



REUSE, RECYCLE,
REPURPOSE
REACH WIDER WITHOUT CREATING MORE

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WHAT IS REPURPOSING?

To attract an audience and build authority, brands need to continuously produce engaging and original content. One of the best ways to extend the useful life of your content is to repurpose it.

REPURPOSING IS THE PRACTICE OF EXTRACTING CONTENT FROM A PAST PROJECT AND TAILORING IT TO SERVE A NEW PURPOSE.

Don't mix up repurposing with republishing, redoing or reposting. And definitely don't conflate it with over-promoting. Repurposing often involves changing existing content to work on a new platform, and tweaking it so that it can best resonate with a new audience.

While 72 percent of content marketers say they have a content strategy in place, less than one-third of leading marketers' strategies include repurposing their content. That means a lot of perfectly good content is going to waste. To get as much value as possible out of your content, you'll need to know what's ripe for repurposing, what your audience wants and what formats of your content resonate the most for delivering your message.



BENEFITS

EXTENDED REACH

If your content only resonated with one group of readers, a new version might reach others. Help your message reach further and wider by modifying its targeting, format and phrasing.

MAXIMIZED EFFICIENCY

Repurposing lets your best work keep working for you. Your effort spent researching, topic-mapping, writing, editing, targeting, publishing and promoting can encompass multiple assets that will provide more ROI than one piece alone.

BOOSTED SEO

Repurposing leads to new keywords, new platforms and new messages. With more variants of a piece of content, you are putting more SEO signals out into the web. The more “out there” you are, the easier it is for search engines to rank you.

ELEVATED AUTHORITY

Reinforcing your message with high-quality, authoritative content cements you as a thought leader in your industry. One whitepaper on one topic won't be enough to position yourself as the go-to brand for your audience, but a collection of content can be.

HOW TO CHOOSE THE RIGHT CONTENT

Before you can start repurposing, you first need to know which assets are begging for a new angle, an update, a re-focus and in some cases, even a complete do-over. Whether it's adapting an eBook to a blog series or a webinar to a slide deck, you'll need to do some research into your audience's questions, your corporate goals and your content's performance.

Looking to your audience's behavior, social buzz, your analytics and your goal completions is a great place to start when you're determining what to repurpose and how to best present it to a specific audience.

WHAT TO CONSIDER:

- ◆ What question is your audience asking?
- ◆ Have you answered this question in the past?
- ◆ How did that content perform?
- ◆ What gaps can you fill by repurposing that asset?





GET TO KNOW YOUR AUDIENCE:

Before you can begin to identify what to repurpose, you'll need to take a look at what your audience wants. Surveying your clients and prospects will give you direct, transparent answers, and talking to sales team and other client-facing colleagues shed more light on what your target audience is asking for.

For more data-oriented insights into your audience's questions and behavior, refer to your content's social shares. Take a look at what topics, styles and formats are trending in social and search by using tools like BuzzSumo, Searchmetrics or Google search.

Use the audience questions that you identify to assist you in picking out your existing content that directly and indirectly maps to them.



DEFINE YOUR MARKETING GOALS:

Now it's time to survey your site's corporate goals.

THE MORE DEEPLY YOU ASSESS HOW WELL YOU ARE COMPLETING YOUR GOALS, THE BETTER YOU'LL BE ABLE TO MAP YOUR CONTENT INITIATIVES TO SUPPORT THEM.

Consider both your overall marketing strategy goals and what you want to accomplish with this particular campaign.

Whether you're aiming for thought leadership, conversions, engagement or generating leads, identifying which corporate goals you need to modify or expand on will help you to single out the content that would be most appropriate to repurpose. Assets that are doing well have the potential to be repurposed into new, supplemental content that will help fuel your goals. Those that may not be meeting expectations, or that have stopped providing value, can also be modified to support your current objectives.

ANALYZE YOUR EXISTING CONTENT:

Once you know what your audience wants, and have assessed how effectively your site is helping you achieve your business goals, you'll be able to analyze your content on a piece-by-piece basis. Here is where you take a deeper dive in your analytics and insights.

Look for data that shows signs of being misaligned with your audience's interests. For example, if you look up the performance of a blog in Google Analytics, and it shows high traffic, high bounce rate and low conversions, it might be a good candidate for repurposing.

Google Analytics isn't the only place to look. You can also get insights into:

- ◆ **Email campaigns** - Marketo, Mailchimp, etc.
Open rates, click-throughs, unsubscribes
- ◆ **Social media** - Facebook, Twitter, LinkedIn, Instagram, etc.
Likes, shares, comments, click-throughs
- ◆ **Videos** - Wistia, Youtube, Vimeo, etc.
Video completion rates, click-throughs, shares, embeds



TARGET YOUR CONTENT

You've researched your audience data, established your corporate goals and identified how your existing content is and is not working to fit your current need. Now it's time to repurpose, adjust and refine your assets to reach your audience.

