

The background is a solid magenta color with several overlapping circles of varying shades of magenta and pink. Three curved arrows are scattered across the page: one in the top left pointing down and to the left, one in the top right pointing up and to the left, and one in the middle right pointing up and to the right.

50+ PLACES TO

# Repurpose Your Content

*The Ultimate Guide*

CREATED BY COSCHEDULE

# 50+ Places To Repurpose Your Content: The Ultimate Guide

 [coschedule.com /blog/repurpose-your-content/](https://coschedule.com/blog/repurpose-your-content/)

*Now what?*

We put so much work into our content that it's a shame to see it relegated to the archives of our blog. This is where repurposing comes in. By repurposing our content for a new site or medium, we give it new life and expose it to more new readers. The big question you're asking, then, is '**where are the best places to repurpose my content?**'

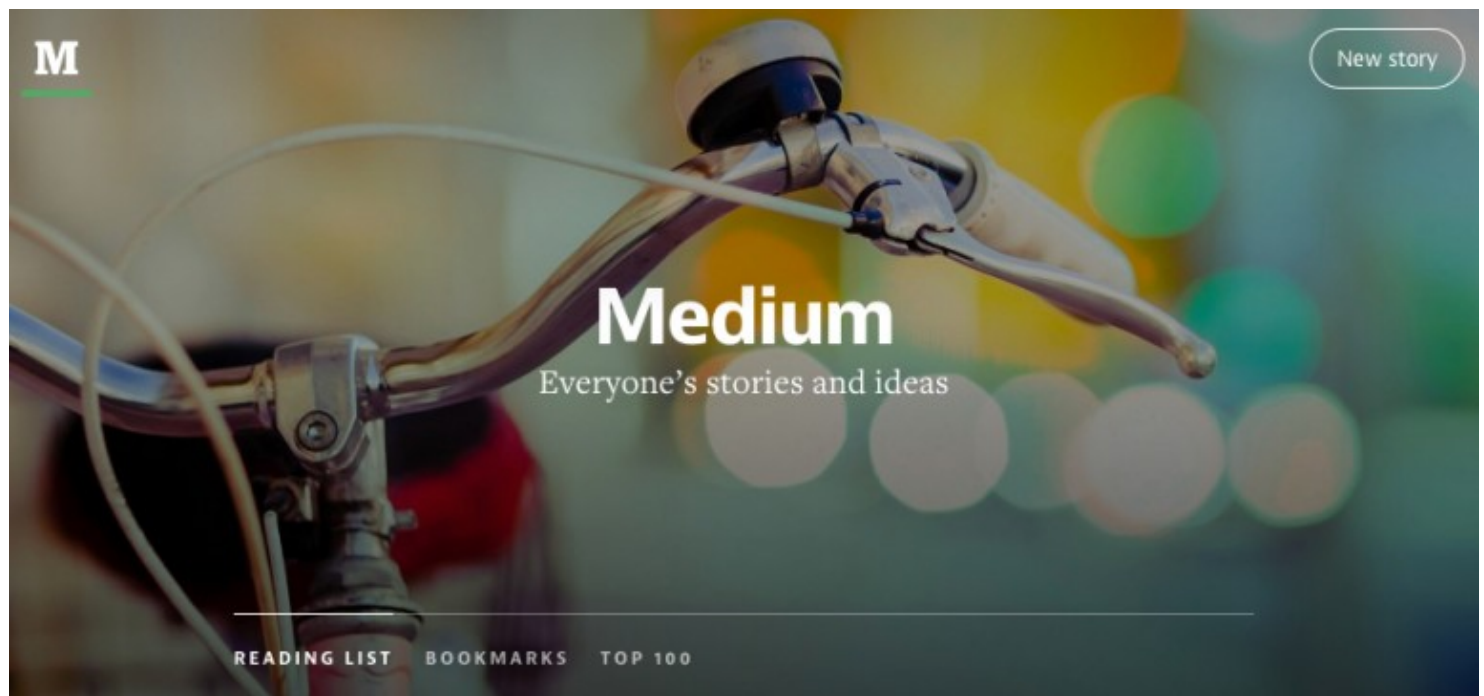
You're in luck. We have 50+ places that you can use to repurpose your content marketing

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## Syndicate (Repost) Your Content On These Sites

The easiest way to repurpose your content is to simply post it "as-is" on another site. There are several options for this that you can make a part of your process when a new blog post goes live.

### #1 – [Medium](#)



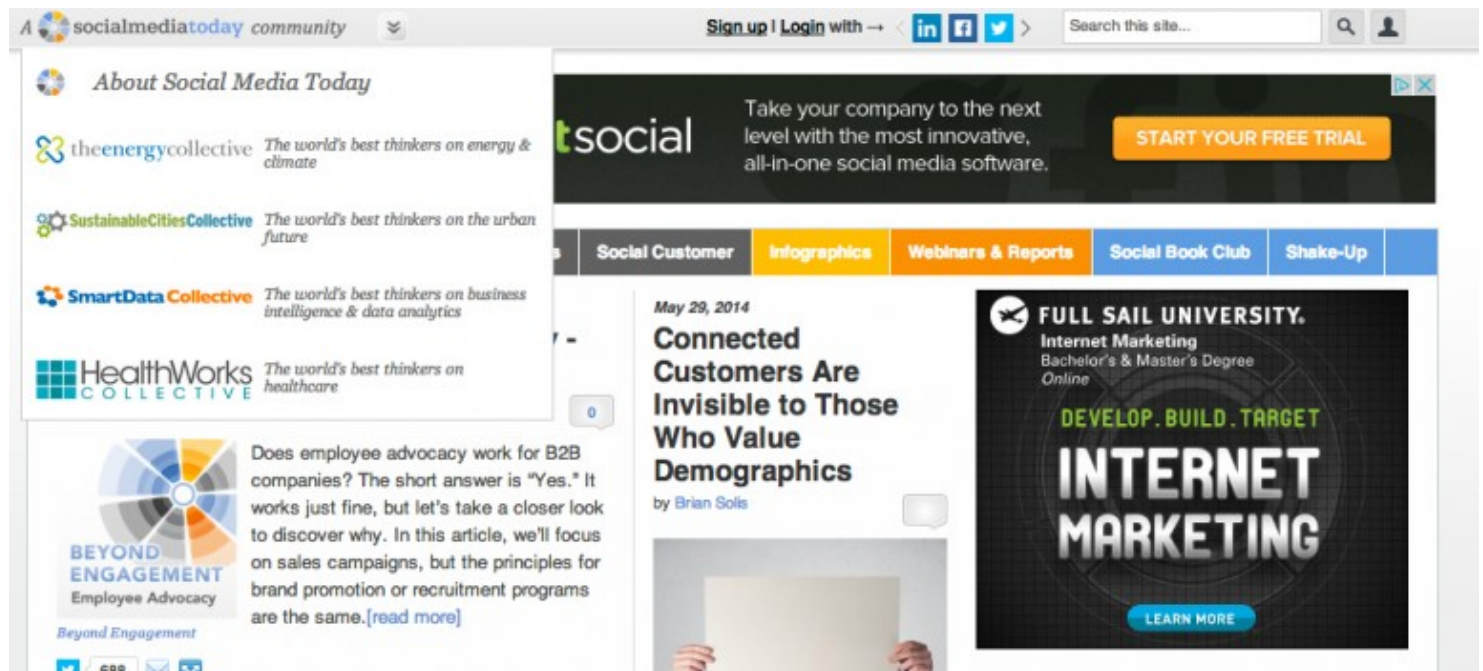
Medium blurs the lines between a blogging and a social media platform, and it provides an interesting place to repurpose and republish your content on a shoestring timeline and budget.

