



7 { Easy } Ways

TO REPURPOSE YOUR CONTENT



GRAND CIEL DESIGN

Getting the Most {Bang} Out of Your Content.

Creating really good content takes time and resources so it makes sense to have a repurposing plan as part of your content marketing strategy. Yes, there are **TONS** of articles out there listing ways to repurpose your content. The options can seem as overwhelming as it is to create new content!

To make it manageable here are seven basic, effective, manageable ways **I think of it as a check list** to repurpose your content using one of the most iconic { and popular } forms of content, ***the infographic***. By using this example, I'm sure it will open up the possibilities for your other forms of content as well.

BONUS: I've included links to online tools I mention here to help with repurposing your content **PLUS** a link to download the infographic example I use to illustrate the ways you can repurpose your content as a reference guide.

Here we go...

Let's say you've invested turning a significant amount of data that your target audience would find valuable and compelling ***into one big beautiful infographic***.

So what are you going to do with this marketing gem? Just post it on your website? Give it a tweet, post it on your Facebook and/or LinkedIn company page and call it a day?

You Want to Get More Mileage OUT OF YOUR CONTENT

If you do nothing else:

and want your newly minted infographic to have some viable legs, use it as an opt-in incentive (a.k.a. a lead magnet) on your website to help grow your list. People offer up their email and in exchange, they get to have access (link) to download your infographic. That's one of the **easiest** ways to repurpose your content as well as grow your list.

Infographics are often designed with individual facts or a set of statistics laid out in segments and each segment can work as a stand-alone. This makes it relatively easy to repurpose that segment content over time and touch points for you audience to notice you, engage with you, and learn from you.

Repurpose segmented infographic data can work to illustrate page content in your:

1. Annual Report AND/OR
2. White Paper AND/OR
3. Case Study

[All three of the above can be made into an opt-in incentive on your website, too]

4. Take sections of your infographic to **create a series of social media promoted posts or ads for a greater reach**. Depending on how many sections your infographic has, you could have enough content to spread out over weeks or months for ongoing engagement with your target audience without having to create new content.

NOTE: The segmented sections of your infographic may need to be sized or reformatted for each social channel so visual information isn't cropped or distorted. Here's a [handy online social media streamline image sizing tool](#) to help you take the time and mystery out of all that.

ONE DOWNSIDE TO BE AWARE OF: In placing ads or boosted posts on Facebook you need to limit the amount of text overlay that appears on images or photos. Here's [the tool Facebook provides](#) to help you determine if you have the right amount or too much text overlay on an image when posting content on Facebook, either as a post, promoted post or as an ad.

Let's Continue with Repurposing...

5. Portions or all of your infographic could be repurposed into a series of **video shorts** for even higher engagement. This is a little more involved than creating a series of social media posts but worth it. We all know how big video is as an effective marketing tool. Here's an [subscription-based video tool](#) I like to use.
6. Use the segments of your infographic to [create a Slideshare deck](#) to post and share online.
7. Your Slideshare deck created from your infographic can then go on to become part of an **online webinar** and/or used in a live-and-in-person presentation at conferences.

Happy Repurposing!

Out of a *single* piece of content, you potentially have multiple pieces of content to cover multiple touch points over time that's more apt to reach your target audience where and when they are online. Repurposing content is also a way to *track engagement levels and conversion rates* with your target audience to source what works best in landing new clients, attracting new members, advocates, and donors.



Your Infographic Content Repurposing Reference Guide

To illustrate repurposing content using infographics, I created this infographic. Its fictional concept is based loosely on the non profit **100 Resilient Cities**. The only real information shown is the stresses the example cities are experiencing. Pisa currently is not one of the cities registered with 100 Resilient Cities.

DOWNLOAD INFOGRAPHIC PDF >

Want Your Data (or Content) to Tell an Engaging Story?

I can create engaging and clear brand-centric **infographics** for you with **repurposing content in mind** as well as helping in the professional process of repurposing. Got data? **Let's talk.**