

THIS IS HOW TO Repurpose Content

A Visual Guide For Busy Marketers

Why Repurpose Your Content?

1

Create more content with less effort.

Get your content in front of more people.

2

3

Save time to do other valuable work.

The Solution?

10x Content

10X content is stuff that's **TEN TIMES BETTER** than anything else out there. Start by applying the **Skyscraper Technique** following these steps:

1. Read the top ten posts on your topic.
2. Record what information they include.
3. Make your content more useful and comprehensive.

Nail Your Outline

Great outlines precede great content.

Map out each section of your post (while keeping repurposing in mind).



Focus On Creating One Big Content Piece

Your **main piece of content** is the **hub** your repurposed spokes revolve around.



And Make That Content:

Substantial

Cover everything your audience needs to know.

Relevant

Be timely and align with audience interests.

Better Than Anything Else

Do what your competition won't.

Design Visual Content You Can Use Elsewhere

When creating your blog content, add **graphics** that you can:

- Share on social media.
- Include in your email newsletter.
- Use as part of a slide deck.

Slice 'N' Dice That Content!

Get **maximum mileage** with **minimum effort**. That's the name of the content repurposing game.

Video:

- Create a video based on your content.
- Reuse the intro for your YouTube description.
- Upload that video to Facebook and Twitter.



Social Media:

- Create a campaign for your content.
- Reuse stats and graphics on social media.
- Use copy snippets for social media posts.



Email:

- Use copy for your email newsletter.
- Borrow header graphics (for designed emails).



Other Channels & Platforms:

- Submit it to Inbound.org, Reddit, and other content aggregators.
- Turn your post into a SlideShare presentation.



That's just a **handful of ideas** to

Get You Started.

10x your 10x content

Have several pieces of **10X content**? Take 'em to the **next level**!

- Combine blog posts into an ebook.
- Stitch content into online course material.
- Build a resource hub page with downloadable assets.

Manage Everything In One Place

With

CoSchedule

CoSchedule Makes It Easy To:

- Plan, publish, and promote content.
- Manage all your projects.
- Map out your content repurposing schedule.

Get started with your free 14-day trial now:

<https://coschedule.com/signup>

Sources:

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<http://www.curata.com/blog/content-marketing-statistics-the-ultimate-list/>