You can easily republish your content days, weeks, or even months after the original story was published. All you need to start is a Twitter account and a desire to be heard. Once you have your Medium account set up, you can easily copy and paste your own content to the Medium blog and then take advantage of the "network effect" by cross-publishing it to various collections (or groups) throughout the site.

**Quick Tip:** Republished blog content doesn't have to be an exact replica of the original. In fact, you should always

take a new approach. Try a different headline, or add/remove content from the original article to create an original post. Sites like Medium thrive on sharing personal stories, so adding a personal touch is always a nice way of mixing things up.

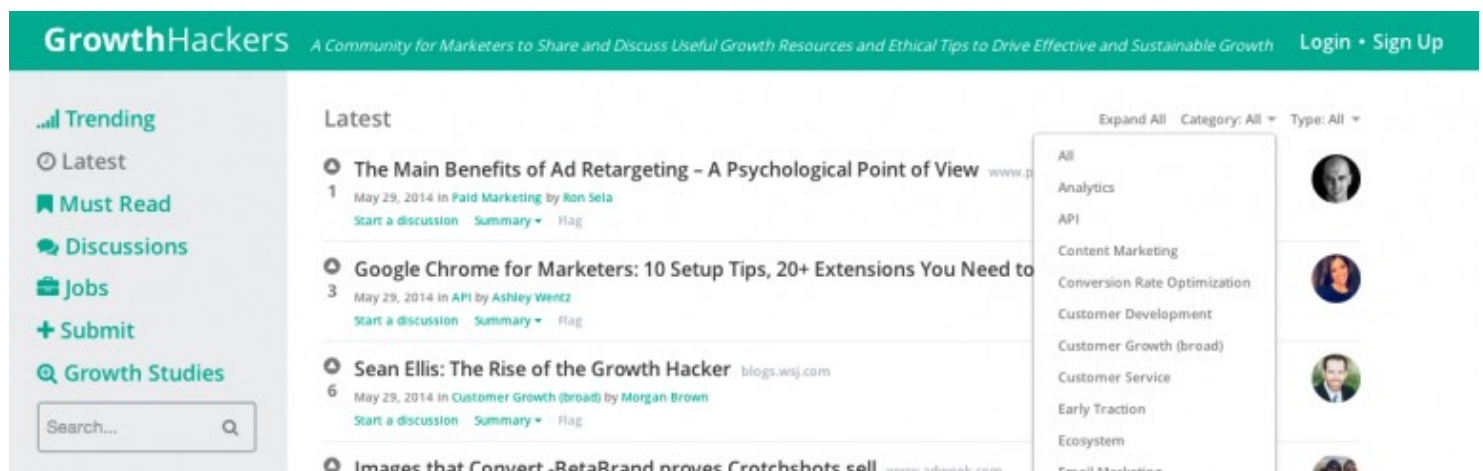
## #2 – Social Media Today



Social Media Today is a classic syndication site where you can submit content directly or “magically” through your RSS feed. Social Media Today editors will routinely select the best content that they see to be featured on the homepage and throughout their promotion channels.

With their unique RSS submission feature, this one is a no brainer. If you don’t write “social media” specific content, be sure to check out the rest of their channels that cover topics like climate change, smart data, and health care. Choose the one that is best for you.

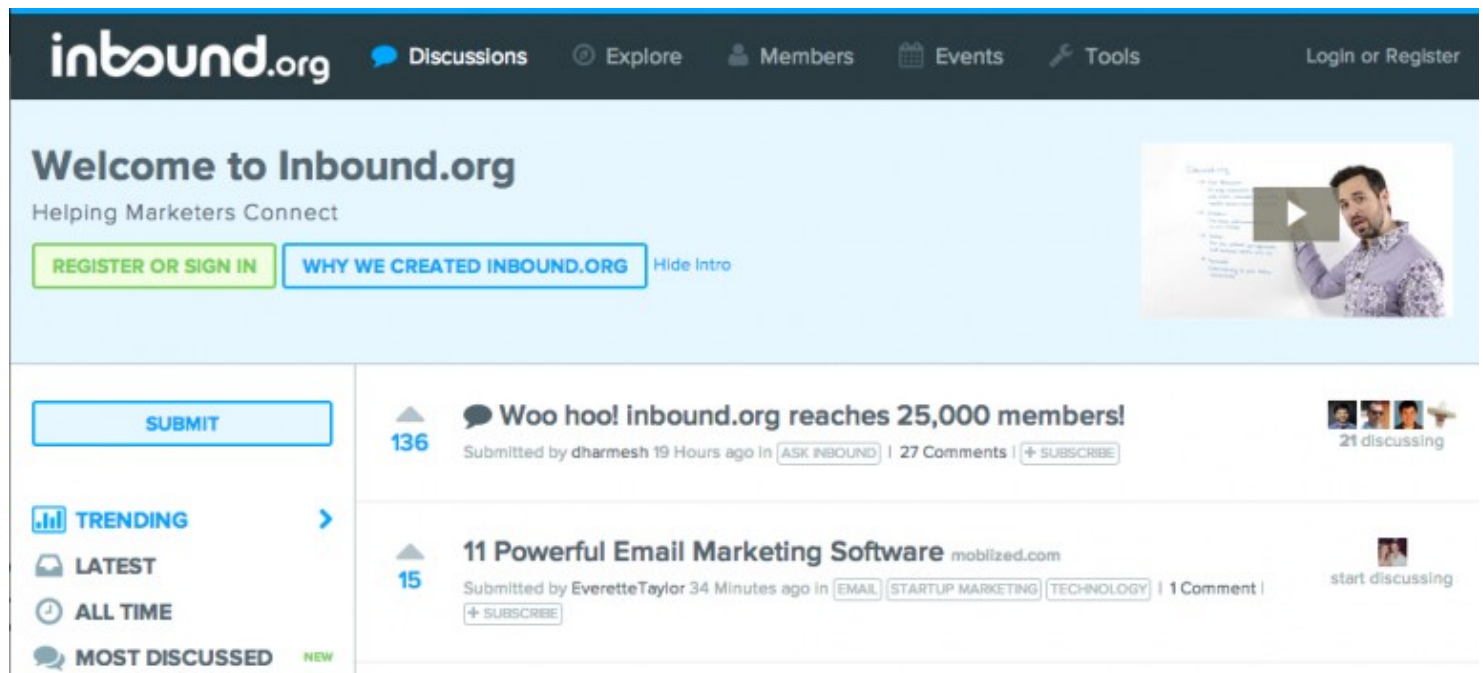
## #3 – Growth Hackers



GrowthHackers.com is the premiere site for content related to growth hacking and startup marketing. Their guidelines define their community as one that is for the growth obsessed to connect and get inspired. If your content fits this mantra, GrowthHackers.com is smart place to cross-promote your content. You will only need to submit a link and

URL for the post you are looking to promote.

#### #4 – Inbound



In very similar model to GrowthHackers.com, Inbound exists to “enable great content and people from the world of inbound marketing to get noticed.” With a free account, you can easily post links to great blog content by simply submitting the title and URL of the post. However, you should be careful. [Their guidelines](#) are some of the strictest we’ve seen.

