



REDUCE, REUSE, RECYCLE AND REPURPOSE

HOW TO **GET MORE** OUT OF CONTENT

B **BRAFTON**
FUEL YOUR BRAND

REDUCE, REUSE, RECYCLE AND REPURPOSE

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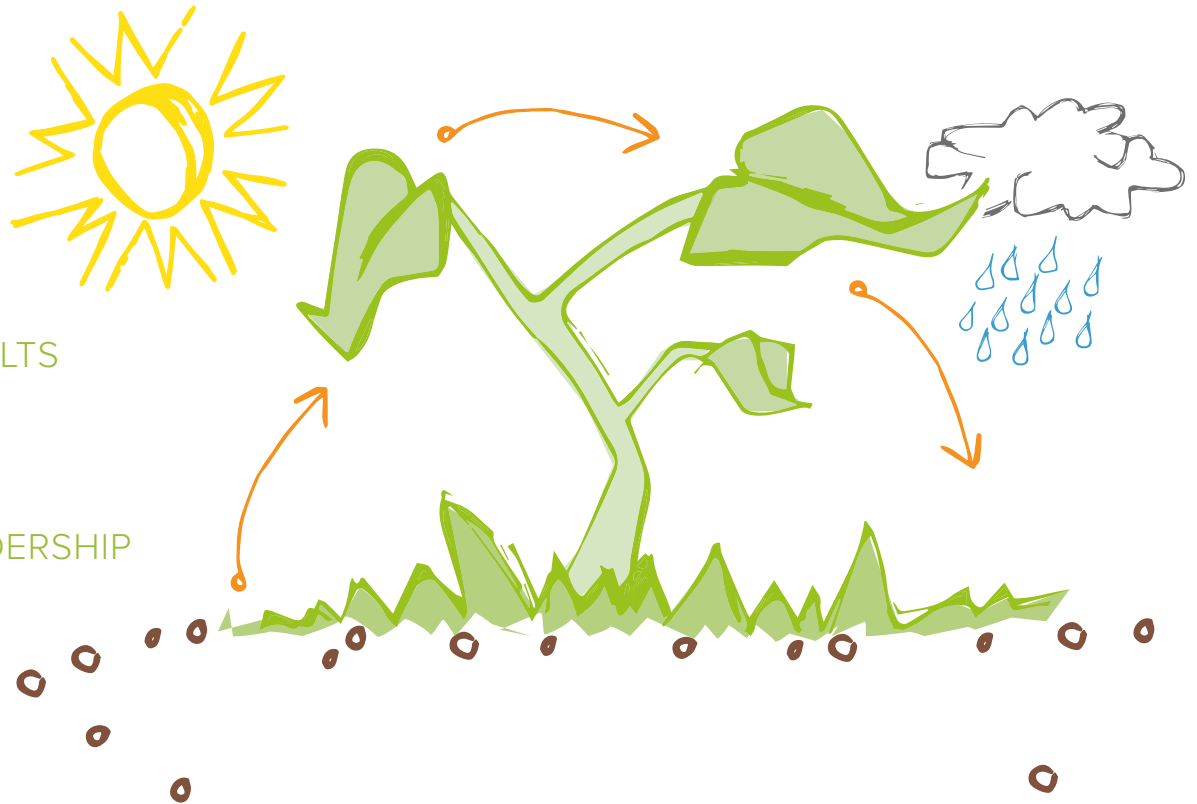
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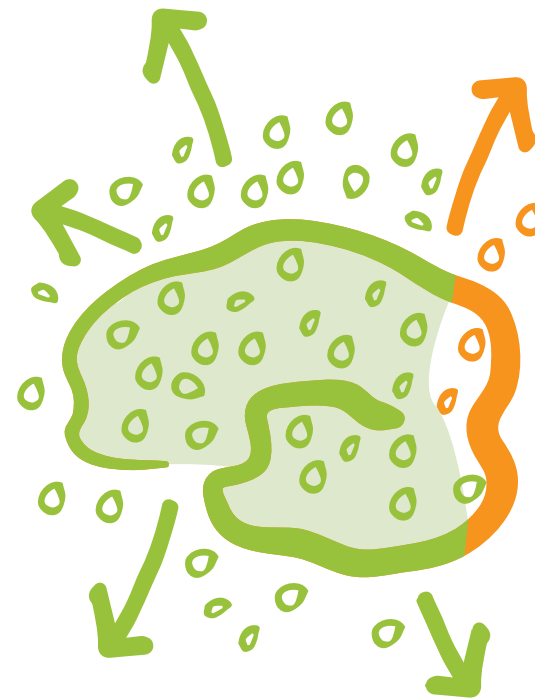


