



REPURPOSING TOOLKIT

WHY & HOW TO
REPURPOSE CONTENT



REPURPOSING TOOLKIT



Thanks for downloading the Repurposing Content Toolkit.

This toolkit will show you over 50 real life examples of how we repurpose our own content here at [Lean Labs](#). The toolkit your accessing right now in fact results from repurposing, as it's a compilation of the repurposing we did for a guest blog post we wrote for our partner HubSpot. By following the principles behind each piece of repurposed content we've included, you'll soon be repurposing your content like an expert and never again wasting the leftovers.

Let's get started, shall we?

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1. INVENT ORIGINAL CONTENT

Before you can repurpose, you've gotta create the original content.

After-all, you can't repurpose nothing, right?

Here's our original content. We highly recommend you read it before you consume this toolkit:

<http://bit.ly/1nf6RhL>



TIPS FOR YOUR ORIGINAL CONTENT:

- *Give it a title that's captivating yet optimized to rank well using targeted keywords. We go so far to say that 50% of the energy creating your content should be in giving it a fantastic title. Great articles with "decent" titles never get read. Therefore if it's not worth giving it a great title, is it really worth writing?*
- *Make sure the content has a beginning, a middle, and an end. The introduction is the most important because you MUST engage the reader.*
- *Use the keyword multiple times through the blog post as naturally as you can. Don't force it into a sentence where it doesn't belong.*
- *Include an relative image in the post if it's a blog.*
- *Include and intro and outro if it's a video. Give it a great title and tag it properly.*
- *Be properly introduced if it's a webinar.*

- *Always offer a next step (an offer with a call to action) at the close. [Here's why.](#)*
- *Design your content with repurposing in mind. Include thought provoking quotes, engaging sound bites, compelling stats, and tweetables to simplify your repurposing efforts.*

Design your content with repurposing in mind. Include quotes, stats, pics, and tweetables.

2. BUILD INITIAL MOMENTUM

Drive initial traffic to your content by sharing it across your marketing channels. While sharing links is not repurposing, it does help drive initial traffic. Here's how we did it:



TWITTER

https://twitter.com/lean_labs/status/430417859630882816

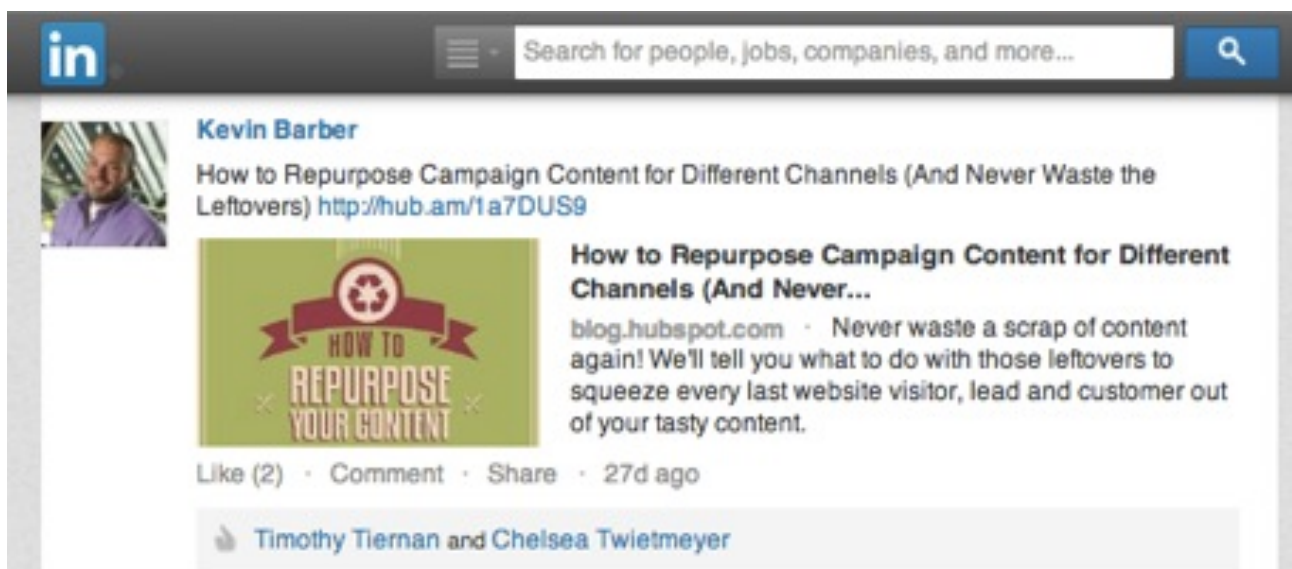
FACEBOOK

<https://www.facebook.com/1424730864416298/posts/10152056240671832>

GOOGLE+

<https://plus.google.com/u/1/b/110337338366899666405/110337338366899666405/posts/Z4xRjpo5xJj>