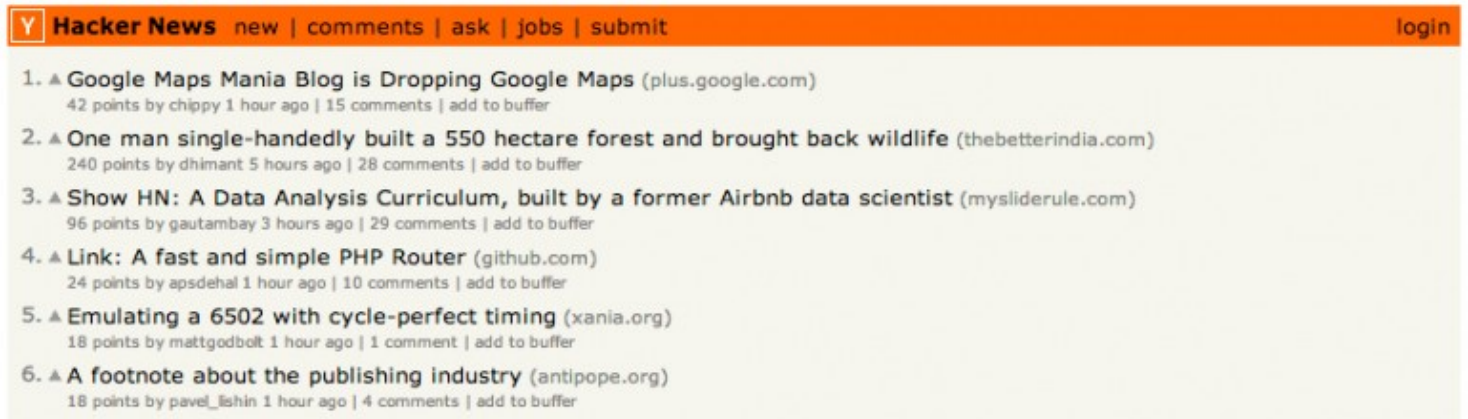
#### #5 – Biz Sugar

BizSugar is a place to share “small business news and tips” and offers an active community. Articles on BizSugar can be submitted manually after they are published and filed into categories like marketing, finance, management, technology, and startups.

#### #6 – Reddit

Reddit’s goal is to be the “front page of the internet,” and as one of the most popular sites on the web, it has come pretty darn close. It prides itself on user-generated news links where users submit votes to promote stories to the front page. You should specifically seek out key subreddits (reddit entries are organized into areas of interest) that are directly related to your industry.

#### #7 – Hacker News



Similar to Reddit, Hacker News is a ‘social news website that caters to programmers and entrepreneurs, delivering content related to computer science and entrepreneurship.’ It is also a great place to repurpose and redistribute your content if your audience fits the demographic.

## #8 – [Scoop.It](#)

Scoop.It is a content curation platform with a cool feature for our purposes here: you can submit links and have them suggested to other users.

## #9 – [Business 2 Community](#)

Business 2 Community brings together some of the brightest minds in the industry to share their thought leadership and experience. They allow for contributing writers or syndicated content, much like Social Media Today. If you think this one might be a good fit, take a read through their [community guidelines](#).

## #10 – [Blokube](#)

Blokube is a site built by bloggers for bloggers, and offers a place for them to share their content, network with other bloggers, and to exchange ideas and interact. It is a blogger community for bloggers!

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## Extend Your Reach With These Underutilized Social Media Sites

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Everyone [promotes their blog on social media](#), but are you taking advantage of everything that you can? There are many unique ways to “extend” your content on social media.

## #11 – [Quora](#)

Quora allows its users to ask any question, and get real answers from people with first hand experience.

It has a user base filled with smart and influential individuals covering every topic imaginable. With Quora, you can share your content in several ways. One is to simply add content directly to your profile. You can share a full post, or a snippet that you believe is relevant to a site topic.





## Garrett Moon's Posts Edit

Write a [description](#) for this blog.

[Posts](#) [Views](#) [Log](#) [Settings](#) · [Write Post](#)

### No Posts, Yet...

Blogs are collections of things you write and find -- like lightweight blogs or personal notes. You can [add people as authors](#) so you can collaborate to share information.

Another way to utilize Quora is to

respond to questions with relevant highlights from your content with a link back to your original post. This is a great way to place value right where it is needed. Quora has SEO value as well, so your answer (if it is a good one) should stick around for a long time to come.

## #12 – [Become A LinkedIn Publisher](#)

The screenshot shows a LinkedIn profile for Monica Adractus, Head of Customer Retention at Box. The profile includes a bio, current and previous employers (McKinsey & Company, Starbucks), and education (Harvard Business School). A red box highlights a post titled "Here's why your customers are leaving" published by Monica on March 16, 2014. The post features a photo of a road with a speed limit sign and the text "Churn out churn: Five steps to serious".

Recently, [LinkedIn announced](#) that they would now allow their users to submit long-form content directly to their LinkedIn profile. This presents a unique opportunity to cross-promote content that you are already creating on your own blog. Because the feature is still in beta, you will need to [apply for early access](#) to be included. Once you begin adding posts, they will be included directly on your LinkedIn profile.

### #13 – [Google+ \(Long-Format\)](#)

Most people don't know or don't take advantage of the fact that Google+ allows for 100,00 characters in each post. Considering Google+'s already high propensity for search performance, this is probably an advantage that you'll want to take when it can work for you. Consider reposting a shortened version of your blog post (or the entire post itself) right inside of Google+.

### #14 – [StumbleUpon Paid Campaign](#)

OK, this one isn't free, but it doesn't have to be overly expensive either. StumbleUpon offers a fairly affordable way of promoting your blog content.

Paid Discovery works similar to Cost Per Click (CPC), which means that we only pay when someone actually visits our site. This means that you will always get something for your money. This method outlined by Ross Hudgens provides a good guide for getting started with only [\\$20 in paid discovery per post](#). If you are ready to take the plunge, here is step-by-step guide to [using StumbleUpon Paid Discovery](#).

### #15 – [LinkedIn Groups](#)

Turn your content into a hot topic on a LinkedIn discussion group. These groups are topic focused, and offer a rich audience for feedback and discussion.

