

# Repurposing Content

An efficient use of existing resources



## What does repurposing content mean?

Adapting an existing piece of content marketing like a blog or video for a different format.

## Why repurpose content?

- **Cost-effective**  
Use what you've already paid for
- **Time-effective**  
No need to start from scratch
- **Share the same information in different ways**  
Connect with new audiences
- **Reinforce your SEO**  
Produce more content with the same keywords
- **Diversify your SEO**  
Share tried-and-tested content with different keywords

## Ideas for repurposing blogs

- Share a key paragraph as a social media post
- **Send it out as your newsletter**
- Turn a blog quote into a meme
- **Create an infographic from blog subheadings**
- Use a blog as notes for a presentation

## Ideas for repurposing videos

- Share videos on social media
- **Transcribe your video and share it as a blog**
- Pare it down into shareable gifs and teasers
- **Include a link to a blog and vice versa**
- Quote your video in a social media post

## Ideas for repurposing social media posts

- If it's still relevant, reshare
- **If it's no longer relevant, share it as a flashback: "remember when...?"**
- Ask a question and collate replies into a blog or video
- **Link blogs and videos back to social media posts**
- Expand a short post into a blog or video



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