LinkedIn



The screenshot shows a LinkedIn post interface. At the top, there is a search bar with the text "Search for people, jobs, companies, and more...". Below the search bar, the profile of Kevin Barber is visible, including a small profile picture. The post content includes a title "How to Repurpose Campaign Content for Different Channels (And Never Waste the Leftovers)", a URL "http://hub.am/1a7DUS9", and a green graphic with a recycling symbol and the text "HOW TO REPURPOSE YOUR CONTENT". To the right of the graphic is the main text of the post: "How to Repurpose Campaign Content for Different Channels (And Never...)" followed by "blog.hubspot.com · Never waste a scrap of content again! We'll tell you what to do with those leftovers to squeeze every last website visitor, lead and customer out of your tasty content." Below the post text are interaction options: "Like (2) · Comment · Share · 27d ago". At the bottom, there is a comment from Timothy Tiernan and Chelsea Twietmeyer.

Quick Tip: Note how each post includes a picture. This helps drive engagement and clicks.

We included the fact that we promote our content in order to share this **KEY POINT:**

If you promote your blog post or ebook on Facebook and Twitter, you're NOT repurposing it... you're promoting it! Repurposing is NOT about promoting, it's about ENGAGING!

Even if you retain nothing else from this toolkit, remember the difference between promoting and repurposing. Now, let's dig into repurposing!

3. ENGAGE VISUAL LEARNERS

~ 65% of the population are visual learners.

Repurposing content for visual consumption is nothing more than responsible marketing.

Don't think you're done addressing visual people when you've included an image in your blog post or created an opening slide for your webinar. You've not even scratched the surface of how you can present your content visually.

We Repurposed our blog post into an infographic, slideshare, and then we spread them across multiple channels.

- *Slideshare*
- *Visual.ly*
- *Pinterest*
- *Our Blog*

SLIDESHARE



First we created a simple summary of our blog post and presented it as a visual slide share:

<http://www.slideshare.net/>

[LeanLabs/how-to-repurpose-content](http://www.slideshare.net/LeanLabs/how-to-repurpose-content)

VISUALLY

Then we converted our slideshare into an infographic and shared it on visual.ly.

PINTEREST

If it's worth designing a graphic, it's certainly worth your time to pin it on pinterest, one of the fastest growing social networks. We hope you'll take a moment to view and [pin our repurposing infographic](#).

OUR BLOG

Visual people do occasionally drift off of Pinterest and browse other sites around the web, believe it or not. So, when we repurposed our [original blog post](#) for [our blog](#), since we certainly don't want repetitive content, we simply shared our infographic as a blog post.



There's more:

With these visual assets, we can re-use them for more repurposing as we see fit. Our slides can be repurposed for use in a webinar at a moment's notice. We could turn use the same slides again for a powerpoint presentation, printed booklet, or advertisement. We've not yet repurposed our content into a billboard, but that day may come!

Should you go through the expense of making your content visual? Find out by conducting a visual content campaign and measuring response.

4. ADDRESS AUDIO + VIDEO AUDIENCES

YouTube is the second largest search engine in the world. Don't miss out.



<http://youtu.be/1MjykeSTeXw>

The same day that we published our original blog post, we edited the post into a script and recorded it for Youtube. Whether you watch or listen, you can digest the ideas on repurposing quickly and easily. We tried to keep it interesting by inserting energy, limiting distractions, capturing quality audio and inserting very simple slides. If we had more visuals handy at the time, we'd have included them on screen in the video.

Youtube may be huge, but don't forget that they're not the only show in town. You can also share your video on Vimeo, convert it into a podcast, embed your favourite version on your blog, and even burn it to DVD.

Most companies are under-utilizing video in their content marketing. Jump ahead of the pack and get busy creating engaging videos!

5. SHARE THE YUMMY BITES

FAR too many marketers simply share the title of their content in self promotion. This does little to engage your audience. Instead, share the most tasty bits and see if it entices your audience to want more.

We could tweet,

[“How to Repurpose Content and Never Waste the Leftovers”](#)

or we could tweet,

[“Promote to get clicks. Engage to grow your audience and establish your brand as a thought leader.”](#)

Which is more interesting? Here’s a better question: Why pick just one? Tweet ALL the yummy bites you can muster.

The simple rule is...

“When you repurpose content - make sure each post, picture and tweet is engaging.” [[Tweet This](#)]

Highlight your best tips and share them, but take care to make it easy for others to share as well:

[“Use tweetables in your blog post to encourage visitors to share your content as they read it!”](#)

When you repurpose content- make sure that every version tastes good. Each bite should have a little meat and a little sauce - with the meat being valuable info and the sauce being a little creative style.

6. GET MAXIMUM MILEAGE

Do you really want to invest all that time and energy creating great content to not go the full distance making sure your target audience sees it?

