

WHY YOU SHOULD

Repurpose Your Content

www.contentmatterz.com



What is Content?

Content

“everything your customer or prospect touches or interacts with – including your own online properties and Web pages and the experiences they offer, but also everything on any social channel (like Instagram, Twitter, Facebook, LinkedIn, YouTube, and so on)”*

Content Repurposing

the process of taking existing content and turning it into a different format

*Ann Handley’s definition from her book, *Everybody Writes*

Who should repurpose content?

You! Everyone! Anyone!

You've got enough on your plates. Let a piece of content keep working for you by giving it new life.

Did you know?

60%

of marketers say their time is spent on low-value or unnecessary tasks.

Content repurposing can help.



Source: Asana, Anatomy of Work Index 2021

#1

Save your time and money

Why you should repurpose content

**YOUR TIME IS LIMITED.
DON'T SPEND IT
REINVENTING THE WHEEL.**

Instead of wracking your brain for new content ideas, focus on getting the content you already have into the hands of more people by switching up the format. And as they say, *time is money!*

#2

Get found

Why you should repurpose content

BOOST YOUR SEO.

There were *4.57 billion internet users worldwide in 2020*, and getting their attention takes some skill. Publishing more content boosts your online presence and can improve your SEO.

#3

Beat writer's block

Why you should repurpose content

YOU'RE NOT ALONE.

Creative juice running low? We've all been there. And yet unfortunately, we can't afford a kink in the content machine. Get things flowing by starting somewhere familiar and see where it takes you.

#4

Reinforce your message

Why you should repurpose content

FOLLOW THE RULE OF 7.

Marketing's Rule of 7 says your customer needs to hear your message seven (!) times before they buy. Be a rule follower. Get your message out in new ways by repurposing content that will eventually sink in.

#5

Reach new audiences

Why you should repurpose content

MEET CUSTOMERS WHERE THEY ARE.

Repurpose content for different mediums so your audience can get what they're looking for in the places they're already looking.

#6

Diversify your content

Why you should repurpose content

PEOPLE LEARN IN DIFFERENT WAYS.

Not everyone learns in the same way or from the same source (#5), but they all need to hear a consistent message from your brand (#4). Offering your content in different formats will help you achieve these goals and make your brand more dynamic.

#7

Extend what's working

Why you should repurpose content

RUN WITH IT.

Got a piece of content with off-the-charts results? Take it and run! Content repurposing lets you breathe new life into old successes by presenting it to your customers in a new format.

#8

Cover the buyer's journey

Why you should repurpose content

ADDRESS EVERY STAGE.

One long-form piece of content can be repurposed into multiple, smaller pieces of content that target each of the buyer stages. Social media posts, blogs, email campaigns, or white papers can be tailored to different decision stages.

#9

Unify your sales and marketing teams

Why you should repurpose content

TEAM WORK MAKES THE DREAM WORK.

Get everyone marching to the beat of the same content drum. When your sales and marketing teams are both focused on the same message, you'll build camaraderie while delivering a strong, unified campaign to your customers.

#10

Refine your process

Why you should repurpose content

**PRACTICE MAKES
PERFECT.**

Even if your team is a well-oiled machine, it's always good to reinforce your process for content ideation, generation, and publishing. Then work out the kinks!

Want to learn how to repurpose your content and get examples?

Download our eBook

And reach out to us for more help!

www.contentmatterz.com

