurposed and modified. Let's go through it now:

1: Creating the Original Content

Decide on a Topic: The first step of repurposing is creating your original content, so you need to decide on a topic that makes the most sense for your target audience. You want to choose a topic that is relevant, fresh and fits into your overall goals and strategy. Look at news headlines, related blogs, keyword lists, social media, and any other place you think there might be inspiration lurking. The best content takes a fresh angle on a popular topic, so try to be original.

Make a Plan: A good repurposing campaign is created in the planning process. What are your goals? What channels do you want to hit? How do you want to grab your audience? Figuring out this in the initial stages will help you time and release the rest of your content for maximum effect. There are many channels to explore with repurposing, including: 

Blog posts

PDF Reports

Longform

Article blog posts

YouTube

Slide Presentations

Podcasts Audio

Infographics

Images

White Papers

Short Article

Video blogs

eBooks

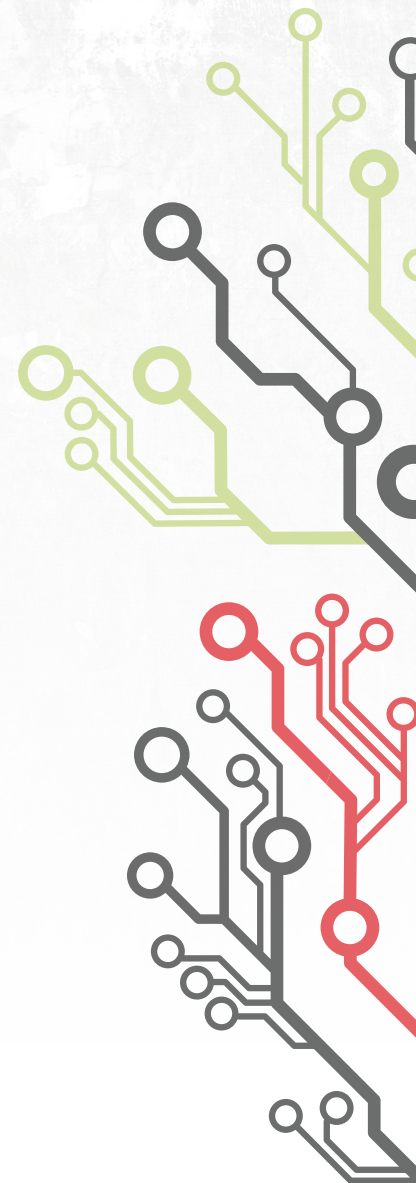
You don't have to use every format for every campaign. Your research might indicate that the target audience isn't all that interested in listening to a Podcast, or maybe you simply don't have the resources. It's ok – a mix is good.

It'll keep your plan unique and help keep you from falling in a rut. It's better to pick the outlets and formats that make sense for your business instead of forcing everything you do into every single category available. Remember, the key to any content marketing plan is to create value. If your piece isn't creating any value in that channel, then you don't need it.

Write the Content: Now you need to create the content. In this example, we're going to start with a longform content piece. We're going to create an expertly written, well-researched article that is about 3,000 words long. This is the base for our content, and it's where everything else will come from.

2: Repurpose the Content

Once you have these formats down, you can begin to modify your strategy to include some of the others as they make sense. Let's cover those formats from the previous list, and highlight some tips for making them work:



Infographics

The process of creating an infographic is probably the most collaborative piece you will create. With research, writing and artwork, an artist is typically given a detailed framework to start with.

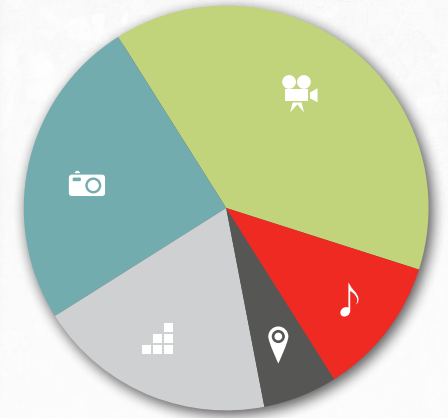
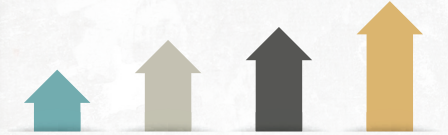
Whether you create it in-house or outsource the art, you'll want to make sure you keep/obtain all the source files that make up the image. If you have all the smaller images that go into the creation of the larger infographic, you can use those images to create cohesive branding across all the content that you release.

