Repurposing Makes Content Marketing Easy ... and Effective

Repurposing is a content marketing tool that can provide a lot of benefits. Regardless how creative you are, there are going to be times when you just can't come up with an idea or topic for a blog post or video. As the date for publishing that content on your editorial calendar approaches, the pressure can build so much so that you negatively impact your ability to generate new thoughts. That is where repurposing can save the day.

Repurposing is nothing more than taking an old piece of content and changing it in some way. In this way, a single piece of content can arise over and over again, like a phoenix from the ashes, to provide you with a lifetime of content creation. When you repurpose content which was popular with your followers, you maximize the effectiveness of this content development tool.

Repurposing Provides "Preaching to the Choir" Marketing Efficiency

Since you are recreating and rewording your most popular content, you know you have a built-in audience. You have chosen the videos, blog posts and social media updates that have generated the most traffic, delivered the highest conversion rates and captured the most views, likes, shares, and comments. This means you are not creating content without knowing if it will connect with your audience.

You are giving your audience what it wants, and this equates to content that is likely to be more effective than untested content.

You are basically preaching to the choir, agreeing with the mindset of your marketplace. Repurposing also saves you a lot of time and mental energy. When you don't know what type of content to create or what

topics to focus on, dust off your old e-books, interviews, press releases, and videos. Take those that resonated with your audience and generated a lot of interaction and put a new spin on the material.

In the case of repurposing a popular blog post, be sure to target the same industry-relevant keywords and phrases in your headline and subject material. You don't want to go too far afield when changing content, because if you do so, you run the risk of missing out on SEO love the search engines were giving to your original piece of content. Along the same lines, if you repurpose a video that produced great results for you and it ran 4 minutes long, you don't want the new piece of video content to be 1 minute or 20 minutes in length.

Make Old Content Evergreen

In some cases, you spent a lot of time producing a piece of content, and it did not perform like you thought it would. Sometimes this is because that content was not evergreen in nature. When repurposing old content, make sure your new creation will stand the test of time. If you write a blog post about the Kardashians or Donald Trump, it may perform fabulously well while those individuals are hot topics.

In a couple of years though, and sometimes in just a few months or days, public opinion can wane on those topics. This is why is it is important to repurpose old content with a mind on remaking it so it is relevant for the long term, as well as right now. One way to generate relevancy no matter when someone discovers your content online or off is to forgo putting a date on your content. Someone may avoid reading an article or watching a video if they believe it was posted too far in the past to be relevant today, regardless how good your content is.