

Repurpose Your Content Checklist

Marketers and business owners are faced with a need to constantly create content. And, that's for good reason – a whopping 47% of buyers viewed three to five pieces of content before engaging with sales, according to Hubspot.

That's why I advocate for a strategy that includes the repurposing of content. This strategy is easy to implement and is a valuable time-saving technique. The approach includes five simple steps.

1. Pick a blog post that has depth.

When you start repurposing your content, look for a blog post that received reactions from readers and has a lot of depth. You want to be able to pull out valuable information and insights to pique a prospect's interest.

2. Share memorable quotes.

Find a quote (or two!) from your blog post that you think will resonate with your audience. Share those quotes via your company LinkedIn page, Twitter handle, or Facebook account. If you want to make it stand out, use Canva to create an image that can be easily shared via social media. If the quote isn't original to you, be sure to cite the source, and add your logo to the image to reinforce your brand.

3. Create a checklist.

Using the main points from your content, make a checklist that readers can use to take action and apply what they've learned. For example, select three steps to use as a checklist. Then, post the downloadable checklist on your website--this type of content is a key sales funnel "freebie."

4. Facilitate a discussion.

Look for opportunities to facilitate a discussion based on your existing content via a webinar, podcast, or live presentation. You don't have to go at it alone for this method, look at leveraging a partner or an existing event.

5. Offer a tool.

Finally, transform your content into a tool they can use within their organization. For example, provide a few presentation slides that highlight what you shared in your blog post. Include your branding on the slides and make them available for someone to use within their organization.

In terms of the sales funnel, repurposing blog post content allows you to connect with HR buyers at every stage of the journey. Top of the funnel buyers will appreciate seeing a quick quote that inspires them, middle of the funnel buyers will appreciate getting to know you through a virtual or live event. Finally, the buyers at the bottom of the funnel will be grateful that you've provided a tool they can use.