There are three main stages to an infographic design process:

Collecting Info: Collecting info for an infographic can be detailed and meticulous work. Many times designers receive the information in several of formats; PDFs, Excel docs, web links, Word docs, etc.

It is usually the designer's job, with direction, to pull out the key information and statistics to translate to an infographic. It is important for the person passing along the information to give clear directions to the designer, so the designer can properly illustrate their vision.

The ultimate purpose of the end result is to display a great amount of information in a nice summarized graphic.



Ranking the Content: In most cases, there are statistics that are more important than others. Those statistics need to be translated throughout the graphic. Showing a hierarchy graphically as well as in the numbers adds to the believability in the overall infographic.

For example, if your client wants to show a percentage of profits compared to their competitor, then making their percentages larger and bolder will help make the case. The stats are just the beginning of the graphic. The design elements convey the whole story.

Design Approach: The overall look and feel of an infographic can come from the client's direction - or if you have total creative freedom then it is up to you to find a way that would best appeal to the target audience. (All design aspects are subject to client preference, brand style guides, etc.)

Studies show that different age group reactions can vary when it comes to colors, styles and imagery. This has to be taken into consideration when determining the design of the graphic; you may not want to use all pastels when your target audience is males in their mid-30's.

Create HTML Version

Our longform content idea from the previous section fits very well into this mold.

Longform pieces are growing in popularity on the web. Many blogs feature longform articles on a regular basis. These articles will have a custom design element, more in-depth content, and supporting materials.



You can use the graphics from your infographic project to create a unique look for this piece and really draw the reader in. You can also include links to the other pieces of your repurposing plan as warranted.

You can work in HTML5 elements for an SEO-friendly interactive edge to your longform content as well. There's a wealth of opportunity to make an engaging, fun, interactive experience for your users.

Tips for Creating Your Longform Page

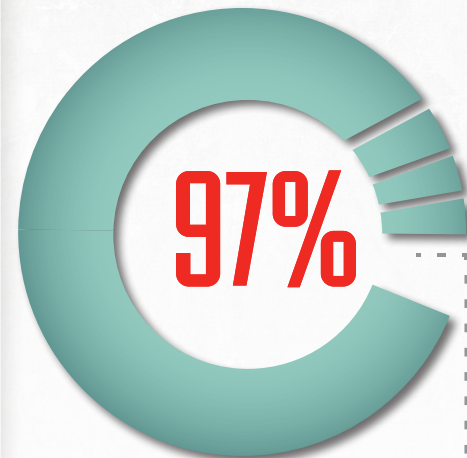
Whether it's a post on your blog or a new page on your site, take some time to evaluate your topic and the materials you have.

If you have graphics, figure out a way to incorporate them into your piece for added sizzle. A custom background or custom icons accompanying pull-quotes and other sidebar information adds an appealing visual dimension to your work.

Use plenty of typography like dropcaps, formatting, headers and other elements to spruce up long blocks of content.

Don't be afraid to experiment with HTML5 interactive design elements that are SEO-friendly. This can really help your piece get the notice that it deserves.

Remember to add links to any other repurposed materials you've created to accompany this page, or to return and link to them once they are completed.



*Companies that
blog have 97%
more inbound links.*

Make an eBook

An eBook can be similar to your longform HTML, but perhaps with more in-depth notes or added imagery since the page loading speed won't be an issue.

A well-done eBook also serves as a lead capturing mechanism, or even a revenue-generating product. If you create a great book, you can upload it to your site with an optimized landing page and encourage users to give their contact info to download a free copy. This can grow your email list and help nurture your prospective leads along the sales cycle.