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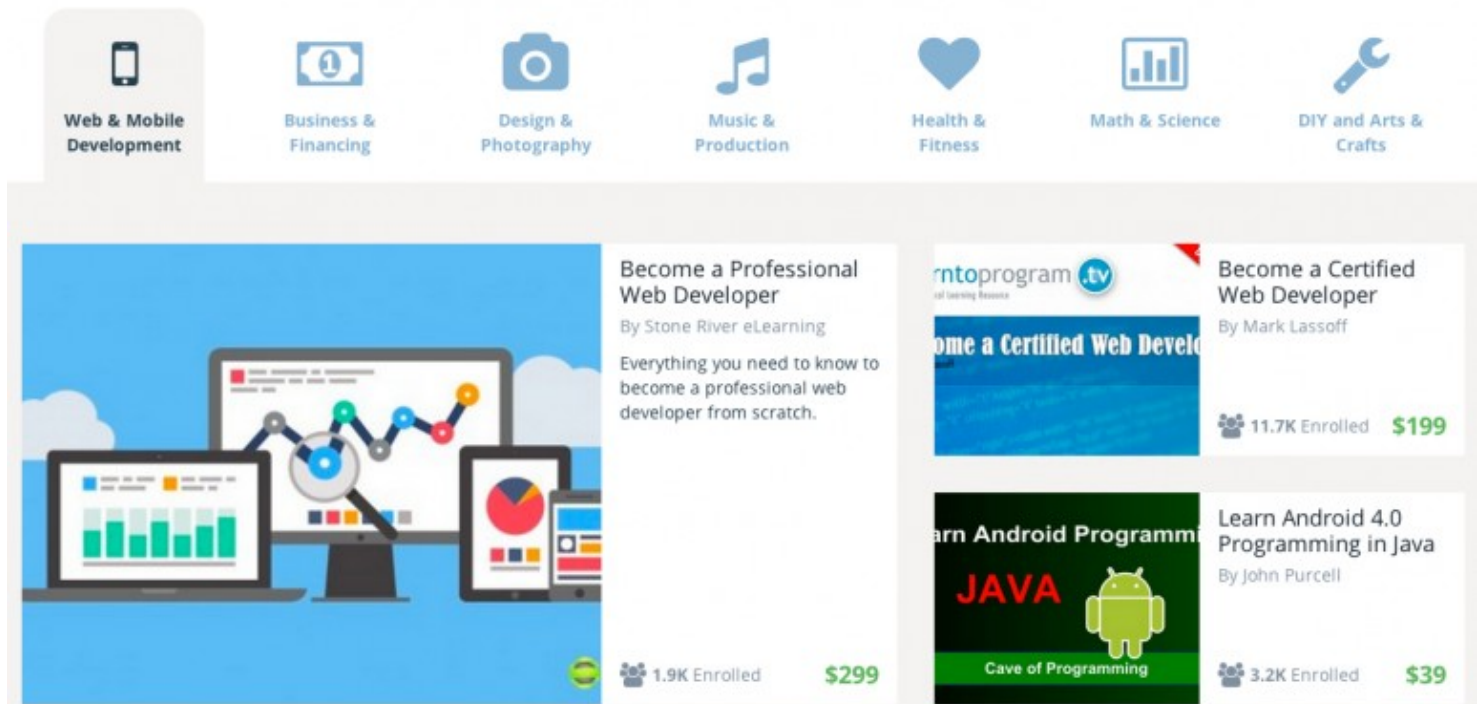
## Repurpose Your Content As An Online Course

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Online learning is a growing trend, and there are lot of sites popping up that will help you find a new home for the content you've worked so hard to create. Here are some of the most popular options.

### #16 – [Udemy](#)

# Discover courses by topic



The image shows the top section of the Udemy website. At the top, there's a navigation bar with icons and labels for various course categories: Web & Mobile Development (phone icon), Business & Financing (dollar sign icon), Design & Photography (camera icon), Music & Production (musical note icon), Health & Fitness (heart icon), Math & Science (bar chart icon), and DIY and Arts & Crafts (wrench icon). Below this, there are three course cards. The first card is for 'Become a Professional Web Developer' by Stone River eLearning, featuring an illustration of a laptop, a tablet, and a magnifying glass over a line graph. It has 1.9K enrolled students and costs \$299. The second card is for 'Become a Certified Web Developer' by Mark Lasso, featuring a blue background with a white line graph. It has 11.7K enrolled students and costs \$199. The third card is for 'Learn Android Programming in Java' by John Purcell, featuring a green background with a white Android robot icon and the text 'Cave of Programming'. It has 3.2K enrolled students and costs \$39.

Web & Mobile Development

Business & Financing

Design & Photography

Music & Production

Health & Fitness

Math & Science

DIY and Arts & Crafts

**Become a Professional Web Developer**  
By Stone River eLearning  
Everything you need to know to become a professional web developer from scratch.  
1.9K Enrolled **\$299**

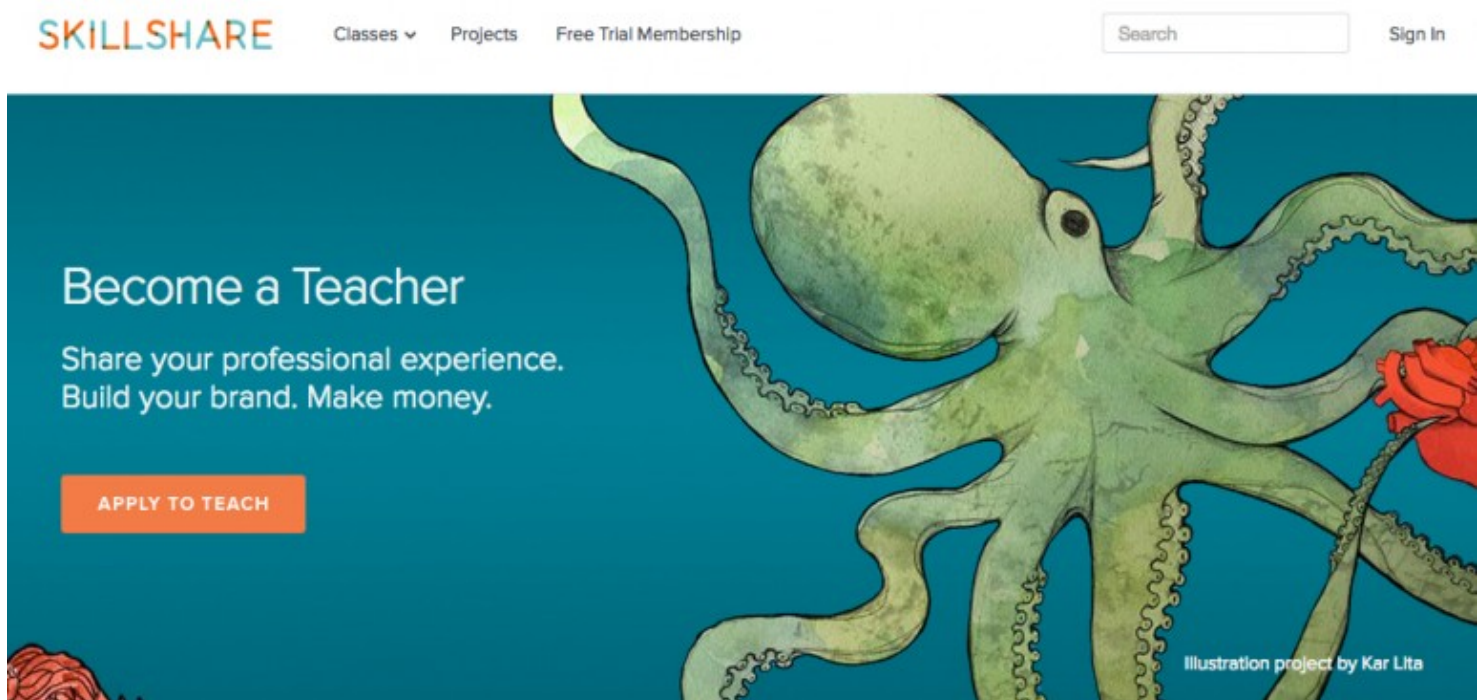
**Become a Certified Web Developer**  
By Mark Lasso  
11.7K Enrolled **\$199**

**Learn Android Programming in Java**  
By John Purcell  
3.2K Enrolled **\$39**

Udemy is an all-star resource when it comes to online learning. With more than 16,000 courses in its library, it is one of the leaders. Even better, it is free!

Udemy specializes in a online learning interface that seamlessly combines video, slide-based, and written content into one interface. It also tracks your student's progress and includes them in updates to your content. For content publishers, Udemy is definitely one to take seriously.

## #17 – Skillshare



The image shows the Skillshare homepage. At the top, there's a navigation bar with the Skillshare logo, links for 'Classes', 'Projects', and 'Free Trial Membership', a search bar, and a 'Sign In' button. Below this, there's a large hero section with a blue background and a green octopus illustration. The text reads 'Become a Teacher' and 'Share your professional experience. Build your brand. Make money.' There's an orange button that says 'APPLY TO TEACH'. The octopus illustration is by Kar Lita.

