



10 WAYS TO Repurpose Your Content



10 WAY TO REPURPOSE YOUR BUSINESS CONTENT

First, decide what your goal is. Who is your audience? Your customers? Your prospects? Your peers?

Second, what is their pain point? Make sure to focus around this.

Third, if you are starting with blog content it's simple to take the topic, concept, and actual content and adapt it to the ways I have listed below.

Discuss your topic and content in different ways. Maybe even with a guest in some formats.

WAYS TO REPURPOSE OR REFORMAT YOUR CONTENT

1. Podcast - It's time to talk about this topic!
2. YouTube - It's time to share how to about this topic!
3. FB Live Series - It's time to go live and share what you know!
4. Pull Quotes - Great addition to your social media posts!
5. Info-Graphic - Another awesome way to incorporate your info!
6. Networking Talk - People want to hear about this topic!
7. Email Series - Break it down and share some How To!
8. Ebook/Guide - Can you grow the content and share more?
9. A Course - There you go! People want to know what you know!
10. Questions In Forums or Online Groups - Q&As are a great way to share your topic!

ROOM FOR YOU TO INCLUDE MORE IDEAS OF YOUR OWN:

WHAT CAN YOU INCLUDE THAT CORRESPONDS WITH OTHER AREAS?

PODCAST	<ul style="list-style-type: none">• Promote on Social Media• Include your quote in the description• Offer another piece of content from the list
YOUTUBE	<ul style="list-style-type: none">• Promote on Social Media• Include your quote in the description• Offer another piece of content from the list
FB LIVE SERIES	<ul style="list-style-type: none">• Promote on Social Media• Include your quote in the description• Offer another piece of content from the list
PULL QUOTES	<ul style="list-style-type: none">• Promote on Social Media as a Graphic• As text on LinkedIn or Twitter• On a mug or t-shirt. Maybe a give away.
INFO GRAPHIC	<ul style="list-style-type: none">• Promote on social media as a graphic• Use as a freebie to generate leads
NETWORKING TALK	<ul style="list-style-type: none">• Promote on Social Media• Include your quote in the description• Offer another piece of content from the list
EMAIL SERIES	<ul style="list-style-type: none">• Promote on Social Media• Include your quote at the bottom
EBOOK	<ul style="list-style-type: none">• Promote on Social Media• Include your quote at the bottom
A COURSE	<ul style="list-style-type: none">• Promote on Social Media, Video & Podcast• Include your quote at the bottom

WEEKLY TO DO'S

Use this to sketch out your plans - then pop them into your calendar to make sure you carve out the time!

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<p>WEDNESDAY</p> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/>	<p>THURSDAY</p> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/>
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<p>SUNDAY</p> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/>	<p>SOMETIME THIS WEEK</p> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/> <p><input type="checkbox"/></p> <hr/>

WHY CONTENT IS SO IMPORTANT



Content is an integral part of business for many reasons. As a marketing, educational and informational tool, content has captured the online world and the business world.

One of the top reasons to create content is to have something to share online. People are looking for info and businesses there so you better show up!

Another reason to have consistent content is for the robots. Yep, I said it. The computer algorithms currently respond to consistent use of their platforms. One great way to use these platforms for your business is by sharing great content on a regular basis. (another way is networking and engaging with the people!)

Content comes in many forms. Some of them are listed in this packet. But, a lot of marketing content starts out in written format for your blog.

Why blogging content and why is this type of content so valuable?

1. Perfect for Sharing
2. Perfect for Educating
3. Perfect for Informing
4. Great for Driving Traffic
5. Perfect for Building Trust & Converting Customers

Don't wait! Have great content created for you so you can share it online!



"The best marketing doesn't feel like marketing."

— Tom Fishburne,
Founder, Marketoonist

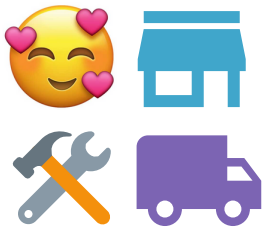


LEARN MORE



"Above all, you want to create something you're proud of."

Richard Branson



VOIYOO MARKETING
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Hi! I'm Jennifer Ressmann with Voioo Business Writing. I am a writer and content creator. I'm here to make life easier for you, the Business Owner or Manager - working to create and write your blog content to help increase your brand awareness, engagement, and authority.

Let's direct your business message so you can share it across online platforms making you more relevant and trustworthy.

When you're ready to up your marketing game and pull your plan together - reach out to me and we can start working on it together!

Visit www.voioo.com to get lots of great marketing info for your business as well!

Find me around social media and give a shout!



Tired of trying to do it all?! I can help you with that! Reach out to me and let's chat. My goal is to make your life easier and bring more awareness to your business.

I love to connect - join me on Facebook, LinkedIn, and YouTube! Let's support each other! Click the Social Links above!