INTRODUCTION

CONTENT MARKETING IS GENERALLY COMPRISED OF TWO PHASES:

1. Brands identify their ideal customers, understand what types of content they would like to consume and figure out where they're likely to see what they've created.
2. Once those details are worked out, all that's left is to produce and publish.

The first half of that process may seem complicated, but it's the second part that drives most businesses crazy. About 93 percent of marketers create content from scratch, but many of them are spending quite a bit of time doing so.



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from scratch

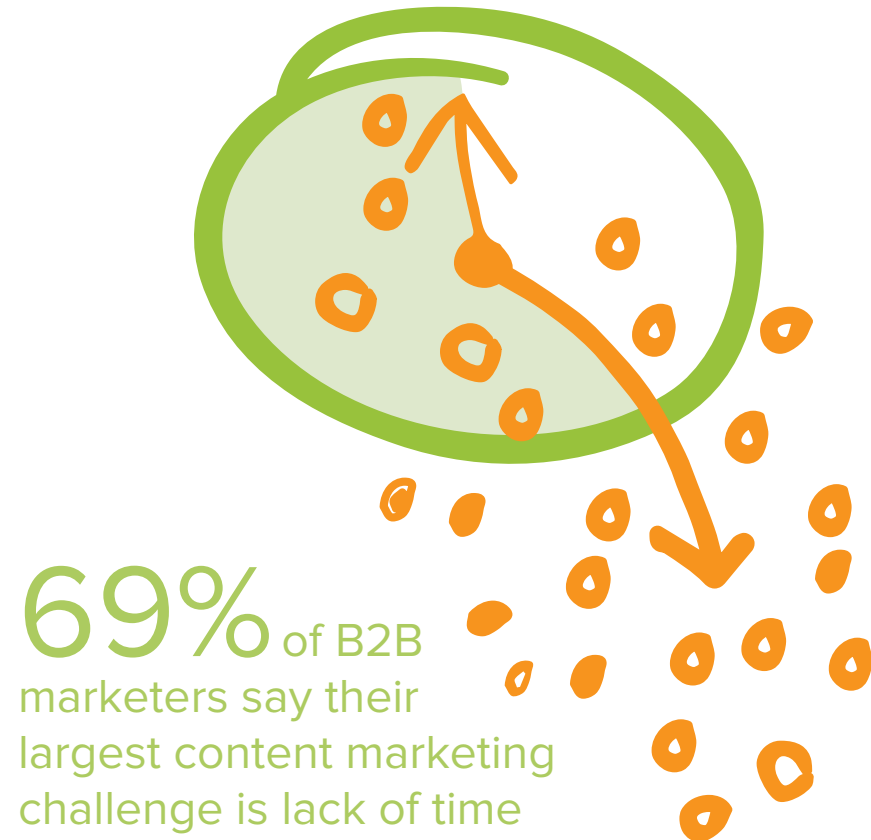
REDUCE, REUSE, RECYCLE AND REPURPOSE

INTRODUCTION

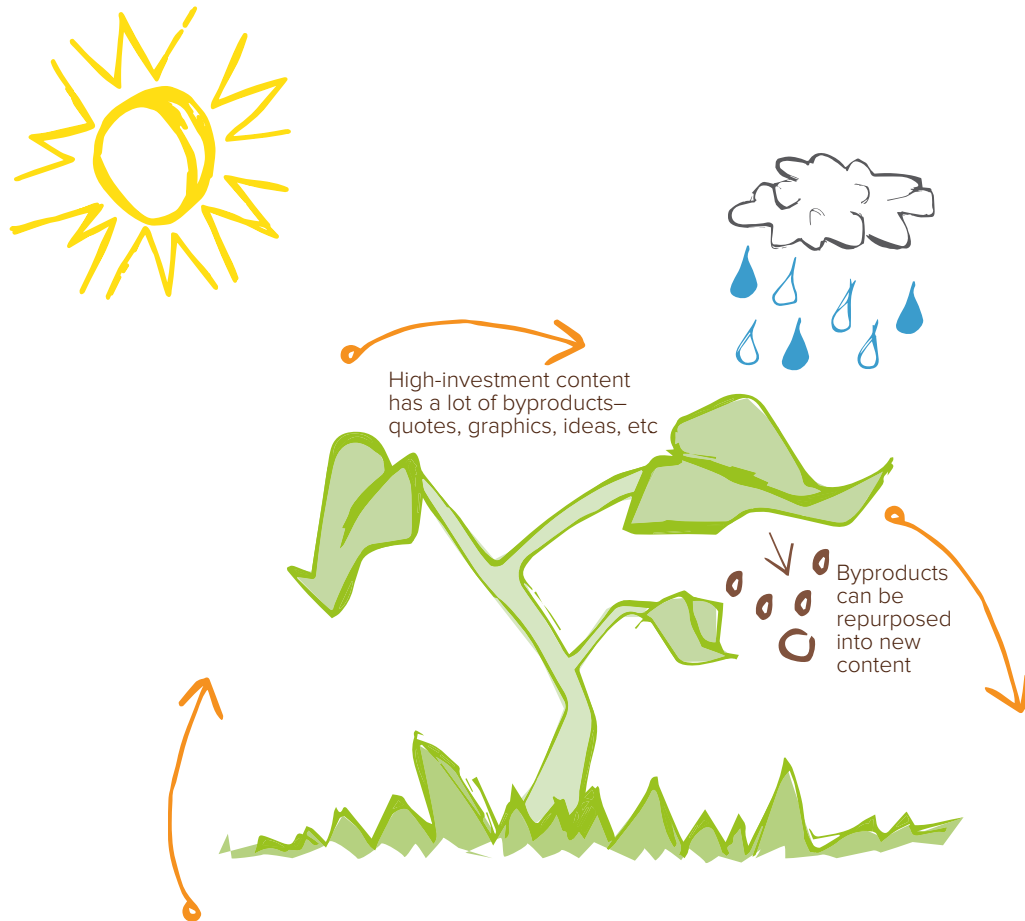
TO EXPLORE THE HIGH INVESTMENT OF CREATING QUALITY CONTENT, CONSIDER WHITE PAPERS. They're the content type most marketers (76 percent) create regularly, according to an Eloqua survey. Yet many businesses struggle to produce them efficiently - 14.4 percent spend 3-4 weeks on whitepapers, and another 13.9 percent spend 4-5 weeks creating similar content.

With that kind of time commitment, it's easy to understand why marketers say the biggest challenge they face is a lack of time. Many businesses start out with simple SEO goals in mind, but as their content campaigns develop, they struggle to produce enough content. So what can they do?

The answer is repurposing.



WHAT REPURPOSING MEANS



MOST MARKETERS RIGHTLY BELIEVE THAT, TO ATTRACT AN AUDIENCE AND BUILD AUTHORITY, brands need to produce engaging and original content. Repurposing means consciously taking information, statistics and quotes and integrating them in multiple types of content. It's the ultimate way to invest in web marketing because it ensures that brands don't just accumulate content for one-time use before throwing it away.