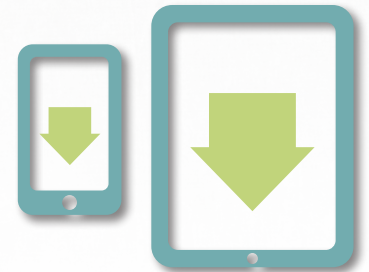
Alternatively, you can offer the book for sale. You can sell eBooks for devices like tablets and e-readers through your website and through outlets like Amazon.com. This is a great way to get your brand out there and generate some extra income.

Figure out what makes sense for your business. If you want your book to be a way to generate leads, offering it as a free download might work better than a paid version. Other companies and bloggers use eBooks as one of their main revenue streams. It's all about your business and your model.

Creating an eBook

The process of creating an eBook becomes easier if you have already created an infographic or some other type of illustrations for your content. You can use the art and illustrations from the infographic to then make your eBook. Follow these next steps to get started with your own eBook.

DOWNLOAD



Create or Use Current Content: Simply take your document with your content and note any key points your target market may want to read or learn about. EBooks are nice because they can really be any length you need or desire. In-fact it is a great way to compile multiple pieces you have written into one larger piece.

Organize Your Content: Organizing your content is an important stage to the overall process. No matter if your end product is a few pages or 100 pages, having your content organized helps with the overall flow and continuity of your piece. Be sure to divide your content up by sections and use text treatment to make sections stand apart from one another. Remember to include a fair amount of white space within your eBook; this helps readers to not get overwhelmed.

Images and Illustrations: After your content is written and organized, you can then fully (some collaboration during the organization part may be needed) pass off to your design team. You can now add images to break up the content, usually at the beginning or end of each section.

Your content should align with the overall theme and content of the piece. Though you can use clipart images, we always recommend some customized images (possibly taken from infographic) for your eBook. The images add interest and break up what could be a monotonous piece otherwise.



Create a Cover: Every eBook needs a cover. You can take your images that have been already created and incorporate them. Remember the cover is the first thing your audience will see, so have it fit with the overall theme of the piece.

Create a PDF: Once you are finished all the pieces of your eBook, you then need to turn the whole document into the proper format. Sometimes, you'll simply use a PDF and call it a day. But if you are submitting your book to another site, you'll want to make sure that you are submitting in the form they prefer. You may need to convert to a specific file format, like ePub, to ensure that your book is accepted and able to be read on the devices you intended. You can find file converters that make this job simple.

Create a PowerPoint

Power Point? Oh no!

We can hear your groans from here. Don't fret though – a Power Point doesn't have to be the single most boring thing ever created. Forget all that you learned from years of poorly organized, poorly designed, and poorly delivered presentations in classrooms and meeting rooms. You can make a slide presentation compelling and you can win business. The key to success is learning how to make a Power Point the optimized way, and not the boring way.

Presentations are a great way to share your content, as well. There are many sites, like SlideShare, dedicated to sharing presentations. These are shared in social channels and blog posts around the web when authors need an authoritative source for a topic that they are writing about.



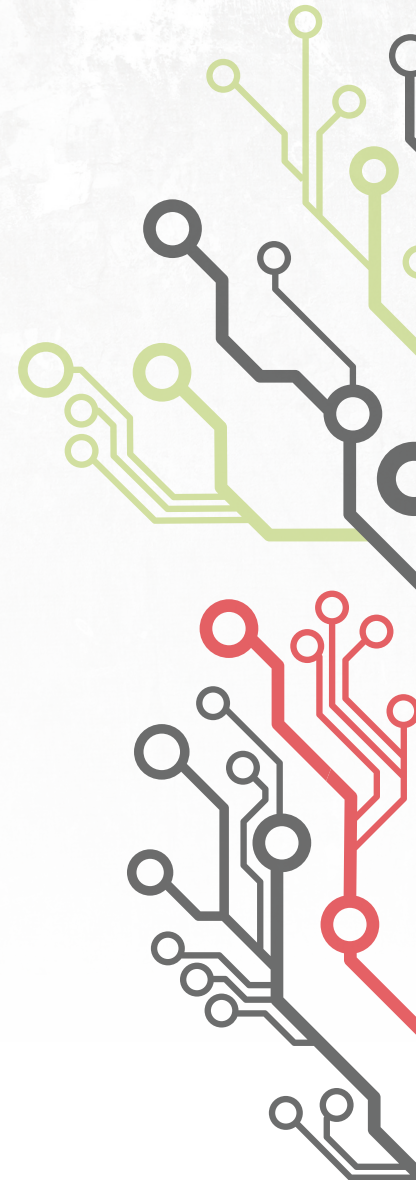
Creating a PowerPoint is a pretty basic task and something most business professionals learned many years ago. Of course, not all learned it correctly. We're going to cover the basics of creating a good presentation that people will want to share, but there's always more information out there to learn.

