

Reuse, Reduce & Recycle

Or how to repurpose content in ways that will boost your reputation as a friendly expert.





**Let's get to know
YOU
first!**

The background features a white space with faint, light gray geometric patterns. On the left, there are several small, stylized arrows pointing in various directions. On the right, there are large, overlapping circular and polygonal shapes in shades of orange, olive green, and light teal.

**Who of you owns a service
based business?**

**Or is in charge of creating
content for one?**

Who of you thinks creating content is time consuming?

And the lifespan of content way to short?




Sit back & relax

Slides and resources at:
vl.li/wceu2019-content

Here are my 3 goals for you today

- ① 5 ways repurposing content will boost your reputation as a friendly expert.
- ② 4 overarching strategies to repurpose content systematically
- ③ 3 best practises that make repurposing content much easier & more fun



**Who am I?
To tell you what to do?**



Hi! I'm **Yvette Sonneveld**

So nice to meet you!



Content Repurposing

Presenting content you already have
in a different way.

But Why?





1 5 Ways Repurposing Content Positions You As A Friendly Expert



Why repurpose?

**1. A friendly expert makes sure
you remember what's important**



Why repurpose?

2. A friendly expert meets you where you are



Why repurpose?

3. A friendly expert keeps your preferences in mind

Why repurpose?

4. A friendly expert makes sure to keep content up to date



Why repurpose?

5. A friendly expert thrives on sharing expertise

So, how?





2 Strategies to repurpose content



Repurposing strategies

Seasonal Cleanup

Make sure your content isn't harming
your reputation



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Repurposing strategies

Content Splintering

Chopping up content in smaller pieces





Content Splintering Examples

Whitepaper > blog posts

Turn some of the chapters of a
whitepaper into blog posts



Content Splintering Examples

Blog post > social media content

Extract short tips from your blog post,
post them as micro content to social
media.



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Content Splintering Examples

Presentation > illustration

Create your presentation slides in a way
that they could provide value as
illustrations in blog posts and as social
media graphics

Repurposing strategies

Content Stacking

Combining several pieces of short form content to create long form content



Content Stacking Examples

Crowdsourcing blog posts

Invite befriended professionals to contribute their take on a topic or answer to a question and compile this into an article