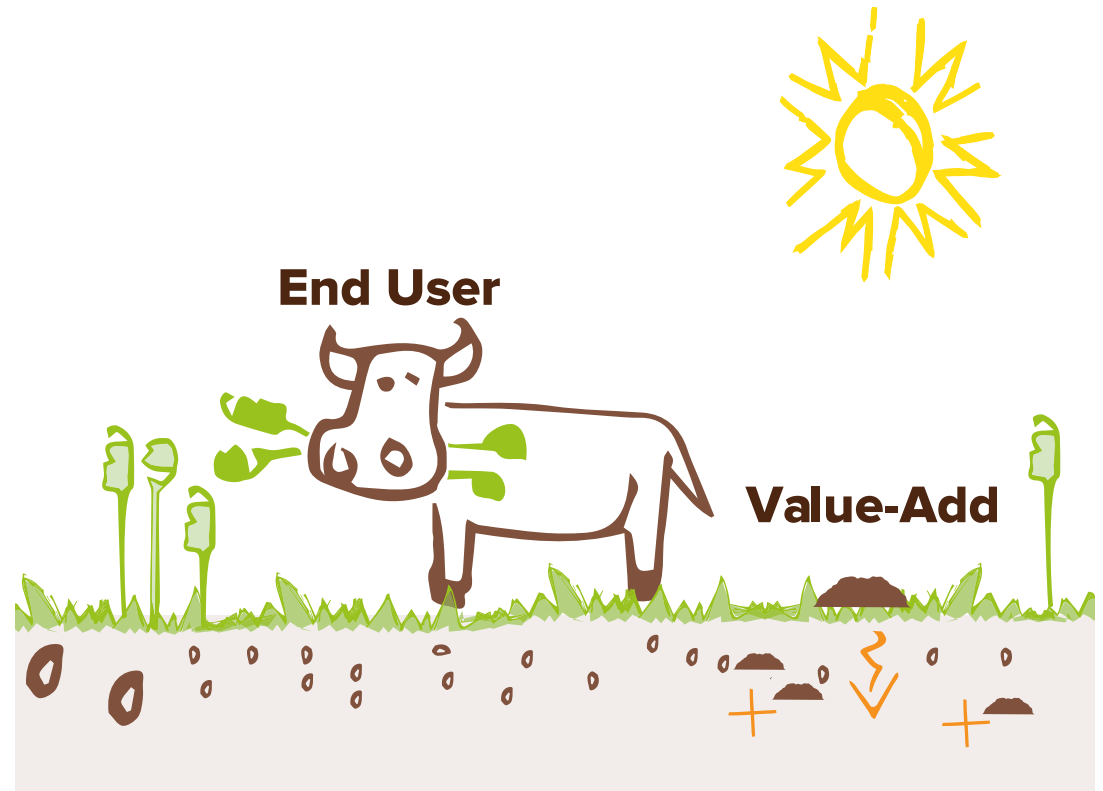
REDUCE, REUSE, RECYCLE AND REPURPOSE

WHAT REPURPOSING MEANS

FIRST, IT'S IMPORTANT TO UNDERSTAND REPURPOSING IS NOT REPUBLISHING OR PROMOTING.

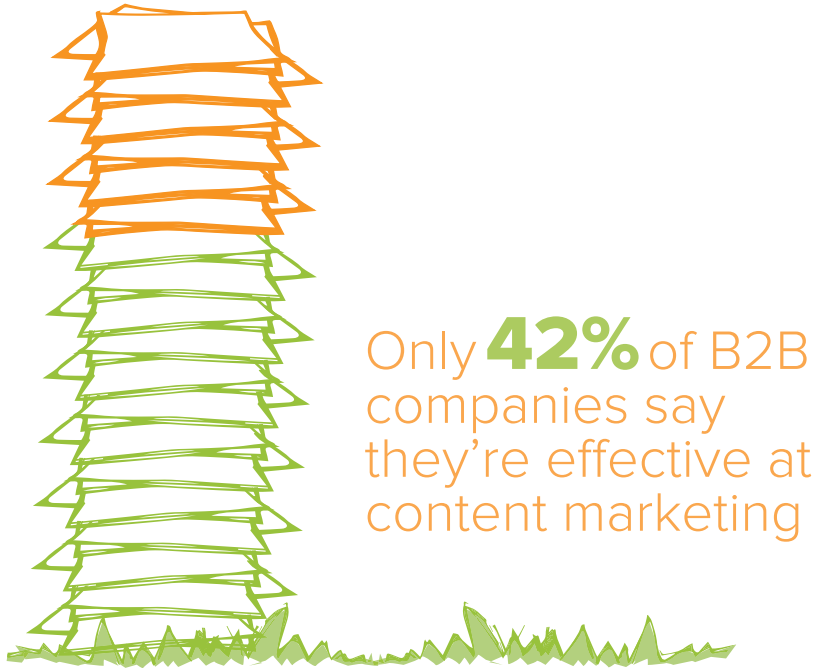
While studies show that resharing a piece of content on social media will only result in a 25 percent dip in engagement after the first post, that number quickly drops off after subsequent shares. Repurposing means much more than simply spamming marketing channels with the same material.