Simplify Major Points: In a presentation, you want to simplify the major points. Slides shouldn't have a lot of text – that's what articles are for. It is up to your presenter or narrator to elaborate on each talking point. Give the audience the thesis, and then expand on it with your narration. Use images to drive points home.

Use Graphics and Art from Previous Pieces: Take the artwork and graphics from your previous pieces to further explain each slide. Pictures can take a plain PowerPoint and make a dramatic difference. Artwork can really tell a story. Using your graphics from other pieces also helps create a cohesive style across all the content, helping with branding.

Avoid Special Effects: Special effects on PowerPoint's can be very distracting and hinder the overall experience for your target audience. Your presentation shouldn't be reliant on special effects, it should be the presenter and the overall information you are giving that makes or breaks it. The world doesn't need another presentation with star wipe transitions and cute sound effects.

Make it Pretty: You can always add design elements to catch your audiences eye and attention. Take photos and graphics from previous built content as I mentioned above. In addition to the graphics, add design elements for the fonts, borders and overall custom template.



Make a Video

Video is one of the most effective forms of content marketing available. Users love video, search engines love video, and they are fun to make!

If you have the resources, either internally or in your budget, you can make a video that explores the same content as your longform piece. Perhaps an interview or a tour of a location in your content piece, or a how-to explanation related to the topic can be placed in video format.

If you are low on ideas, you can take the PowerPoint, set it to music and make into a video. Videos also offer another engaging format for your once static infographic. Imaging multiple panes of your previous infographics with voice over can and will tell a more thorough story of what you're trying to get across to your audience.

Videos can also serve as the starting point (rather than the infographic or PowerPoint) in the overall content process. Individual components (graphics, etc.) from the video can then be used in other applications, using the same steps. Videos are a great tool to use to promote your business as well which will be discussed in the next section.

Use a Script: Don't ever try to just "wing it" on camera. You might hit a good take eventually, but you're going to spend far too much time editing and re-shooting. Write down what you need to say and take the time to make a coherent bullet point outline that you can work from. Avoid reading word for word, as that can force you to sound unnatural.



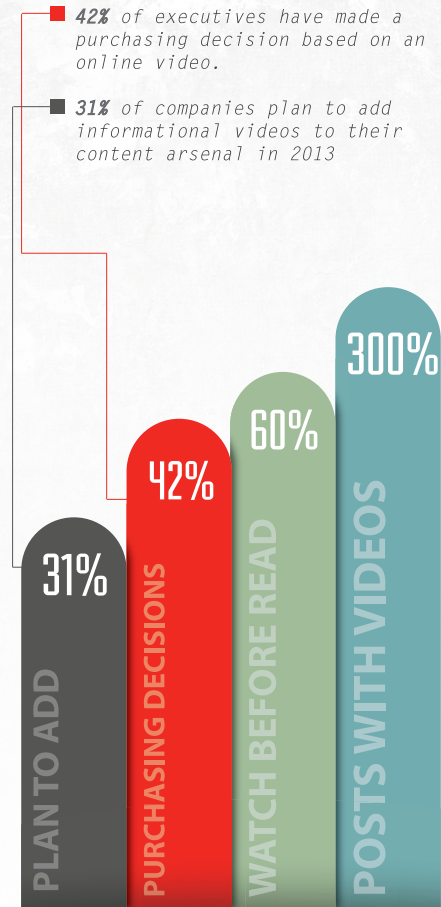
Be Yourself: If you aren't funny, don't try to be hilarious. Just be you. It's simple advice, but necessary. People can sense inauthenticity in a video much more easily than they can in any other format, so don't try to fake it.

