

# CONTENT REPURPOSING

## TIPS AND STRATEGIES

YOU SHOULD KNOW

### Why Repurpose Content?

1



Multiply Content Reach

For Social Media Engagement



2

3



For Search Engine Optimization

Target New Audience Who Enjoy  
a Particular Type of Content



4

# 8 Ways to Repurpose Content

## New Articles and Blog Posts



CoSchedule



Grammarly

## Images



Canva



Picmonkey

## Slides



Slideshare



Prezi

## Audio



Audacity



Music Alley

## Video



Hangouts



Powtoon

## Infographic



Visme



Infogr.am

## eBook



Evernote



750words

## Guest Post



Google



Buzzsumo

# Content Repurposing Strategies

1.



## Create Companions to Original Post

Find ways to enhance the original post by providing additional content in a different format.

2.



## Rewrite Old Content

Update outdated content or modernise it with images, slides etc.

3.



## Content Refreshing

Promote your original content after a period of time to get better bang for buck.

4.



## Reuse Content Design

Do you have an infographic? Why not use the same design theme to build a slide deck?

5.



## Add Value to the Original Post

Always add value to the post by providing more detail or presenting a different angle.

References:

<http://www.hacknovations.org/content-repurposing/>

<https://blog.bufferapp.com/repurposing-content-guide>

Brought to you by:



Christopher  
Jan  
Benitez

<http://christopherjanb.com/>



<http://yourescapefrom9to5.com/>