Think of it like composting: Instead of treating published blog posts, white papers and infographics like spent materials, businesses can use them to enrich other types of content in the future. Besides providing value beyond first publication, these media can help to improve what comes after them. And when they've been properly repurposed, they share elements in common that make the final product better than the individual elements alone.



Don't throw **anything** away without considering its worth. What one may consider waste might instead kickstart healthy growth in a garden.

REPURPOSED CONTENT: BETTER, FASTER, STRONGER RESULTS



USING CONTENT THAT'S BEEN REPURPOSED doesn't just save time and resources, although that might be the primary reason brands start the process. There are additional benefits businesses see when their online publications are linked by common themes, statistics and information.

They include:

- SEO
- EXPANDED AUDIENCES
- BRANDING
- AUTHORITY & THOUGHT LEADERSHIP

REPURPOSED CONTENT: BETTER, FASTER, STRONGER RESULTS

SEO

The semantic web is all about identifying concepts and entities. (Read more in our [Semantic Search Guide](#).) When white papers, blog posts and social content are properly branded and share the same keywords, they're going to be more prominent online. If nothing else, repurposing lets brands produce content on the same subject, strengthening their SEO footprint on that topic.

Posts with 3 types of media will see **6x as many** inbound links



EXPANDED AUDIENCE

While brands may be good at identifying their ideal customers, they may not fully understand how these audiences prefer to receive content. Some will be visual learners who respond to infographics, while others learn best by reading detailed collateral. Repurposing ensures that nuggets of wisdom and important insights aren't lost on segments of customers simply because they weren't in the right format.

REPURPOSED CONTENT: BETTER, FASTER, STRONGER RESULTS

BRANDING

If a business has produced a white paper on a topic in its industry, that single resource won't establish the company's identity. On the other hand, a slew of publications that drive home certain value propositions will resonate with readers and help them to internalize a brand image.

75% will invest more in content marketing this year



AUTHORITY & THOUGHT LEADERSHIP

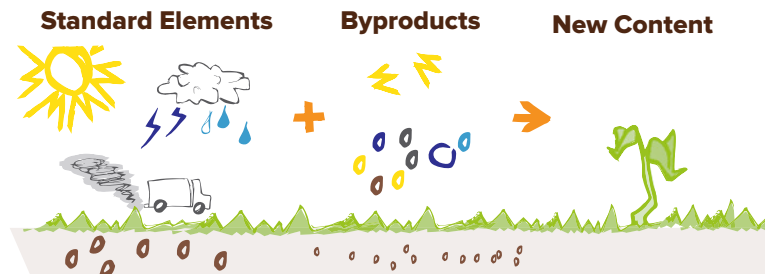
When customers and prospects find that a brand has covered every aspect of a topic across formats and media, they will come to see the business as a thought leader (and smart companies do this through repurposing.) The more that content is shared, the more easily new readers will begin to think of a business as an industry authority.

