How to Turn ONE Piece of Content Into 100

The Fine Art of Repurposing Content for Relevancy and Reach



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You're committed to a content marketing program and you've been given a budget. No matter how big or small the amount, you'll want to maximize the mileage of every dollar spent. One smart way to do that is by repurposing content.

At the core, content repurposing is the act of taking a single piece of content and tailoring it for delivery to multiple channels. All too often, people tend look backward to repurpose, focusing on content that has already been produced. This should certainly be something you do before implementing a content marketing program. However, the best way to approach repurposing is to proactively plan it into your strategy from the start.

Here, we show you how to plan stories so they can be packaged and optimized for the channels most preferred by your customers. Because examples are the best way to envision a process like this, let's start with a scenario:

Scenario

You're a health care system and it's Heart Health Month. Your CEO has expressed a desire to promote programs that support heart disease prevention for women ages 35 to 65. Your current marketing tactics include

- A quarterly consumer print publication
- A wellness blog
- A monthly e-newsletter
- Health fairs
- Active Pinterest, Facebook, YouTube, and Twitter channels

So what do you do?



Step 1: Know Your Audience

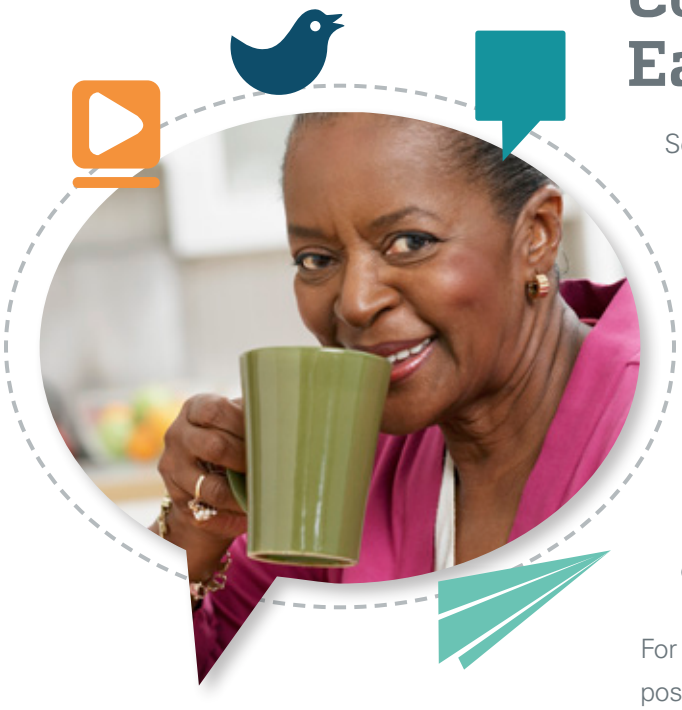
Women ages 35 to 65 have a wide range of interests and experiences. On the younger side of that demographic, they may be mothers of toddlers or teens. On the older side, they've experienced menopause, may be retired, and could have a grandkid or two. Some may be sedentary and unhealthy; some may be in the best shape of their lives. Some may have history of heart disease; others may actually show signs of the condition.



The point is that your customers have unique wants and needs, and your content must be tailored to those differences if it is to resonate. Creating personas—ideally three to five when you're communicating with a broad age range like this—will help you hone your messaging and determine how to tweak a story for greater relevancy and channel optimization.







Step 2: Identify the Preferred Content Types of Each Persona

Some of the women may like to read articles or blog posts, while others prefer the quick and visual read of a slideshow. You may have a person who loves watching videos and one that goes nuts over infographics. And let's not forget the quiz takers. The point is that a single, well-researched story can provide the kind of information that can be repackaged easily to appeal to the varied preferences of this diverse customer group. You just have to know them and then identify the types of content you're going to include in your overall mix.

For our scenario, let's assume we'll be producing a blog post that can be repurposed as a slideshow, quiz, digital and print infographic, motion graphic video, and foundation for consumer-generated content.

Step 3: Choose a Story Angle

No matter which persona we'll be speaking to, all are looking for solid advice on how to protect their heart. So we're going to assign a blog post called "Pump It Up: 15 Ways to Treat Your Heart with TLC—Ticker Loving Care." It's general enough to appeal to the broad customer base and to provide universal advice that can be put to use instantly after consuming the content.

