

Content Repurposing Idea Bank

Ready to explore new frontiers with your best content? Use the ideas here to spur your imagination.

Remember: Build on your current strengths and comfort level and plan to publish your repurposed content on the platforms where your audience spends time.

You're starting with written content

Written content packs more information per second of consumption than anything else. You can't beat text for efficient delivery!

But when you pair written content with other media types, engagement and time-on-page soar.

Ideas for repurposing written content

Remember: That underlying structure you gave to your content — the headline and subheads you wrote — gives you an easy starting point to take your words and turn them into something else. Try these ideas to transform your written content into:

Turn your written words into image-based content:

- **Create a slide deck with the article's main points.** Use your subheads as a guide. Share the slide deck on LinkedIn, SlideShare, and other social platforms where you've developed a following.
- **Make signature branded images.** Extract important quotes or information from the article, overlay them on images, and use the assembled images to promote the content on social

media platforms. Reuse these images in your email marketing to drive readers to your article.

- **Create visuals to illustrate data.** Charts and graphs give your numbers a visual form that's easy to grasp in a single glance. Embed these on the page and share them on social platforms to engage people and make them want to click through to get the whole story.
- **Use images to illustrate important points in the article.** Use images to divide major sections in longer pieces of content, and then use these images to share the content on social media platforms.

Turn your written words into audio content:

- **Record your written content.** Sit down in front of a microphone, introduce yourself and your website, and read your article – with great enthusiasm and inflection, please!
- **Make this audio file downloadable** so listeners can consume your content on the go.

Turn your written words into video content:

- **Drop key points into an online video creator designed for non-video folks.** Platforms change year by year, but some tried-and-true providers are Animoto, Adobe Spark, and Lumen5.
- **Turn on your camera and talk!** You are likely sitting just a few feet from a camera. If you're comfortable with it, consider doing a live video where you share the most important points in your article. If you'd rather practice and polish your presentation, record it in advance and post it. Use these content-based videos on social media platforms to drive attention and traffic back to your article. They can be embedded back inside the article to give your readers a chance to feel more connected to you.
- **Use screenshots from your videos to promote your written content** in your email marketing.

- **Create and present a webinar based on your article.** This is something I do all the time with my blog content. I use the blog post to organize my thoughts around a topic, and then I present the same topic in webinar form using the article's underlying structure to create the presentation outline and slides.

Turn your written words into “Best of” content:

- **Quote yourself.** Extract the most-compelling sentences from your article, drop them between quote marks, and share this content on social media.
- **Create an email autoresponder course** based on your written content and drip out your information one short email at a time.
- **Write long-form social media posts** which deliver one section of your information at a time, published over several days.

If people don't have time to absorb your epic written content all at once, help them benefit from your information by repurposing the main points into digestible chunks that are delivered as images, audio, video, and excerpts.

You're starting with audio content

Podcasts are hot right now, but they're notoriously single-platform. One challenge? They're often consumed on the go and while doing other activities like exercise, housework, or driving.

It's not easy to ask listeners to make the leap from their audio player to your website. But when you stack valuable content on the episode pages you host on your site, they'll find themselves stopping what they're doing to search out your additional resources.

Ideas for repurposing audio content

Read on to discover ways to add complementary content to your audio — and to make the repurposed content easy to find with just a click.

Turn your audio into image-based content:

- **Make signature branded images.** Extract important quotes or information from the audio, overlay them on images, and use the assembled images to promote your audio content on social media platforms. Reuse these images in your email marketing to drive readers to your audio.
- **Illustrate data quoted in the audio** and include the charts and graphs on the episode page.