CONTENT REPURPOSING: A MARKETING LIFECYCLE

65% of
content efforts
will rely on

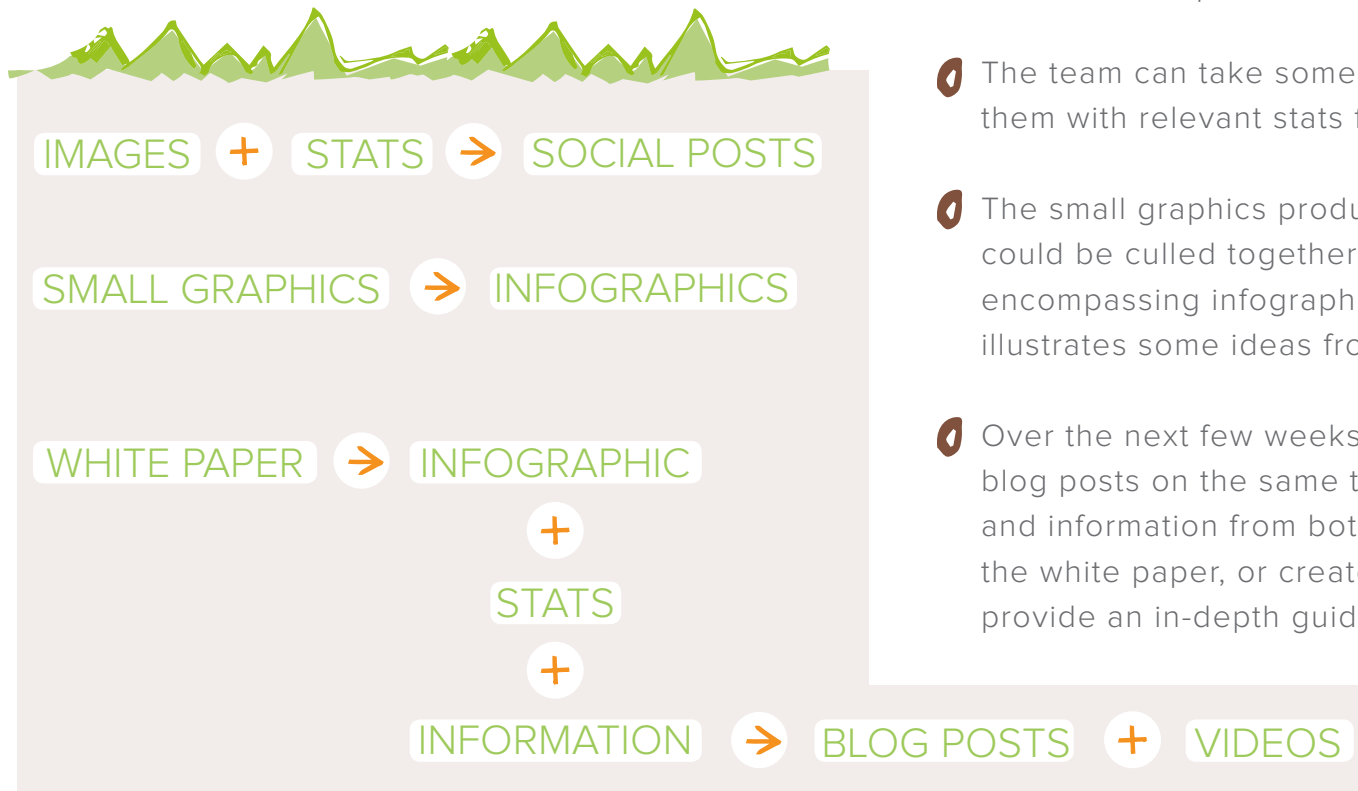


THERE ARE INFINITE WAYS businesses can repurpose content. A single bar graph might spawn a series of blog posts, while a video interview may lead to news stories and social posts for months to come. But the best repurposing takes place when businesses know they're going to be reusing and recycling their content before they even start the process.