**SKILLSHARE** Classes Projects Free Trial Membership Search Sign In

**Become a Teacher**  
Share your professional experience.  
Build your brand. Make money.  
**APPLY TO TEACH**

Illustration project by Kar Lita



Skillshare is an online learning community where the world's best experts teach real-world skills. On the site you can access hundreds of classes in design, technology, business and more. Anyone can [apply to become a teacher](#) on Skillshare. All Skillshare classes have a minimum of 45 minutes of video content, broken into 4-9 minute videos.

## #18 – [Guides.co](#)

Guides.co allows you to create helpful and interactive content to connect directly to your readers. It has a beautiful and easy-to-use interface, and does a great job of showcasing learning content that, unlike some of the other options, can be 100% text-based content. Courses are also made freely available on the Guides.co website.

## #19 – [Live Ninja](#)

Do you miss the now-defunct Google Helpouts? Live Ninja could be the replacement you're looking for. It's a simple platform for sharing live video you can use to host instructional chats.

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## Create A Slide Deck To Repurpose Your Content

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Darren Rowse of ProBlogger fame and fortune recently shared a post (on LinkedIn) about some of the experiments that he has been doing with [repurposing content on SlideShare](#). The results were positive. From Darren:

*The slide deck stats show over 22,000 views and the page on [Digital Photography School](#) has been viewed over 16,500 times and been shared 4500+ times.*

Not bad!

Why not create a great slide show with some of the excellent content that you are already creating? If you do, there are several places where you can share your newly created content.

## #20 – [Slideshare](#)

The screenshot displays the Slideshare interface. On the left, the user profile for 'CoSchedule' is visible, featuring a red circular logo with a white 'CS' monogram. The profile includes a location (Bismarck, ND, United States), a category (Technology / Software / Internet), a website (coschedule.com/), and a description of the service. It also shows social media links for Twitter and Facebook, and a list of 13 followers. The main content area shows a presentation titled 'How To Build A Winning Content Marketing Strategy' with a subtitle 'Using content to build loyalty, trust, and an audience.' The presentation slide features a diagram with a central 'CS' logo connected to icons for Google+, Facebook, LinkedIn, and Pinterest. A sidebar on the right lists 'Presentations' (1), 'Documents' (0), 'Infographics' (1), and 'Videos' (0). At the bottom, a message states 'You have no updates from your network'.

This is the big one. Slideshare is the world's largest community for sharing presentations and other professional content. Once you have a finely tuned slide deck to share, you can simply upload it to the site as a PowerPoint file or PDF. Users can view it and share/embed it on their own sites, exposing your content to a brand new audience.

## #21 – [Slideworld](#)

Slideworld is similar to Slideshare, though without the large user base. Users search for PowerPoint presentations there for use in presentations. By uploading your own presentation, you make your content available for people to use when they need to present to their own groups and audiences.

## #22 – [SlideBloom](#)

Much like Slideworld, SlideBloom allows you to upload and share rich powerpoint presentations online. It is yet another way to get your content to a new audience.

## #23 – [Scribd](#)

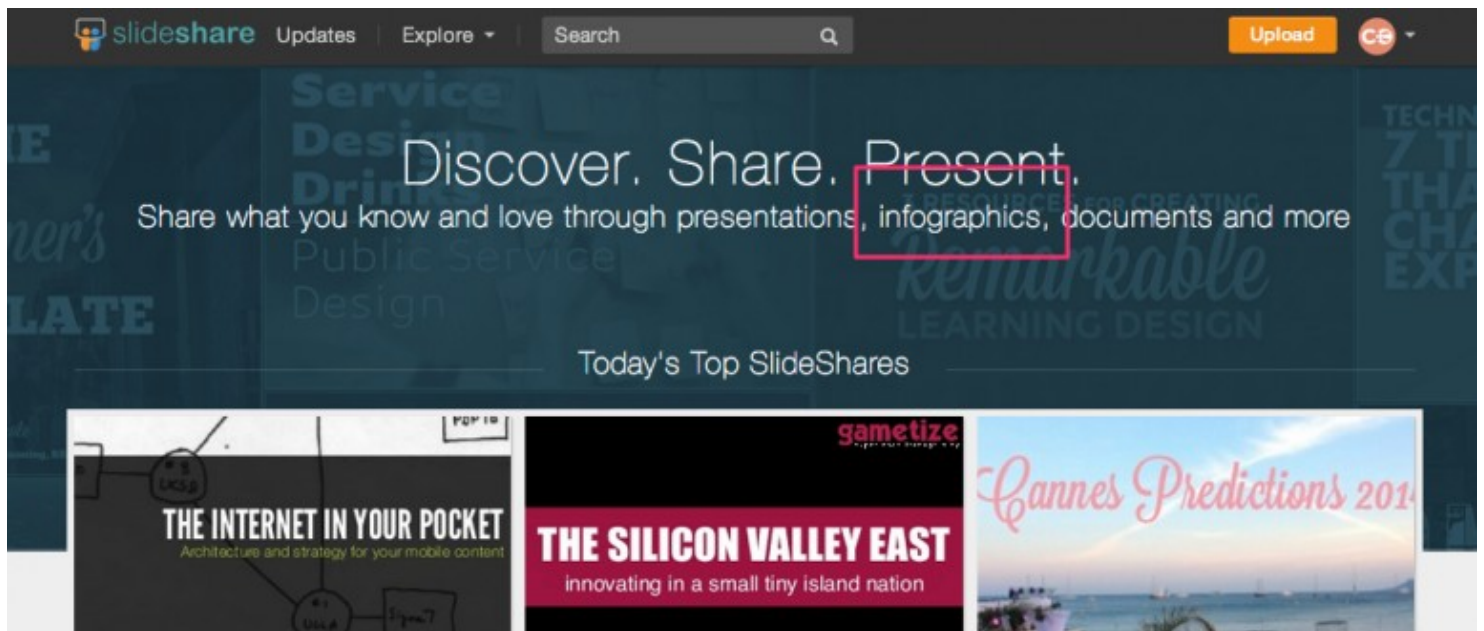
The screenshot displays the Scribd website interface. At the top, there is a horizontal navigation bar with six categories: 'Bestselling Authors', 'Scribd Selects', 'Health & Happiness', 'Short & Sweet', and 'Contemporary Society'. Below this, a section titled 'SIMON & SCHUSTER FAVORITES' features a text block stating: 'More than 10,000 titles from Simon & Schuster's celebrated catalog of books are now available on Scribd! Subscribe to start reading their award-winning fiction, bestselling thrillers, popular young adult and children's literature, celebrity cookbooks, memoirs, and more.' A blue button labeled 'JOIN TO START READING' is positioned below the text. To the right of the text are three book covers: 'Scandal mongers' by WILLIAM SAFAIRE, 'ON WRITING' by Stephen King, and 'THE CONSTANT GARDENER' by JOHN LE CARRÉ. At the bottom of the page, another horizontal navigation bar lists six more categories: 'SCI-FI, FANTASY & PARANORMAL', 'Romantic Reads', 'SPORTS & ADVENTURE', 'Seat-gripping Suspense', 'HISTORICAL FICTION', and 'CHILDREN'S LITERATURE'.

Scribd's platform is designed to help you easily publish your content on the web and mobile devices, distribute it to a wide and global audience, and potentially make money from selling that content.

## Create An Infographic And Share It With The World

Infographics are visual representations of information, data or knowledge intended to present complex information quickly and clearly. They are also a fun way to create, share, and consume content. What if you converted a few of your posts (especially how-to posts) into handy infographics or [visual content marketing](#)?