Turn your audio into written content:

- **Have your audio transcribed so it becomes readable.** Services like Rev.com (transcription by a person) and Temi.com (cheaper, less accurate transcription by machine) make this easy. Post the transcript on your episode page so search engines can index the keywords in your audio content and drive traffic to your page. Note: Proofread all transcripts before posting them! Make sure you review them to confirm that proper names are spelled correctly and all the information is clear.
- **Create a slide deck with the audio's key takeaways** using your underlying structure to create the structure for your slides. Share this on LinkedIn, SlideShare, and other social platforms where you've developed a following.
- **Create content upgrades for your audio content.** Help listeners implement what they're learning when you create a checklist, worksheet, or resource guide that complements the audio topic. **Bonus tip:** Ask for an email address in exchange for this complementary information and grow your email list while you increase engagement.

Turn your audio into video content:

- **Create video from your audio.** Use your podcast art as the splash screen for your video content. Create simple slides with the most important points and record yourself clicking through them to make a video. Post this on YouTube, social media platforms, and embed it on the episode page on your site.
- **Drop important quotes into a video creator designed for non-video folks.** Platforms change year by year, but some tried-and-true providers are Animoto, Adobe Spark, and Lumen5.
- **Create your audio on camera!** Some podcast hosts, like Joanna Penn of TheCreativePenn.com, conduct their podcast interviews on camera. This allows her to extract the audio to use as a podcast and also create a transcript that's published as written content on her site. Joanna's a content repurposing pro!

Most importantly, if you're a podcast creator, establish an easy-to-remember naming convention for your podcast episode pages. You want to be able to say simply, "Go to mysite.com forward slash seven to find all the extra content for episode seven."

You're starting with video content

Any time you add motion to your information, you can expect your audience to spend more time with your content and become more engaged with what you're sharing. And yet, people have a love-hate relationship with video.

On the one hand, it's dynamic and helps them feel a genuine sense of connection to the brave soul who positioned themselves in front of the lens.

On the other hand, unless you're a professional on-air talent, your viewers may get frustrated when they see your presentation wander off target, or you take too long to get to the point.

What can you offer your less-than-enthusiastic video viewers to help them get the most out of your information?

Structure! Consider adding visual dividers to your video content. These can be a screen overlay or a moving graphic which introduces the next segment of content – the equivalent of a subhead in an article. This adds words to your video, and it will help viewers process the information you’re presenting. Remember, if you’ve created a content backbone through a headline and subheads, your dividers will already be mapped out.

Ideas for repurposing video content

You can also offer a variety of formats for the readers and listeners in your audience:

Turn your video into written content:

- **Create a transcript for your video** using Rev.com, Temi.com, or software like Descript. Post this on your own website along with an embedded video so that search engines can index the keywords in your video content.
- **Create a blog post from your transcript.** Take a clean transcript and format it with subheads, bulleted lists, and blockquotes, and add an image.
- **Add captions to your video** using the built-in captioning capabilities on platforms like YouTube and Facebook (you’ll have to clean them up). Converting video to readable text helps people follow along if they’re unable to hear its audio. You can also use software like Descript, or simply hire someone to listen and transcribe what you’re saying.

Turn your video into audio content:

- **Create a podcast from your video.** Aim for crystal clear audio that you can extract and upload as a podcast episode.

For inspiration, see the note about Joanna Penn’s brilliant working process in the previous section.

Turn your video into image-based content:

- **Use screenshots from your videos** to create still images you can use to promote the video content in your email marketing and on social media. If humor is a part of your brand story, bonus points if you screen capture an awkward moment.
- **Make signature branded images.** Extract important quotes or information from the video, overlay them on images, and use the assembled images to promote the content on social media platforms. Reuse these images in your email marketing to drive viewers to your video.

Turn your video into “Best of” content:

- **Edit videos into short highlight clips** and repurpose these on social media platforms to entice viewers to watch the full video.
- **Replay video excerpts during a webinar presentation.** Many webinar software platforms allow you to play pre-recorded videos. This is ideal if you need to demonstrate software, offer a tutorial, or give a site tour. Recording these ahead of time will ensure the final product is engaging and glitch-free.

Remember, you don’t need to do all of these!

This is an *idea bank*, so pick one or two ways to explore repurposing your primary content for other platforms that will help you expand your reach.