Step 4: Outline How the Story Will Differ for Each Content Type

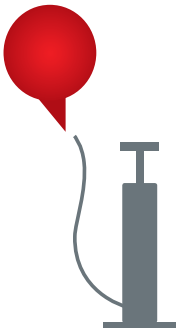
The best way to ensure you get copy you can repurpose is to be very clear about how each content type will be unique and put the details in writing. If you really want to nail it, provide the writer with a sample of the writing style you're looking for. Here's how "Pump It Up" could play out:

ARTICLE: This could open with a lead of about 75 words setting the stage for the meat of the story: 15 short bits of advice on keeping the female heart healthy. Tips should be short—no more than 75 words each—and include facts and figures along with clear associated imagery. Create seven tips in three categories: food-related, fitness-related, and lifestyle-related. This way, the story can be presented in its entirety or broken up into three blog posts: "Seven Foods to Keep Your Heart Healthy," "Getting Moving: Seven Easy Activities for a Healthier Heart," and "Seven Heart-Healthy Habits to Adopt Today." A sample fitness-related tip might read, "Get off the couch. According to Science Daily, 35 percent of American adults are inactive. Yet all it takes is 30 minutes a day of walking to help keep your heart strong. And if you do meet the recommended daily exercise requirements, you'll add an extra four years to your life."

CONTENT COUNT: ***FOUR PIECES***

SLIDESHOW: Present the three blog posts as slideshows.

CONTENT COUNT: ***THREE PIECES***



PINTEREST: Create a "Heart-Healthy Woman" board on Pinterest and turn each tip and image into a pin. Tips should be edited down to 50 words each. Invite your followers to pin their favorite heart-health tips and repin them to your board. You can also create separate boards for the food, fitness, and lifestyle tips.

CONTENT COUNT: ***FOUR PIECES***

QUIZ: Edit the three tip posts so that the content can be presented as an interactive quiz.

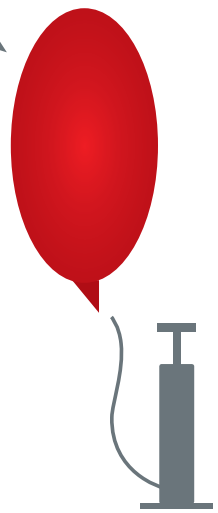
CONTENT COUNT: ***THREE PIECES***

INFOGRAPHIC: Pull out the stats and facts, and design an infographic for online consumption and potential printing in poster form for health fairs and areas of the hospital, such as the cafeteria, where patients and family members congregate.

CONTENT COUNT: ***TWO PIECES***

MOTION GRAPHIC VIDEO: Turn the infographic elements into an animated video that can live on your website and YouTube channel, and can also play on televisions and monitors at health fairs and throughout the hospital.

CONTENT COUNT: ***FOUR PIECES***



FACEBOOK POSTS: Turn each tip into an individual Facebook post, driving fans back to your website for related heart-health content or to encourage engagement (that is, "likes" and comments). Try to limit your Facebook posts to about 50 words and experiment posting tips with and without images to see which variation gets better results.