### #24 – [Post Your Infographic on SlideShare](#)



You may not know it, but you can also post your infographics to Slideshare. Cool!

## #25 – [Visual.ly](#)

In addition to providing infographic design/development services, Visual.ly also provides a community page where you can post content of your own. They tend to be picky so you will need to make sure that your content fits the bill, but it is a great place to repurpose your content marketing. It also isn't a bad place to get great ideas for more [visual content marketing](#).

And now 9 more places to post your hot next infographic:

## #26 – [Scribd](#)

Scribd is well known for its library of [ebooks](#), but it is a great place to upload and distribute any document, including infographics. It's not just for published authors; your content belongs there, too.

## #27-30 – [Pinterest](#), [Google+](#), [Tumblr](#), [Flickr](#)

These social networks take a clear advantage when it comes to displaying visual content. If you are creating infographics, you should give each of them serious consideration.

## #31-35 – [Daily Infographic](#), [Cool Infographics](#), [Infographics Archive](#), [Infographic Journal](#), [Infographics Showcase](#), [Infographic Portal](#)

These blogs regularly showcase unique infographics and are a great place to frequent each day.

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## Create A Video (or Audio) Version Of Your Content

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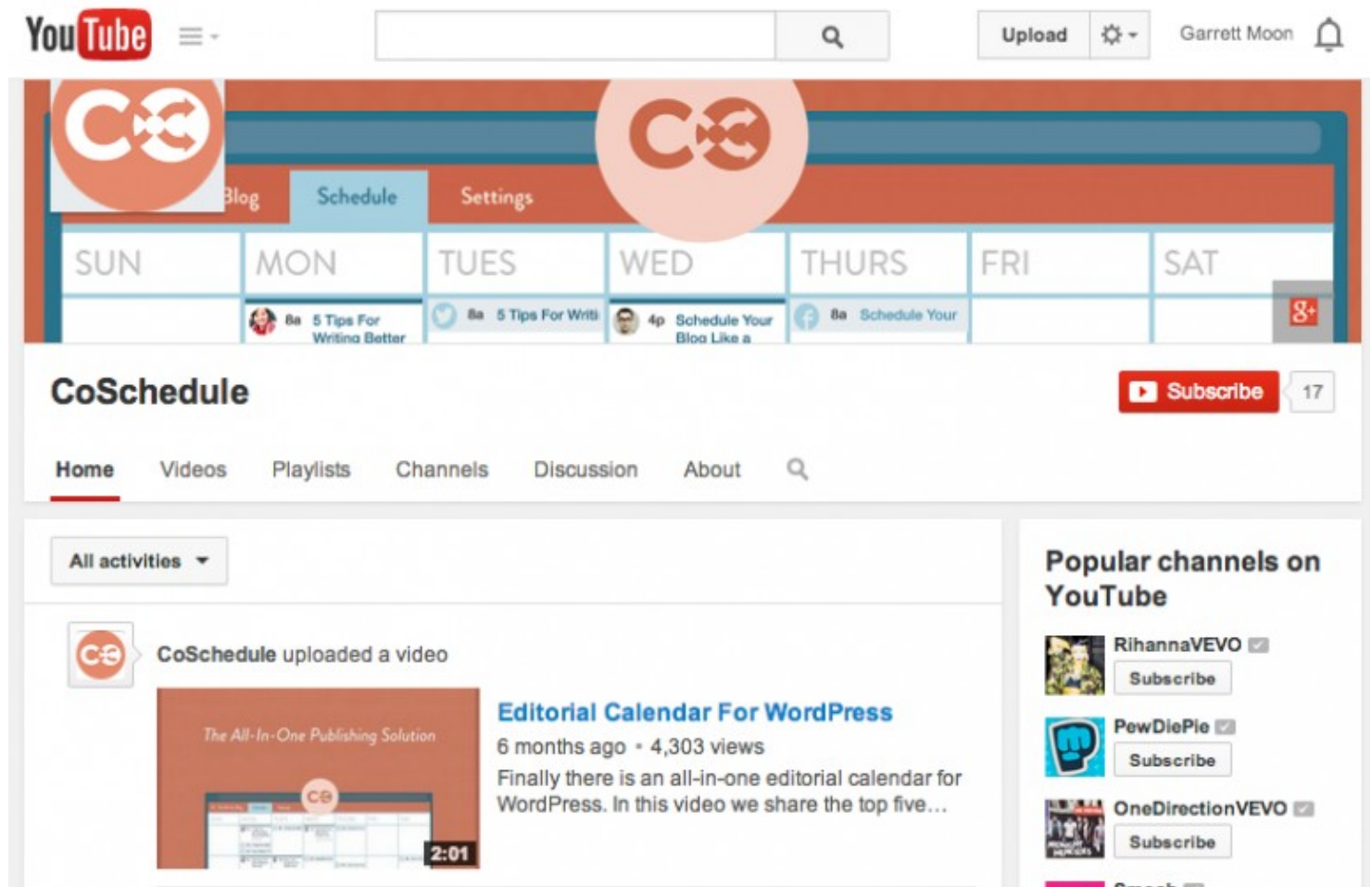
Did you know that YouTube is the second largest search engine in the world? More than that, Google routinely reserves several spaces in its search results for YouTube videos. Why not turn some of those hard-earned blog posts into high-quality video (or audio) content?



Quick Tip: Need help creating your video or audio content? For easy and cheap (free) home recording try [Audacity](#). If you are anxious to hire some of it out, check out [Freelancer.com](#).

Once you have your video content completed, there are several places where you can repurpose it for mass appeal.

### #36 – YouTube



As the second largest search engine in the world, YouTube is a commanding force when it comes to distributing content. Quality on YouTube varies, but it will be your key to standing out in the crowd. Create an entertaining video, or even follow Neil Patel's advice and turn your [infographic into a video](#).

### #37 – Vimeo

Unofficially, Vimeo is the “more artistic” version of YouTube. Filmmakers and video crafts-people frequently post their content on Vimeo for the world to see. It is great place to repurpose your own video content.

### #38 – Viddler

Viddler touts itself as the online video service for business, offering video hosting and custom solutions for businesses. They are known for industry-leading support and professional services.

### #39 – iTunes Podcast

When it comes to podcasts, iTunes is the clear winner. Consider a weekly show that regularly features discussion about some of your best content via audio or video.