There are countless ways to repurpose a piece of content. The approach you take will depend on the goals you've already laid out as well as where your audience is in their journey. Different types of content resonate for audiences whether they're at the top of the funnel, in the middle of their journey or getting ready to buy.

LOOKING FOR A RESOURCE TO HELP YOU GET STARTED?
CHECK OUT OUR **FREE CONTENT REPURPOSING
WORKSHEET!** [CLICK HERE](#) TO LEARN MORE!

REACHING TOP-FUNNEL AUDIENCES:

The key to reaching and engaging top-funnel prospects is getting your content in front of a wide audience, and making it easy for newcomers to understand and find value in your brand. For example, if you publish an eBook that performed well for later-stage prospects, that same topic might also be valuable for people just entering the sales funnel. But they might need to be warmed up before they'll download this asset.

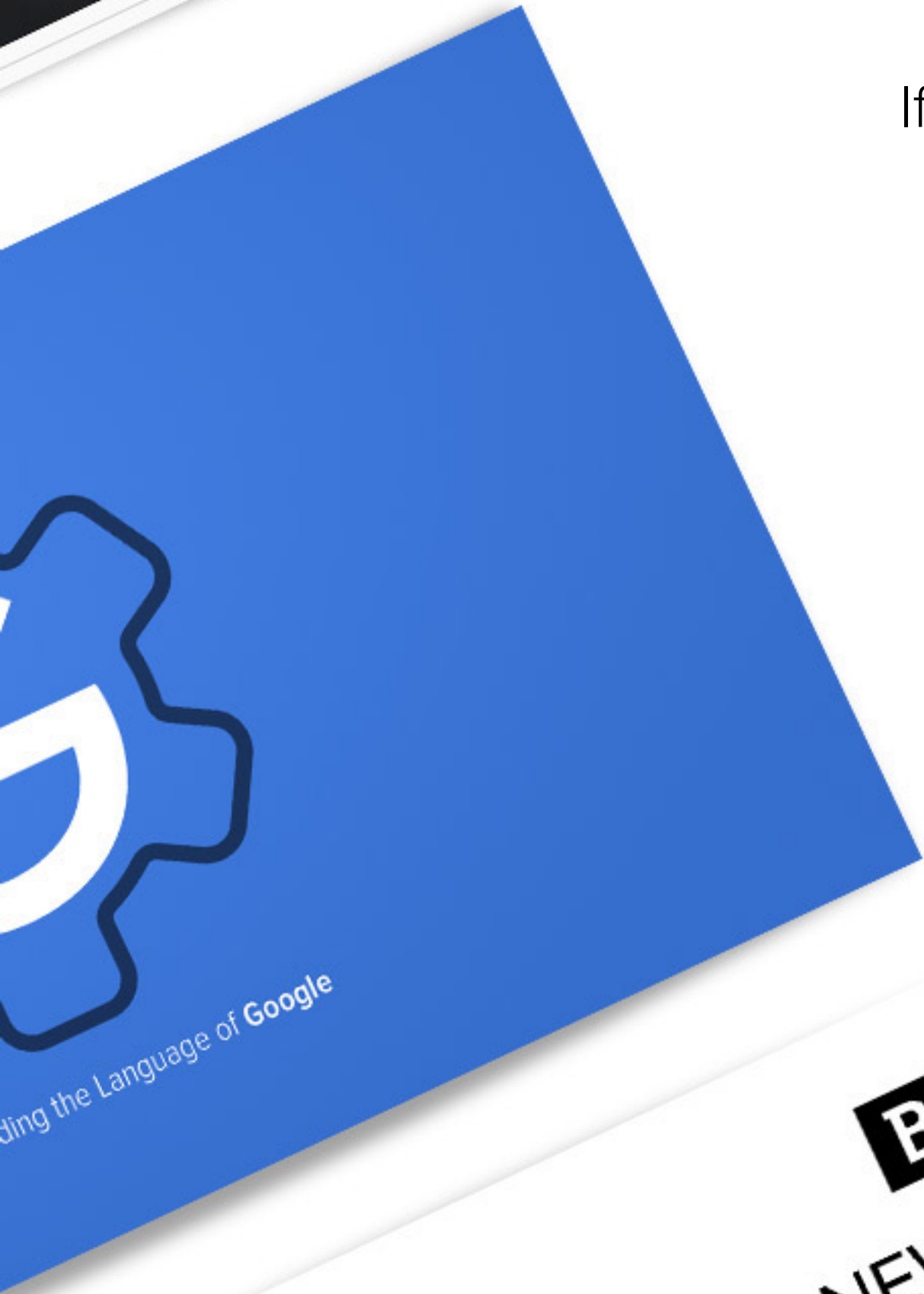
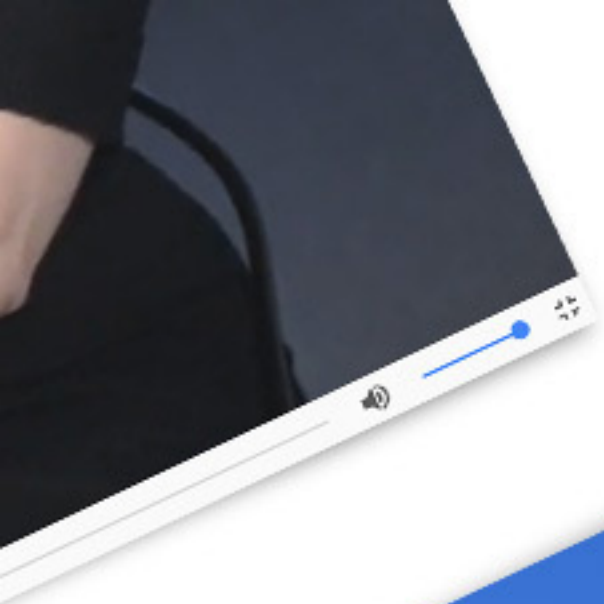
Your goal in a situation like this is to leverage the same topic for an earlier-stage audience. This is a perfect scenario to consider repurposing the eBook content into a blog series, infographic or video. These three formats are great for getting new leads to see you because they are more easily search-optimized and shareable on social than larger downloadable assets. They are also more digestible and accessible in nature, and will be able to better communicate your message to this audience.