HOW LONG DOES IT LAST?

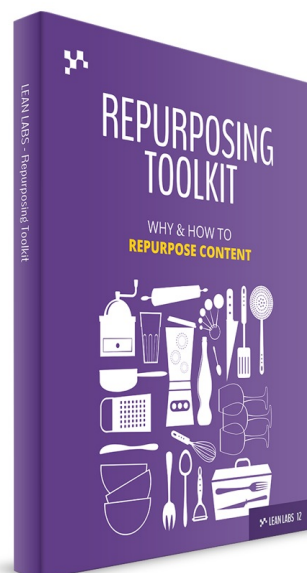
Posts on Facebook last perhaps a few hours until they're lost in the timeline. LinkedIn and Google Plus content might last just slightly longer, while the life of a tweet can be measured in mere minutes. If you want maximum mileage - share your content, and then share it again:

["@GuyKawasaki quadruples his clicks by tweeting the same content four different times - So can you."](#)

Here are some tips for maximum mileage:

- *Share multiple times the first day so as to catch both coasts.*

- *Share on the weekends when you have less competition.*
- *Share your most popular assets later as a “Top 10” or “Best of 2014”.*
- *Add fresh keywords and hashtags when you re-share to capture the attention of your full audience. For example, swap #inbound #marketing for #content #marketing or trade “#bicycling” for “#cycling”.*
- *Swap out your image so that the same message always looks fresh. Check out these examples:*



Extend the Shelf Life of your content by sharing it after a few weeks and again after a few months.

We'd share with you all of our scheduled tweets and variations on how we're re-purposing this content, but they haven't been published yet. Simply [follow us](#) and you'll see them as they're released.

7. REPURPOSE RADIALLY

Use blog and social channels to “radiate” your repurposed content.

A large mistake made by inbound marketers is to repurpose the content in different formats but then they fail to share the repurposed content across all of their channels.

By sharing your repurposed content across all all of your channels, you radiate content from your brand evenly across all channels. You don't want Google+ to be your content “hot spot”, because subscribers to channels such as Facebook and your email newsletter miss out. Even distribution allows for full readership.

- *Did you tweet a link to your YouTube video?*
- *Did you post your Infographic to Google Plus?*
- *Did you tweet your SlideShare?*

- *Did you make relevant comments in your LinkedIn Groups?*
- *Did you setup times to re-play your webinar?*
- *Did you embed your video on your blog?*

You can really stretch and maximize the reach of your content, plus keep it fresh for your audience by using radial marketing (sharing content across all your marketing channels) when repurposing.

8. LOOK FOR A FOREIGN EXCHANGE

It just so happened that our original content was a guest post for our partner Hubspot. That gives us a fresh audience to listen to our message.

If you haven't done many guest posts, contact peers in your industry and see if they'd like to swap guest posts with you. They can write interesting content for your blog, and you can do the same for theirs. Both sites win.

Scared of promoting the competition? Then don't choose direct competitors. Choose vendors, related niches that aren't doing exactly what you're doing, but with audiences that are a prime candidate for your product or service.

9. DON'T IGNORE OLD SCHOOL MARKETING

Email Newsletters. Print. Radio. Conference Calls. Repurpose everywhere. Don't be picky.

“If it was effective, I'd repurpose my best images into hieroglyphics carved on stone tablets. However, it just so happens we're a digital marketing agency, so we see diminishing returns when we depart from modern communication methods.”

- Kevin Barber, founder of Lean Labs

Can you take your content and change it up for a 7 minute radio interview? Can you use it for a PR campaign? Can you split it into an email newsletter series or publish it in a magazine? Don't miss opportunities to repurpose your content and attract a fresh audience.

10. WELD TOGETHER A MASTERPIECE

When you spend so much time creating valuable content, carefully piece your best works together into an ebook, white paper, or even publish a book.

This Repurposing Toolkit serves as an example of how you can take your many blog posts or ebooks and turn it into something big. Here we just took our repurposed content about repurposing and built a toolkit. It took exactly 6 hours to construct, and it's over 20 pages in length! That's because we repurposed every ounce of this content from other versions of the same message. Publish your [best blog posts into a book on Amazon](#) or combine amazing content into a [digital magazine](#) or an [all new website](#). Think big and big things will happen.

About the author:

Kevin Barber (kevin@lean-labs.com) is the founder and director of Lean Labs. At Lean Labs Kevin defines the vision, strategy, and resources that achieve Responsive Web Design, Internet Marketing, Inbound Marketing, and Web App Development. Kevin is also head entrepreneur at Net Profit Services, Inc. Kevin values being spiritually grounded and living a principled life focused on family and serving others. His interests include: Cycling, Motorcycling, Boating, Homesteading, Family Life, everything Entrepreneurial, and talking with motivated/driven people.



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or is it the beginning?

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