Lighting is Not Optional: You want to make sure you find someone with plenty of experience shooting video. It might be tempting to have the "techy" intern set things up, but bad lighting can easily ruin a video. We could write an entire book on how to properly light a person for a video, but we'll spare you the details and just say this – find someone who knows how to do it.

Keep it Concise: Don't stretch a video out. If you have a couple minutes of material, that's fine. People are used to short videos on the internet and it's painfully obvious when you are stretching it out.

Other Creative Ways to Repurpose Content

1. **Take apart** white papers, turn into blog posts.
2. **Turn** quotes from your content into images and pins on Pinterest.
3. **Make** a list of old blog posts from Facebook. Once a week create a theme in which you promote an old post.
4. Explain a post in video format. For example, SEOmoz's "White Board Friday" is one that has been copied and used by many different companies and brands.
5. **Explore** old posts or content that can be mixed and matched for creative content marketing.



■ **42%** of executives have made a purchasing decision based on an online video.

■ **31%** of companies plan to add informational videos to their content arsenal in 2013

■ **300%** Posts with videos can attract more inbound links than text only

■ **60%** of executives will watch a video before reading a word of text on their screen.

Conclusion

That was a lot of information. Don't feel overwhelmed, though. You don't have to repurpose every piece of content into every available channel. Pick the ones that make sense for the topic and make sense for your budget. If the topic fits all formats – great! If you don't have enough bandwidth in your office to accomplish it, then look into outsourcing some of the work. You can find great rates on video production, design, content and more if you look around for specialized providers.

Creating the content is a big part of repurposing, but it's not all there is. You also want people to see the content, and that's where promotion comes in. Let's move on and explore content promotion for various formats and channels.



Promoting Content

Once the content is reformatted, you'll want to make sure that you promote it to drive new traffic to your website, not just repeat traffic. Because your content has been repurposed in so many ways, there are multitudes of websites you can use for promotion, and they will serve as drivers of traffic and as links for search ranking improvement. There are varying strategies depending on what type of content you're promoting, but they are all useful for raising awareness of your brand and driving traffic to your page. After all, you don't want your content to just sit on your website – all that work you put in won't be worthwhile because nobody new is going to see it.



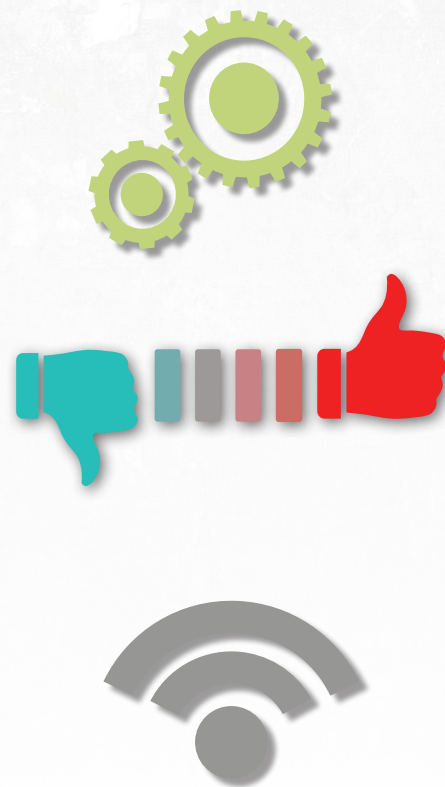
In this section, we will cover promotion of several important content types – infographics, videos, slide shows – as well as social promotion for all content.

Infographic Promotions and Follow-up

Infographics are an excellent promotion tool because they are easy to share and easily browsed, so new visitors are more likely to see your content and less likely to pass it up because they “don’t have time.” Promoting your infographic will consist of two major steps: submissions and reactive outreach.

