

Enjoy our podcast on repurposing content? Here are a few things you can work through in order to get more life out of just one piece of content.

## When you have a great blog post

This is one of the best pieces to repurpose as it can be expanded or reduced to meet the challenges of each platform you want to use.

- ✓ Extract quotable quotes and Tweet them on Twitter to the full article
- ✓ Record a podcast of the same topic. You can read it out, or just follow the same flow, just get the info out there in another format
- ✓ Record a Youtube video about it. Same as above. You can actually do these at the same time, record your video and extract the audio to use as a podcast.
- ✓ Infographic. Do you mention any great stats? Make a flow infographic or even just a stand-alone image stat – you can then use this for Instagram, facebook etc.
- ✓ Break the key concepts into a video explainer using animation. Apps such as bitable.com make this very easy and cheap to do
- ✓ Take the key concepts out and form them as questions. Search on platforms such as Quora and use your article as an informed answer. This can be linked to your website
- ✓ Use the same Qs from the above tip and add them to your Google My Business account as a Q & A. Edit for length and clarity.
- ✓ Do you have a bunch of blog posts on one subject? Consider editing them into an ebook. This can be used in your advertising to generate leads, or as a free download as a thanks.
- ✓ Have content that will always be relevant with a few tweaks? We call this evergreen content. Calendar some time to update your post twice a year with new info, research or stats and share it all over again!



*We hope this helps you on your content strategy journey. If you'd like some help getting the work done or need more marketing or SEO advice, give us a call or email [hello@mashmedia.com.au](mailto:hello@mashmedia.com.au) to set up a chat about your plans to conquer your industry.*