REDUCE, REUSE, RECYCLE AND REPURPOSE

CONTENT REPURPOSING: A MARKETING LIFECYCLE



Let's imagine a company that's wants to create in-depth collateral for an email campaign. Resources are limited, so it will have to stretch its content a little further to accommodate the project.

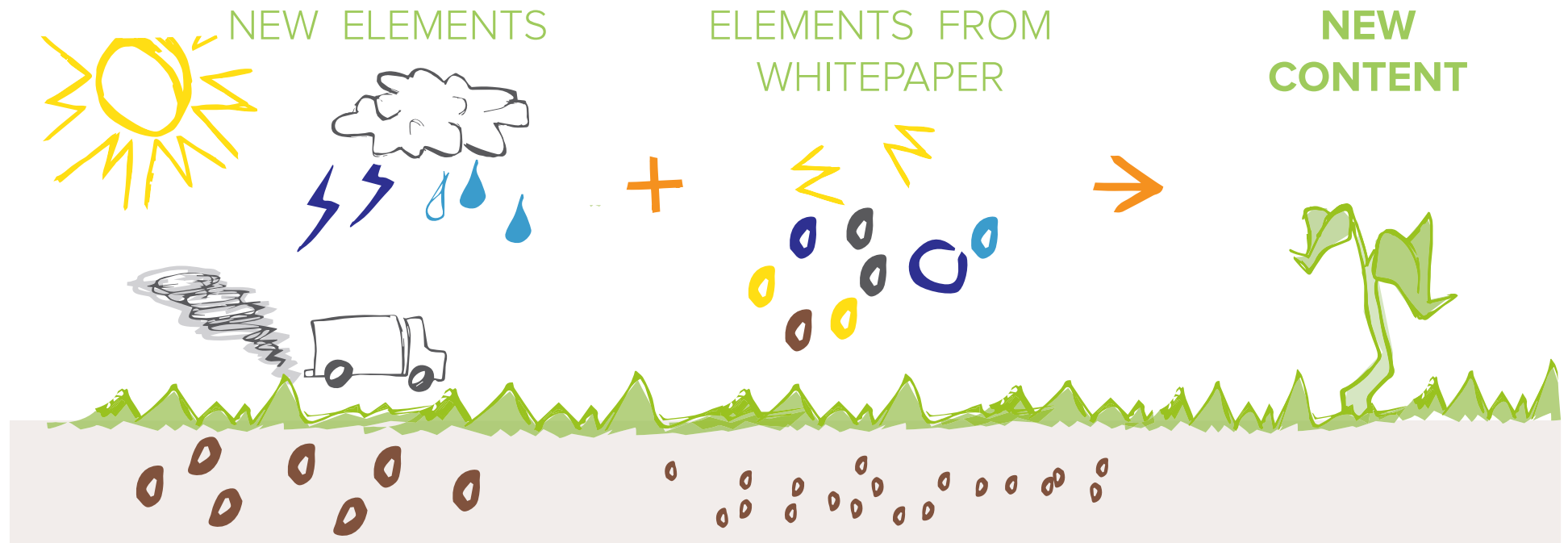
First, the brand's team writes a white paper. That process yields some great statistics and custom graphics, plus a number of useful quotes from internal and external efforts.

