

EVERGREEN INTERNET PROFITS



GUIDE 7:

How To Repurpose Your Content For
Various Mediums

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Creating content isn't always easy. Sure, you may enjoy writing, recording podcasts or shooting videos, but organizing and researching your content may take you far longer than the actual content creation part. So, how do you go about maximizing your research and letting it last for a long time?

The answer lies with repurposing your content into many different formats. There are a lot of advantages to doing this with not too many downsides. In fact, the only negative aspect of repurposing content is that it will take time or money. Time if you do the repurposing yourself and money if you decide to outsource it.

The Benefits of Repurposing Content

With repurposed content, you need to do less research. And you get a lot more work done in less amount of time. Here are some of the benefits of repurposing content:

1. Maximize your research

You spend so much time on research that it can get quite frustrating if you know all your hard work is just going into a single piece of content. Wouldn't it be nice if you can create 5 or maybe even 10 content pieces just from a single hour of research?

For example, if it takes you an hour to research for a piece of content, then it will take you around 5 hours to research for 5 content pieces. However, with content repurposing, you can build off the data you researched in just 1 hour and still come up with 5 content pieces! Essentially, you will be saving about 4 hours of research time.

With this example, I hope you can see just how powerful content repurposing is. Of course, the one-hour research time does not include the actual content creation time.

Depending on the type of content you intend to make, writing or creating the actual content itself may take you far longer than the single hour you spent on researching it.

Content repurposing gives your research time more mileage by allowing you to get as much value as possible.

You no longer need to worry about coming up with new ideas every week – you can instead spend that time thinking of other formats to repurpose your content to.

2. Visibility in many platforms

If your primary content goes on your blog, then people are only going to be finding out about you by going to your blog. However, if you repurpose your content into other formats and upload these into other platforms, then you're giving your audience a chance to discover you on these other platforms.

For instance, if you repurpose your blog post into a YouTube video, then you'll have access to YouTubers who are interested in your content.

If you convert your blog post into an infographic, then people on Pinterest are going to discover your content which will then allow them to discover your website. If you convert your post into a slide deck, you can upload it to SlideShare to get more eyeballs to your content.

The great thing is these different places are also going to appear on Google so you can have many listings on Google for the same piece of content!

3. Makes You Look Credible

If people go on Google and see you multiple times, they're going to find you more credible than if they don't see you there at all. Since you're going to be uploading your repurposed content into websites with high domain authority, chances are they're going to get indexed and ranked on Google as well.

The more places people find you at, the bigger your brand appears to be. And since you're repurposing content, then your expertise and your brand's message is going to be in many different places. They'll see you as being an expert, or at least very passionate about your niche.

This helps you become more credible in front of your target audience. And the more credible you appear to be, the more likely it is that people are going to purchase whatever product or service you're selling.

4. Bring people's attention to less popular content

You'd normally want to repurpose your most popular content pieces to bring it in front of people who may be interested in what you have to say. However, if you also have other content which may not have been as popular with your current audience, then you might want to breathe new life

into it by repurposing it and putting it in front of new people. This is especially useful if you're proud of the work you've done on those pieces and you spent a lot of countless nights researching it.

If you feel your current audience didn't appreciate your hard work, then there's no harm in repurposing it to other formats that other people may like.

For instance, if you have a number of blog posts that didn't get as much engagement as you want, you can perhaps try to package it as a free eBook that you can use to drive people to sign up for your mailing list.

Likewise, if you have a well-researched and well-written eBook that didn't get many downloads, then you may want to try repurposing it into a series of blog posts or articles that you can post on your site or social media.

5. More opportunities for people to link back to your website

Backlinks don't really matter much if you don't care about ranking in search engines. But who wouldn't want to rank organically in Google, right? Just think about it – you're getting free traffic from the world's biggest search engine.

With content repurposing, you can have 1 piece of content converted into a variety of formats. This means that people now have a variety of options to link to your content – they can link to your original article, to your video, to your infographics, to your Facebook post, your Twitter tweet, and so much more.

They're not limited to linking only to your original content. This alone multiplies your backlinking opportunities which could pay off greatly for your

website's SEO as Google rewards websites with plenty of high-quality links pointing to them.