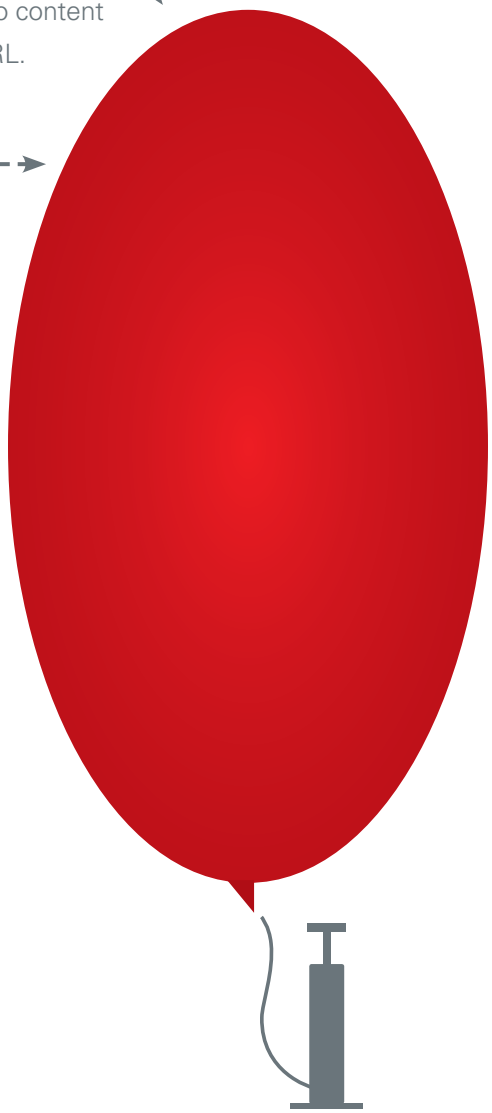
CONTENT COUNT: ***21 PIECES***

TWITTER POSTS: Turn tips into tweets. For tweets that drive traffic to content on the website, shoot for 120 characters to allow room for a shortened URL. Copy for retweeting can be up to 140 characters.

CONTENT COUNT: ***21 PIECES***

CONSUMER-GENERATED CONTENT: Assuming the hospital has story-capture functionality built into its website and blog, create a call to action with the article, asking visitors to share their own heart-health tips and insights. This same technique can be used on Facebook to gather more content.

CONTENT COUNT: ***DOZENS OF PIECES***



Step 5: Assign Content to a Writer

After clearly outlining the various ways to repurpose your main story (as demonstrated here), crafting the assignment letter should be easy. Just cut from your outline, paste into your assignment letter, and send. As a rule of thumb, it's always a good idea to talk to the writer before he or she begins working on the story, especially when you're trying to leverage a blog post in so many different ways. Sharing your vision and expectations will improve the likelihood of getting an excellent first draft.



Step 6: Research and Write

If you assign the story to another writer in your organization or to a freelancer—or even if you write it yourself—it's important to identify resources that will hold up with your legal team. Providing writers with an approved source list—or at least of list of the kinds of sources that they can and cannot use—will ensure that there are no surprises when the copy comes in. Even if you'll only be citing sources at the close of an article, it's best to have the writer associate a specific resource with each factual statement. Ask your writers to annotate facts using the Comments feature in their word processing tool. It's much easier than tracking footnotes and endnotes.

Step 7: Edit the Copy

You could go the cost-efficient way and have your writer produce all the individual pieces—or you can just ask the person to write the main blog post and you do the repurposing. It boils down to time and budget. In either case, you should ensure that the web post is optimized for search before transforming it into the various other content pieces.

Step 8: Determine Measurements of Success

Each piece of content should have associated customer actions. You might measure the number of times an article was shared, how many people took the quiz, or how many names you captured from calls to action associated with individual pieces of content. You might also track the number of customer stories you generated on your website and through social channels, or how many people signed up for your e-newsletter. You could offer free heart-health screenings at the health fair and track the number of people who signed up after consuming your content. If you turn your infographic into a poster, consider adding a QR code that drives to the motion graphic video, and track the number of people who watched on a mobile device.



Step 9: Measure and Refine

Speaking of measuring, as soon as you release your content across the various channels, you'll be able to start gathering metrics. The metrics may show that certain types of content are preferred and others are not as popular. This knowledge lets you refine your strategy moving forward, tailoring your editorial lineup and repurposing efforts to focus on the types of content and calls to action that are driving the greatest results.

Results. That's the name of the content marketing game. And positive results happen as a result of volume. The more content you produce, the more you'll be recognized by search engines and the more you can fuel your social media initiatives. Fortunately, as we demonstrate in our heart-health scenario, it's not difficult. One article can easily become hundreds of pieces of content with a little savvy and advanced planning.



Content Marketing Makes Repurposing Easy

Content marketing platforms simplify all aspects of the process. Proactively planning content for repurposing is especially easy with the platform's calendar-based editorial planning features, which let you develop personas and create editorial lineups that align stories to personas and themes. Learn more at eloqua.com/content-marketing.



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