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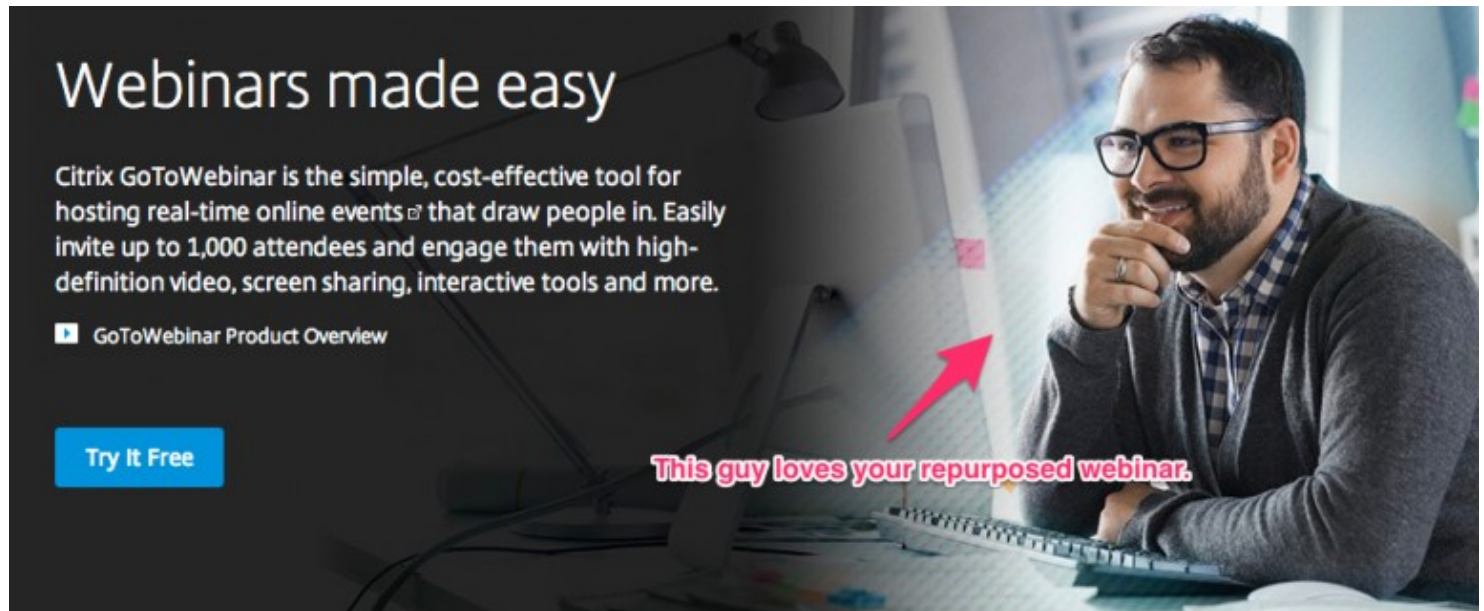
## Turn Your Content Into An Informative Webinar

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Webinars can be a great way to convert mere visitors into long-time fans. Because the audience members will be able to interact directly with you, they will develop a level of trust that may not have been possible any other way. These sites make publishing your webinar easy and painless.

If you've already created a slide deck or given a presentation, this is a perfect way to extend that content online.

### #40 – [GoToWebinar](#)



GoToWebinar is the clear winner when it comes to reliable webinar software. While it is a bit pricey, it will probably give you a solution with the least amount of headaches and hiccups. Your viewers will probably be very familiar with GoToWebinar, or at least its counterpart GoToMeeting.

### #41 – [Join.me](#)

Join.me is a free alternative that is a easy to use and painless to setup. It makes screen sharing and online meetings simple. While it isn't specifically 'webinar' software, it might be just the right tool to get you started on your first event.

### #42 – [Eventbrite](#)

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## Cover Your Blog Into A Snazzy Ebook

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One of my favorite ways to repurpose content is still the ebook. As a free giveaway, almost nothing compares to the success that an ebook can provide. On our own blog, a group of [free marketing guides](#) was the key to our success in growing an email list of more than 10,000 members.

### #43 – [Papyrus](#)

# Papyrus *Blog to Book*

Please provide a link to your blog

Create My Ebook

One of the biggest challenges with ebooks is [making them](#). For some of our first ebooks, we did it the old fashioned way, using Microsoft Word and Adobe InDesign. The process worked, but it was cumbersome and frustrating.

Papyrus makes it easy with their simple online tool. You can easily convert your blog (using an RSS feed) to an ebook with a few clicks. With their extensive theme library, Papyrus will even make your design process a cinch.

## #44 – [PressBooks](#)

PressBooks makes it easy to create all the beautifully-designed files you need to publish your books and ebooks: PDF for print and print-on-demand including Amazon's CreateSpace, MOBI for Kindle, and EPUB for Apple's iBooks, Nook, Kobo and others. PressBooks is a great option to keep in mind.

## #45 – [Liber.io](#)

Make eBooks. Really simple.  
Right from Google Drive™

Enter your email address

Invite me



Liber.io is another option in the ebook space that allows you to make eBooks right from your Google Drive. Currently, it is free and accessible through an invite.

## #46 – [Kindle](#)

Once you have an ebook, you will need to think about distribution, and there is no better place than the Amazon Kindle store.

## #47 – [iBooks](#)

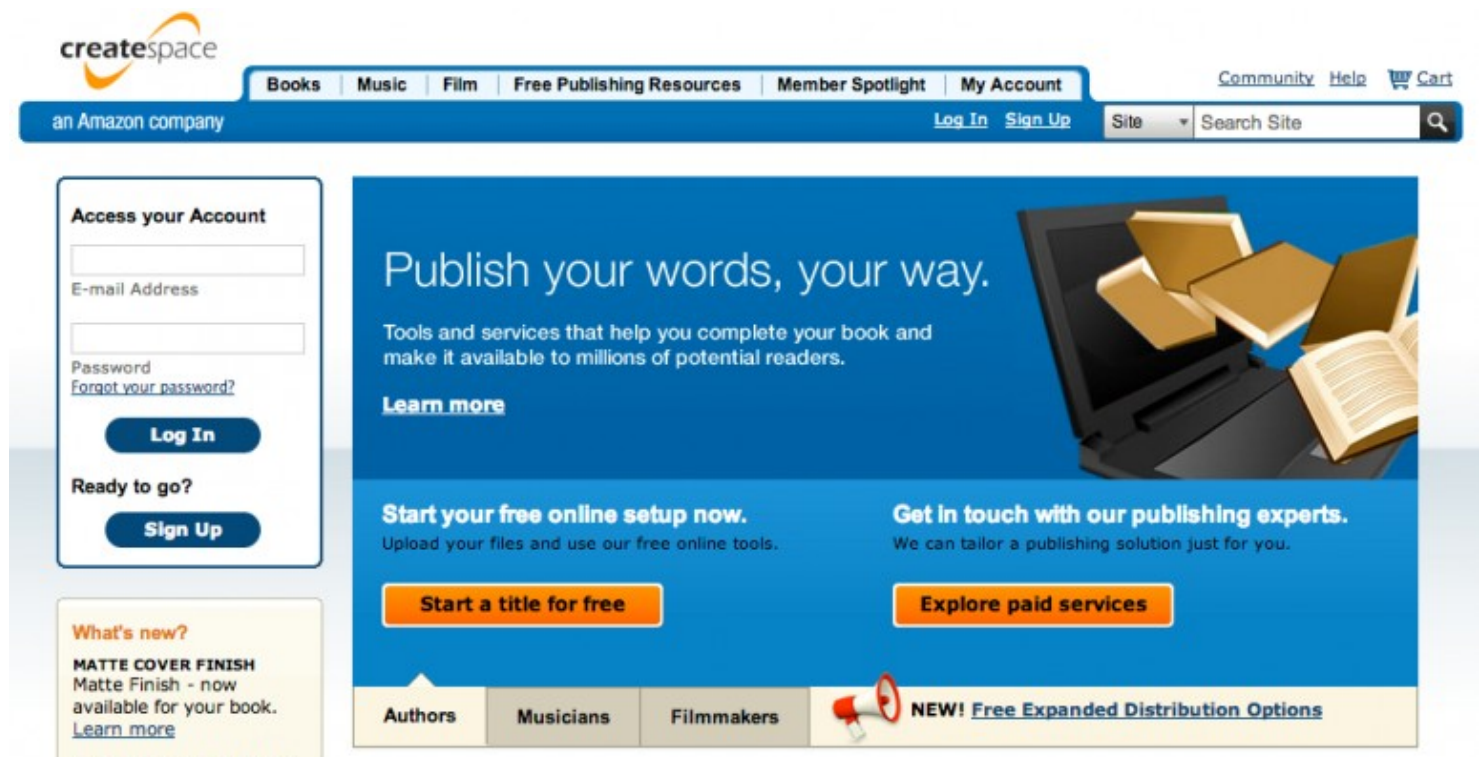
iBooks by Apple is a simple way to build beautiful ebooks that can seamlessly integrate multimedia content like audio and video. It's available as a free download from the Apple App Store. The only down side is that iBooks books can only be read from an iOS or Apple based application. With million of iOS devices in circulation, this limitation shouldn't necessarily stop you.

