**Ways to repurpose content:**

What is “Repurposing Content”?

Repurposing content is the concept of taking one form of content (written, audio, visual, video, etc.) and altering it to be consumed in a way we find suitable on a different platform.

It’s not necessary to repurpose EVERYTHING. Rather be very selective about what and when you repurpose to save your time.

What do you get out of repurposing, you ask?

***Get an SEO boost****.* Multiple pieces of content around the same topic generate additional opportunities to target a desired keyword and you receive quality links back to your site.

***Reach a new audience****.* In many cases, your original piece of content may have only made a splash with one group of customers but repurposing the content for different mediums allows you to network with groups from multiple groups everywhere possible.

***Reinforce your message***. Marketing’s Rule of 7 states that buyers need to hear your message seven times before they’ll close the deal. Thus repetition can be an essential part of sending a message

***Gain extra authority****.* Publishing quality content in a variety of places on a single topic can help raise your profile in the industry and present yourself as an expert.

***Add value to the original***. True repurposing requires that we alter it to make it fresh and appealing to a new audience and not reuse an old piece of content again and again.

**Impact of reporposing:**

* Organic website traffic increased
* We increased our overall visitor-to-lead conversion %
* Our engagement for each piece of content grew significantly

Ways to do it:

1. **Webinars --> Video Tutorials**

You host a kickass webinar that gets tons of attendees. Not everyone will make it to your webinar but months later you’ll have new site visitors and leads who don’t even know what they missed out on.

You can also repurpose that webinar as a YouTube video, ensuring that your great content lives forever and it may drive new visitors to your site via YouTube, making the optimum use of the webinar!

2. **Old Blog Posts --> Guides**

Always consider repackaging the posts which you have blogged many times into a fresh new guide.

For example, you may have written in the past about how to upload images to Pinterest, how to use hashtags on Pinterest for better searchability and how to upload cover pics to Pinterest that use text over images for improved click rates. Take those blog posts and turn them into “The Complete Guide to Pinterest Perfection,” which you can then use in your email marketing and lead gen efforts.

3. **Internal Data --> Case Studies**

Whether you want more traffic, more subscribers, or more email signups, testing is always the way to go!

When you’re running tests on your own website, hang on to that data and turn it into a case study to share with your fans.

4.**PowerPoint Presentation --> Slidedeck**

Turn your amazingly created PowerPoint presentations into slide decks with the help of SlideShare.

Just edit your slides for a consumer audience, upload your PowerPoint presentation to SlideShare, and embed the presentation in one of your web pages resulting into a new piece of content you barely had to work for!

5.**Interviews --> Expert Advice Ebook**

Interviews are a popular form of content for blogs. Repackage interviews into a new form in the way of an expert advice ebook. There’s no problem with this – some people prefer ebooks to blog posts, as they are easier to download and read later.

6. **Visual Content --> Pinterest Board**

Make the most of your picture posts by repurposing those images on Pinterest.

One example could be a post detailing the best brand logos in a given industry. Create whole new board dedicated just to the greatest brand logos. Those pins can drive referral traffic to your blog post!

7.  **Quora Q&A --> Blog Post**

Quora is often cited as a great source of content inspiration, providing real user questions on a huge range of categories.

The best way to use Quora is finding a question with several upvotes, showing it’s in high demand, write a blog post detailing an answer, and then answer the question on Quora while including a link to your more in-depth blog post answer.

You’ll get traffic from those wanting a thorough answer

8.  **Slideshow --> Infographic**

Another way you can repurpose graphs and charts is by turniing them into infographics!

Infographics are the darlings of the content world. Just start with a good graph or chart and pretty it up a bit.

9. **Blog Posts --> Tips Newsletter**

To really get the most bang for your blog post, consider promoting your blog posts in a weekly tips newsletter. A friendly tips-oriented newsletter can showcase your best blog posts of the week, providing an extra nudge to get users on your site..

10. **Blog Post --> Podcast**

Listening to podcasts is the best – it’s an easy way to make that limbo in-between time more productive (e.g. commuting in the automobile).

Here’s what Buffer has to say:

1. **Create new blog posts and articles**

High-quality content can spinoff more high-quality content, and the audience can benefit from both.

One of the most straightforward examples of this is converting a listicle into a series of individual pieces of content.

2. **Create a presentation**

Interesting statistics, meaningful quotes, and actionable advice can make for effective slides, and the resulting presentation can offer an easy-to-read recap of your original content. Sharing these slides to a social site like SlideShare can provide additional opportunities for engagement.

Once the slides are built, you can create the presentation or slidedeck using a tool like PowerPoint, Prezi, or Google Drive.

3. **Build an infographic**

If you have a lot of data in your story, infographics are a super way to relate data or merely to break up an article into just the major talking points.

Programs like Piktochart and Visually provide the means for non-designers to create their own infographics.

4. **Create a Pinterest instructographic**

A cousin of the infographic, instructographics have a very similar look and feel but focus more on the how-to aspect. Pinterest is a popular place for content like this because it is visual and actionable.

5.**Refresh and republish old posts**

WordPress Plugins to Easily Repost and Repurpose Old Content<https://www.clearvoice.com/blog/wordpress-plugins-easily-repost-repurpose-old-content/>