Submissions: This is a big traffic-building and awareness step. Research the sites where you can post your infographic (some great ones are visual.ly and pinterest.com). It doesn’t matter whether they are followed links or no-follow links – the juicy links will come later. Write compelling descriptions and encourage viewers to share the infographic. With a good infographic, many will do so. Additionally, reach out to bloggers that you’ve spoken with before, and ask them if they would like to share it on their blog or with others.

Reactive outreach: A few days after submitting and sharing the infographic, perform a reverse image lookup (using sites like TinEye) and find the sites that shared your infographic. Some of these sites will have used your site as a source, and are excellent resources for traffic and link building. Reach out to them and let them know you’re the creator of the infographic and you appreciate their sharing of it. However, some of the sites may have incorrectly used a source such as visual.ly instead of your original page. These are still good pages because they give you an excuse to reach out and correct the problem.



All of the relationships that you'll build through these steps will be excellent relationships for future repurposed content, including different infographics. Keep them in your contact list and reach out to them occasionally even if you don't have anything new to offer.

Slideshow and PDF promotions

Slideshows are becoming more popular as avenues of promotion because consumers are looking for more information than what an infographic would provide, but are still visually appealing. They are also becoming more appealing due to the increase in use of tablets and e-readers, which have screen resolutions catered to slideshows and PDFs. Compared to an infographic, slideshows and PDFs are more text-heavy, which allows more freedom in wording and explanation.

A big part of promoting slideshows and PDFs is getting it seen – it's quite easy to make one, and yours needs to stand out from the rest by having compelling content and a bold design. Slideshare.net is going to be your main source of traffic for slideshows, but explore other options. Performing a search like "slideshare alternatives" can lead to great recommendations for other sites with different types of users. Some, like scribd.com, love to focus on the design as much as the content.

With most of these sites, you can be notified not only when someone views the slideshow, but when they download or share it. The people who take action are great people to reach out to – due to the limitations of slideshow and PDF sharing (not nearly as easy as an infographic), these people are going to be your best relationships, and will help increase the amount of views you get and improve your overall reputation.



Video and Podcast promotions

Video is so effective because more than one of the senses – sight and hearing – are commandeered, which leads to a high level of engagement and response. They are also harder to get lots of views on, but submitting to many good video sites like YouTube and Vimeo can make your brand name rank well for video searches on search engines.

Youtube will be the website for actual views – make sure your tags are well thought-out, and that your description briefly but clearly describes what the video is about (and don't forget a link back to your website!). While other sites may not garner any views, if a user searches for a video that include your tags, your video is more likely to show up multiple times on the front page. Because of this, you're more likely to be seen as an authority on the topic, improving your reputation and indirect traffic.

Social Sharing

For all of your repurposed content, social networks are going to be a strong ally in promotion. In nearly all of the blogs and pages that you've submitted to, there will be options to share that post on Facebook, Twitter, Pinterest, and other social networks. Someone with only a few followers on their blog may share your infographic, but if they get a Twitter share from someone with a couple thousand followers that one blog post can suddenly mean a lot in the long run. This can be huge for infographics on Pinterest, with repins exponentially increasing as more people share to their own group of followers.

Don't forget to share your content on your own social pages, especially since a constant flow of content is important towards getting and retaining



your own followers. In addition to sharing your own content, you can also share others' content and potentially build a mutual relationship with them. Remember to schedule different variations of the same content apart – that way, it doesn't become too repetitive.

Use all of the above techniques to grow not only your traffic, but your awareness, reputation, authority, and social networking prowess. All of these are beneficial qualities to drive long-term traffic in addition to the short-term traffic that comes during the promotion process.

Final Thoughts

Repurposing content is all about spreading your ideas across multiple channels, to a variety of digital platforms. Not all types of content are created equal nor should they be repurposed the same way or even repurposed at all. You must identify those pieces of content that work for re-purposing and mark them as such for future use. Create an editorial schedule that includes repurposing content and follow it as it makes sense.

“I don't think outside the box; I think of what I can do with the box.”

– Author Unknown