Content Stacking Examples

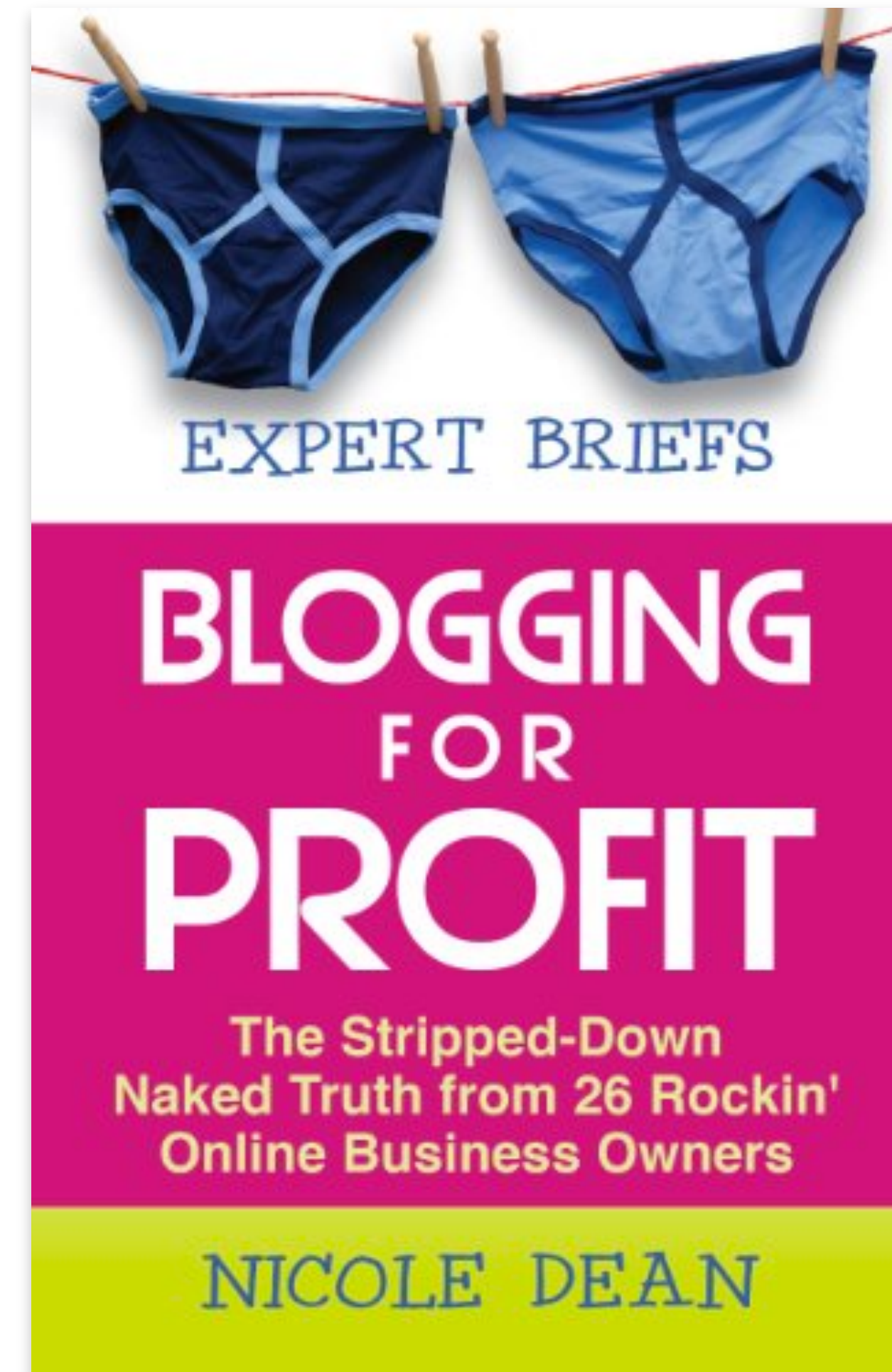
Blog posts > Whitepaper / E-book

Compile articles into an e-book. Add an invitation to download the entire e-book at the end of each article.



Expert Briefs

Crowdsourced content into blogposts into book.





Repurposing strategies

Media swap

Converting content to a different type of media.

Media Swap Examples

Presentation > blog posts

Repurpose a presentation outline and
slides into articles





Media Swap Examples

Blog posts > video tutorials

Repurpose blog posts into video tutorials
and skyrocket your audience on YouTube

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Technical SEO Tutorial: 5
Simple SEO Tips for Higher...



How to Install Google
Analytics for WordPress



Off Page SEO: 7 Powerful
Techniques to Grow Your...



On Page SEO Tutorial for
Beginners: 7 Simple Tips...

Media Swap Examples

Blog posts > content upgrade

A content upgrade is content that helps your visitor apply what they just learned in your blog post. It is usually offered in exchange for contact information.

White Label Perks

Combines content stacking and
several media swaps.

Ready to fire up the computer?

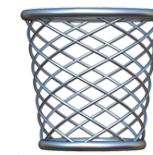




3 My favourite best practices

KonMari Your Content

Which pieces give joy?





Repurpose With Purpose

Make sure you know what you're
working towards

The background features a light gray geometric pattern of interlocking lines in the top-left corner. A large, light teal circle is partially visible on the left side. A light blue trapezoidal shape is located in the top-right corner.

Mix & Match

Stacking, splintering and swapping
media

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Stay In Touch

Twitter & WordPress Slack

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lvl.li/wceu2019-content

Or meet me at the community service desk