How To Repurpose Content Successfully

In order to repurpose your content successfully, you need to carefully plan out your content when you first start writing it. For example, if you're writing a long-form blog post, you might want to break it down into different sections to make the information easily digestible.

You can then repurpose these sections into different formats. It's easier to do it this way as you don't need to do too much editing to get your content to fit another format.

Here are the methods you can follow to repurpose content the right way:

1. Start with an outline

Whether your original content is in blog format or in video format, you need to write down how your content is going to flow. You can just wing it, but that means your content may end up a disorganized mess.

By creating an outline, you get to save time by identifying the points you need to cover in your content. You'd also spend less time editing and reorganizing your work.

Use headings and sub-headings in your outline. And while you're writing down the points you want to cover under each heading, also write down your ideas on how you can reuse that particular section somewhere else.

This system is like hitting two birds with one stone – you plan your original content and how you can repurpose it in one sitting.

2. Have a specific audience in mind for each repurposed content

This point is very important because if you don't plan ahead who you want to see your repurposed content, then you may not be able to serve up the kind of content these people will engage with.

Knowing your audience is very important for any business to succeed. Repurposing content is no different. So, before you repurpose your content, look around and see what kind of content your target audience usually likes in say, YouTube, Pinterest, Reddit, and more.

For instance, if you're targeting middle-aged women in your niche, then you should create videos with this specific audience in mind. Doing this makes you relatable so even if they've never heard of you before or visited your website, your message will resonate with them, and they'll most likely end up following you as well.

If you don't know who your audience is, then you may be hitting blindly in the dark. You could get lucky and find some success, but generally, it's the well thought out content that is made specifically for a certain group of people that succeeds.

3. Use your brand's identity in your repurposed content

The reason you're repurposing content is because you want your brand to be seen in a number of different places. But how can you achieve this if you fail to use your brand's logo, colors, or even font faces?

As we've covered in previous guides, branding is important for your business' success. Branding helps build your credibility and makes you look trustworthy.

It's important for people to be able to identify your content across many different channels, so do make sure you make it easy for them to do so.

4. Repurpose your content into any of these formats

This isn't a conclusive list by any means, but these formats should give you plenty of head start and allow you expand your reach as quickly as possible. Some may not be a good fit for your niche, so you need to do some research about that as well.

- **eBooks** – if you've got a series of blog posts or articles around the same topic, then you can easily create an eBook. Don't just copy and paste the posts. You still need to go through the eBook with a fine-toothed comb to make sure the content flows well.

You can then use this as a lead magnet or content upgrade for your blog. A high-quality eBook can help position you as an authority in your niche and help you get more leads and sales from both old and new subscribers.

- **Infographics** – the saying a picture paints a thousand words is accurate. An infographic can contain information that may be equivalent to a thousand-word blog post or even 10,000 words.

With infographics, you just need to extract the main points in your content and then transform it into a graphic.

Don't use too many words in your infographic though. Put an emphasis on the graphics part, make it pleasing to the eyes, and upload it to image-oriented sites like Pinterest and Instagram.

- **Slide Decks** – slide decks are quite easy to create on any presentation software like PowerPoint, Keynote or Google Slides. Just like infographics, try not to be too wordy on your slides. Instead, use graphics and icons to emphasize your main points.

This makes your slide decks more easy to understand and will attract more shares than if you just upload a boring text-based slide deck.

- **Videos** – if you've got great content that can be used in a video, then repurpose it as a video. Tutorials and how-to articles are the best types of content to convert to videos. You can even add your video tutorial to your main content – this is not only great for your website's SEO, but you'll get more traffic via your YouTube channel.
- **Roundup posts** – just like with eBooks, if you've got a bunch of posts or articles around the same theme, you should also consider creating a roundup post. This not only allows you to build a longer-form article but it also provides you with a linking opportunity to those old posts.

Internal linking is also great for SEO and encourages your audience to visit other pages on your website.

- **Podcasts** – podcasts are great for people who are always on the go and value their productivity and efficiency. With a podcast, you can just read out your content and record with a good quality microphone. With a bit of editing, you're done, and you can then upload it to your preferred podcasting platform.

Again, there are many other content types you can repurpose your content to. Check out what your competitors are doing, or you can ask your audience for their input. It wouldn't hurt to ask them a few questions, and you just might receive some golden nuggets in return!