- 1 The team can take some images and enhance them with relevant stats for social posts.
- 2 The small graphics produced for the white paper could be culled together to produce an all-encompassing infographic, which expands on and illustrates some ideas from the white paper.
- 3 Over the next few weeks, the business can write blog posts on the same topic, drawing stats and information from both the infographic and the white paper, or create a series of videos to provide an in-depth guide or expert interview.

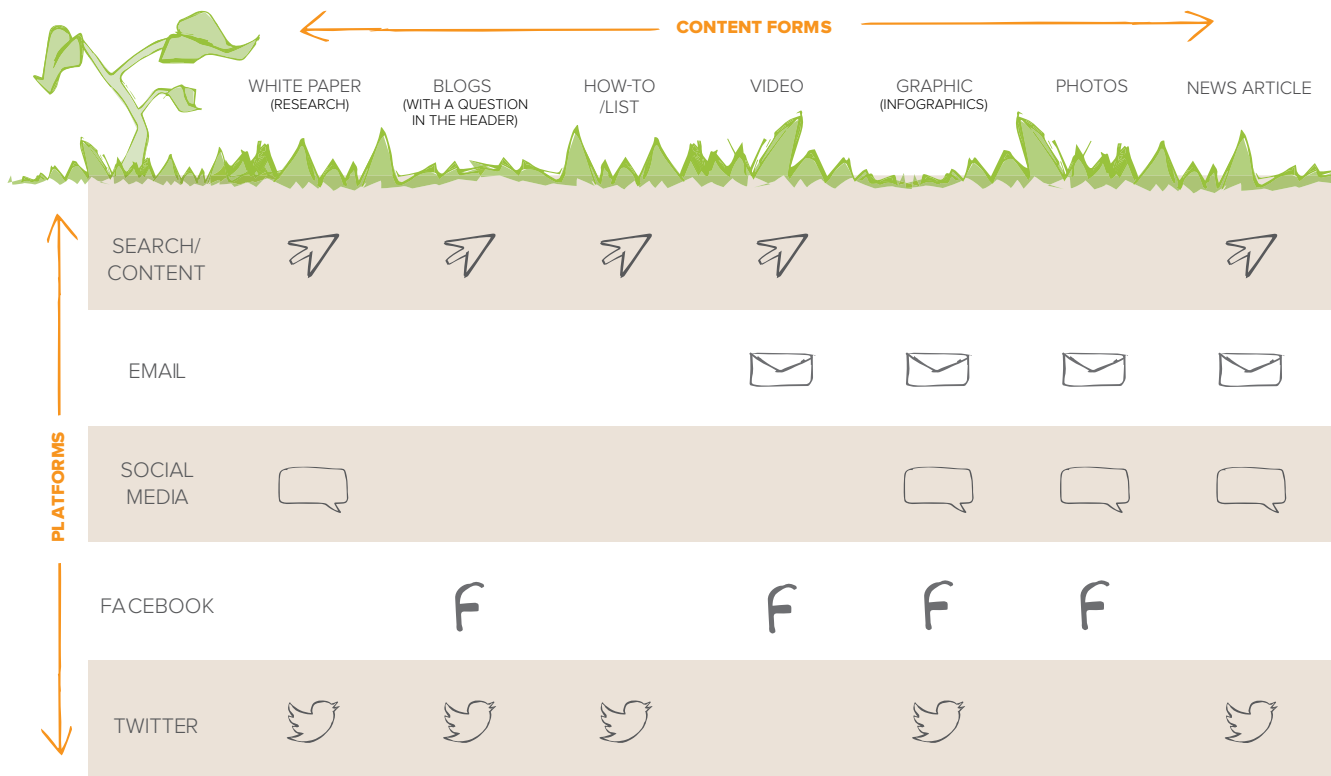
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CONTENT REPURPOSING: A MARKETING LIFECYCLE