ENGAGING MID-FUNNEL READERS:

If you just aren't getting the conversions you were hoping for from your mid-funnel audience, you might need to repurpose some of your successful top-funnel intrigue pieces and bottom-funnel salesy pieces into educational content. This is the nurture stage, and your leads are going to need everything you can give them. Your challenge is to present your brand in a way that allows them to see exactly how you can help them, and how you can do it better than your competitors.

For example, blogs about how certain processes work can be repurposed into case studies that show how you have used them to help your clients. Make sure your case studies feature the benefits you highlight in the blog. They can also dive deeper into the topics themselves to provide educational value once the reader is ready to learn more.



The Language of Google

MOBILE MINI

MOBILE MINI SECURES NEW BRAND VISIBILITY
BRAFTON CONTENT DIVERSIFICATION

publicly traded company that rents, leases
large containers with more than 80,000
business is best known for its
lock systems.



5:30 PM

B BRAFTON
FUEL YOUR BRAND



VIDEO MARKETING:
FROM PRODUCTION
TO PURCHASES

B BRAFTON
FUEL YOUR BRAND



CONVERTING BOTTOM-FUNNEL PROSPECTS:

Whitepapers, eBooks, webinars and case studies are great ways to set your brand apart from others and explain your services to leads in the middle of their journey - and they'll still be a helpful part of any bottom-funnel content strategy.

When your lowest-funnel leads are almost ready to pull the trigger and make a purchase, you'll need to introduce one final layer of content. Break out your strongest, most specialized content to see to it that your audience has all the information they need to become your customer.

Repurposing top- or middle-funnel content for an audience getting ready to make a purchase involves using elements that your readers are familiar with to drive a sale. Use your existing assets to inspire more personalized, immersive content - combine blogs and case studies into an eBook, or extend a mid-funnel eBook into a detailed whitepaper.

THE NEXT STEP

Through researching your site's analytics, your content's performance and your audience's needs, you now should be able to easily begin extracting more value from your existing content. This approach also affords the opportunity to prime your new content to be repurposed down the road.

If you are able to repurpose months- or years-old content to reach new audiences and deliver your message more effectively, imagine how much easier the task will be when you plan for your content to be repurposable next time.

FOLD IN FUTURE REPURPOSING PLANS FOR EACH NEW CAMPAIGN DURING THE **PLANNING AND CREATION STAGE.**

Create a reminder to alert you to take a look at a piece's performance and evaluate whether or not it's time to revisit it. This should be a regular final step in any of your content initiatives: After a few weeks' or months' separation from publishing your piece, you should look back on it, and make the call on how relevant and successful it has been to decide if you are able to get more use out of it through repurposing.





REPURPOSING WORK SHEET

— for —

TOP PERFORMING CONTENT & AUDIENCE INTENT

DON'T WAIT... START REPURPOSING TODAY!

Now that you have a better idea of what to consider when repurposing content, download our free repurposing worksheet to help guide your strategy. Discover what you can do with top-performing content, or determine how your existing assets can map to your current audience needs.

With questions carefully crafted to get you in the right mindset, this FREE **Content Repurposing Worksheet** will help you make the most out of repurposing.

GET THE FREE WORK SHEET

(this button will take you to brafton.com)

REPURPOSING WORK SHEET

— for —
TOP PERFORMING CONTENT

ORIGINAL CONTENT _____

How did the content perform overall?

What were some major traffic milestones?



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