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## Turn Your Content Into An REAL Book

Self publishing tools have been disrupting the publishing industry just like the MP3 disrupted the music industry. With all of the written blog content in your arsenal, why not turn some of it into a REAL book?

## #48 – [Amazon CreateSpace](#)



The screenshot shows the Amazon CreateSpace website. At the top, the 'createspace' logo is on the left, and navigation links for 'Books', 'Music', 'Film', 'Free Publishing Resources', 'Member Spotlight', and 'My Account' are in the center. On the right, there are links for 'Community', 'Help', and 'Cart'. Below the navigation bar, a blue banner reads 'Publish your words, your way.' with the text 'Tools and services that help you complete your book and make it available to millions of potential readers.' and a 'Learn more' link. To the left of the banner is a login section titled 'Access your Account' with fields for 'E-mail Address' and 'Password', a 'Log In' button, and a 'Sign Up' button. Below the login section is a 'What's new?' section mentioning 'MATTE COVER FINISH'. The main banner also features two orange buttons: 'Start a title for free' and 'Explore paid services'. At the bottom, there are tabs for 'Authors', 'Musicians', and 'Filmmakers', followed by a megaphone icon and the text 'NEW! Free Expanded Distribution Options'.

CreateSpace is a Amazon's solution to the self publishing wave, and it is a good one. With their tools you can create your book, cover, and promotional material. Even better, once your book is done, you can make your book available through Amazon.com, Amazon Europe, your own eStore, Kindle, and even some Expanded Distribution options.

## #49 – [LuLu](#)



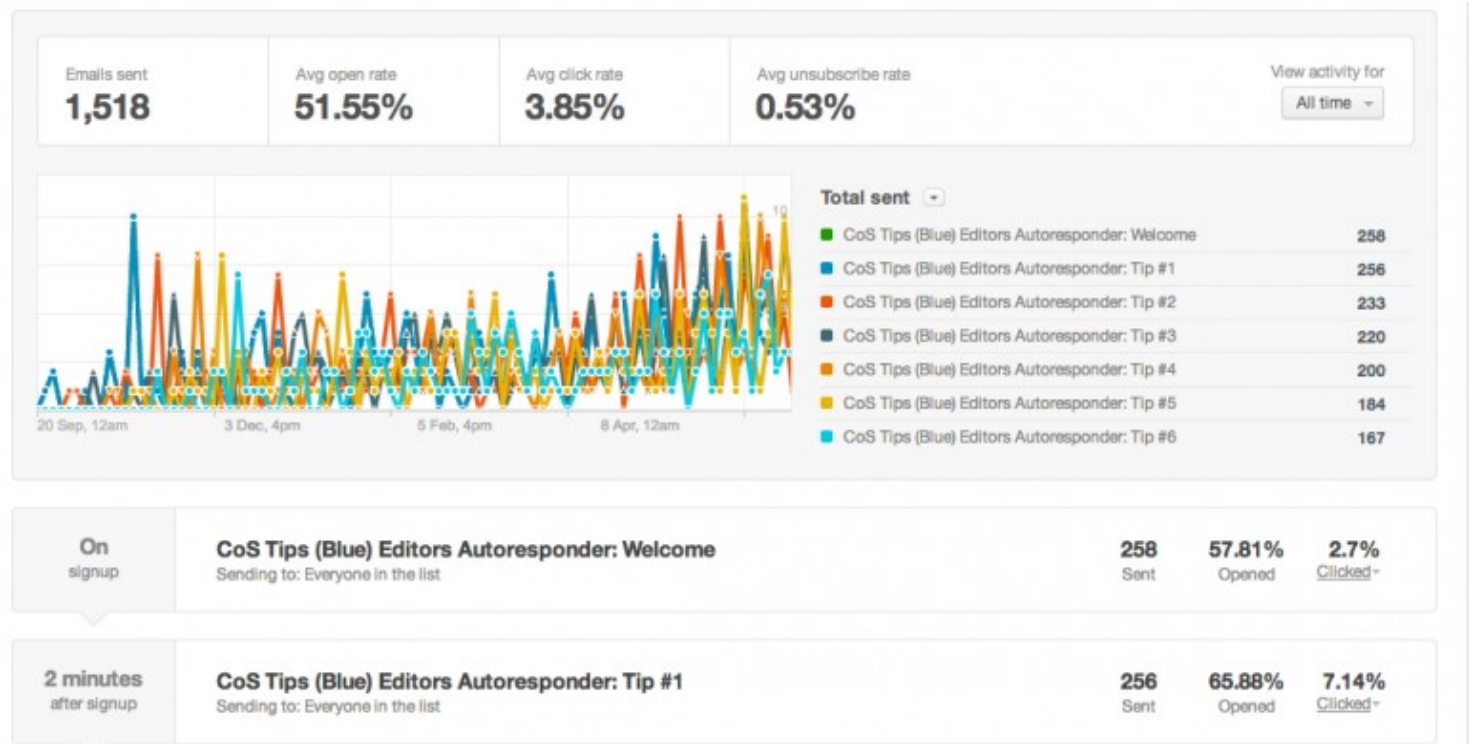
Lulu is a major player in the self publishing space and has done so since 2002. In many ways, Lulu pioneered the self-publishing industry and paved the way for people around the world to publish books and bring them to market. Through their site and online store you can both create and distribute your book to a wide audience.

## Turn Your Content Into An Email Course

Email autoresponder courses are one of my favorite ways to promote and repurpose content.

We recently published a comprehensive guide for running an [email autoresponder course](#) and showcased [one of our more recent success](#) stories right here on this blog. Email autoresponder courses allow you to drip out content slowly to your audience and build trust with your readers over time. As compared to an ebook, autoresponders drip your content out to your audience, and have a much higher chance of reaching your audience.

### #50 – Campaign Monitor



Campaign Monitor makes it easy to attract new subscribers, send them beautiful email newsletters, and see stunning reports on the results. It is our tool of choice here at CoSchedule for creating autoresponder courses. It tends to give you everything that you need without cluttering things up with features you will never use.

### #51 – MailChimp

Of course, MailChimp is the leader in the email marketing space, and offers the ability to create an autoresponder course as well. Many bloggers are already familiar with MailChimp, which recently underwent an overhaul that made it much easier to design beautiful email templates.

The reality is that it is easy to understand the value of repurposing content. It allows us to create less content and

get more traffic. It's a win-win. Take a few of these easy ideas and put them into action now!



# CoSchedule

The marketing calendar for everything.

“

*“I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution. It is simple, elegant, and an indispensable part of my toolbox.”*

*—Michael Hyatt, Award-Winning Author & Blogger*



**Nathan Adler**  
RiverScene



**Michael Hyatt**  
Author



**Jay Bear**  
Convince & Convert

## Latest Features



### Introducing the New Headline Analyzer!

*NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.*

CoSchedule loves integrations...



Learn more at [coschedule.com](https://coschedule.com)