By doing the work of writing a white paper, the company has produced additional collateral for written, visual and social media. Those pictures, graphics, videos and blog posts can in turn be used to create the desired email marketing messages without additional time and effort.



MAKING CONTENT NEW AGAIN (& AGAIN): THE NEXT CYCLE



THROUGHOUT THE PROCESS of creating and publishing repurposed content, a company with a solid strategy and quality byproducts will recognize when it's the right time to:

- REVISIT ARTICLES
- PROVIDE CONTENT UPDATES

◀ This chart shows where to share content across platforms for the best results

MAKING CONTENT NEW AGAIN (& AGAIN): THE NEXT CYCLE

REVISIT ARTICLES

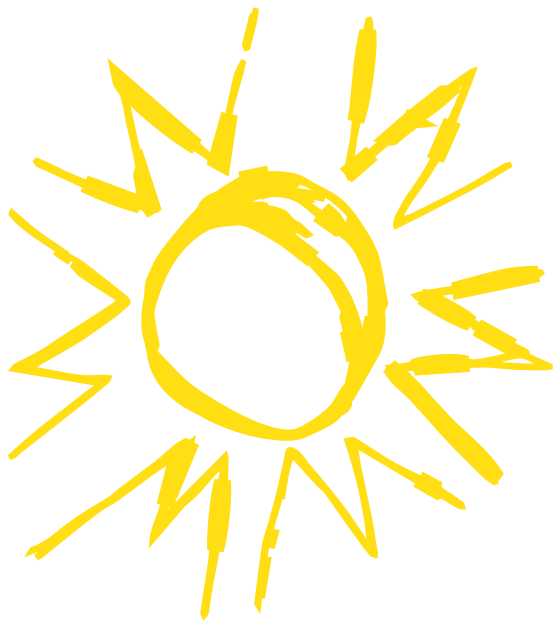
If content marketers notice a sudden spike in the number of comments on an archived article, or an uptick in organic traffic, they should take another look at what they've written in the past and find ways to highlight why those ideas are still relevant in a current blog post or news story.



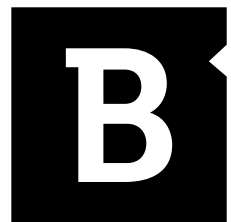
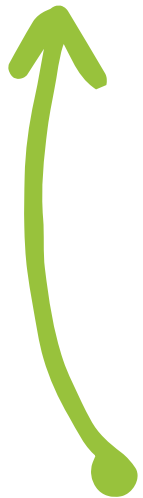
PROVIDE CONTENT UPDATES

To establish thought leadership, marketers cover news about search algorithm updates or social media policy changes, but those are subject to change. Revisit your previous coverage and publish a new post with the latest developments to squeeze a little bit more out of the research you've already done.

MAKING CONTENT NEW AGAIN (& AGAIN): **THE NEXT CYCLE**



REPURPOSING IS POWERFUL, but it isn't quite a tool. It's an efficient and flexible way of thinking that can be applied to most content marketing situations. Brands don't have to repurpose content into every format imaginable. They should use analysis and metrics to see what kinds of posts are most effective and then find ways to repurpose their content to do more with less. Content that is customer-centric and valuable to the end-user is the most important web marketing tool there is, and producing more of it should be a priority.



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